

SMARTTALK

The Newsletter of the Kids Eat Smart Foundation Newfoundland and Labrador



Kids Eat Smart
Foundation
NEWFOUNDLAND & LABRADOR

SEPTEMBER 2024

AN UPDATE to Our Donors

With a new school year ahead of us, we know that for many, this time of year brings the excitement of returning to routine, catching up with old friends, meeting new friends and getting to know their teachers.

For many families, the new year means the return of early morning routines including breakfast to fuel their day. Unfortunately, this is not the case for everyone. It is difficult for us to think of our school-age children and youth who will go to school hungry. It could be any child, any youth, anywhere.

At Kids Eat Smart Foundation Newfoundland and Labrador, our vision is that every school age child in Newfoundland and Labrador attends school well-nourished to be ready to learn.

In Newfoundland and Labrador 1 in 4 children under the age of 18 live in a food-insecure home, or a home without food, and come to school hungry. It used to be that our schools knew those most vulnerable, and those children who needed breakfast the most. This is not the case anymore, and the need is great.

Currently operating Kids Eat Smart Breakfast Clubs in 100% of the schools in the province and serving over 46,000+ meals every school day to students from Kindergarten to Grade 12, in schools from Labrador to Twillingate, Port aux Basques to St. John's, and everywhere in between, children start their school day with access to nutritious food, at no cost to families.

Our Kids Eat Smart Clubs are so important - they support families and protect children who live in food insecure homes by providing inclusive consistent access to a healthy breakfast every school day.

Our Principals tell us that having a breakfast club improves the well-being of our children and sends a powerful message – they are valued, they are worthy, and their future is bright.

It is together with the support of our Partners, Donors, volunteers, and school communities that we look forward to the school year ahead.

Together, we make a direct impact on the lives of our school age children and youth – one breakfast at a time.

Katharine Fagner
Chair, Board of Directors

Celina Stoyles
Executive Director

WELCOME
Back to
School



At Kids Eat Smart, we know that **BREAKFAST** is the most important meal of the day, and together we will ensure that all children have breakfast at school at no cost to families.

Now that our children are back to school, we know that in Newfoundland and Labrador 1 in 4 children will come to school hungry. This is a real issue, and you can help.

Donate online at
kideatsmart.ca or call
1-877-722-1996.



Kids Eat Smart
Foundation
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WHY OUR KIDS EAT SMART CLUBS are so Important



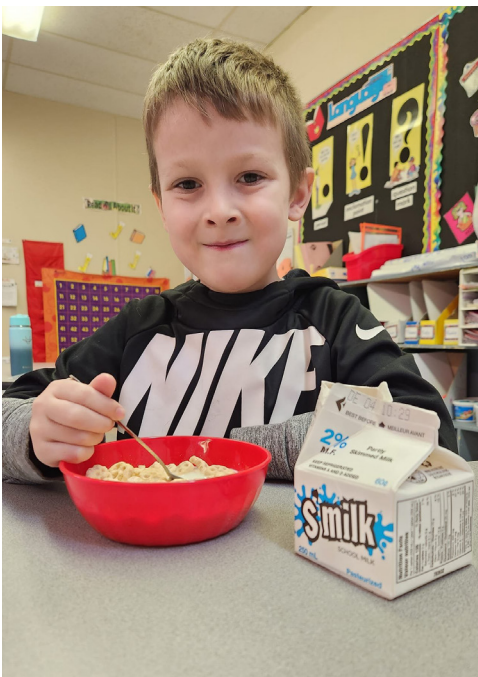
Our Kids Eat Smart Clubs are knit within the fabric of our school communities in 100% of the schools throughout Newfoundland and Labrador. Every day when children arrive at school, they know breakfast will be ready.

Every school day, our Breakfast clubs are supporting families, school age children and youth by providing access to nutritious breakfast. We are helping to support parents and guardians knowing their child will have food at school, ensuring they are well nourished and ready to learn.

There are many reasons why children come to school hungry. But no matter the reason, it is through our Kids Eat Smart Breakfast Clubs that we are feeding children, helping to eliminate hunger, and providing access to breakfast for all school children at no cost to the child or their family.

Our Kids Eat Smart Breakfast Clubs supports the education, health and well-being of our school age children, creating opportunities for a stronger, brighter future.

WHAT WE'VE HEARD. Our Principals Tell Us....



Your Support – Making Direct Positive Impacts on our Children

“Food costs are high and so many rely on this healthy option each day for our students.”

“Students have access to free healthy foods throughout the day. This increases their engagement and positively impacts student self-reliance and independence.”

“Our Kids Eat Smart Club is something our parents and our community are proud of. This program is a key component of our daily school life.”

“This program provides overall positive effects. Better attendance. Better behaviours. Improved academics.”

“Our Breakfast Club is an essential part of our daily routine at our school. Our students and families depend on it.”

“We have seen a greater uptake in our program. It is a game changer for every child. We simply cannot thank you enough for your support.”

THE POWER OF PARTNERSHIPS

TOGETHER WITH PURPOSE

Newfoundland and Labrador Liquor Corporation

Our sincerest thanks to the generosity of NLC customers, supplier partners and staff of NLC Liquor Store Corporation, and of our communities.

Their gift of \$64,077 was generously raised through The Breakfast Blitz campaign which took place in NLC corporate stores from March 22-30, with NLC matching customer donations of \$15,000!

This incredible gift will directly support our Kids Eat Smart Clubs throughout Newfoundland and Labrador, ensuring every child and youth have access to breakfast at school, at no cost to our children or their families.



THANK YOU PWR Sports

Thank you to PWR Sports for your incredible gift of \$12,500 in support of A.P. Low Primary, J.R. Smallwood Middle School, Menihik High School and Ecole l'ENVOL. We are so humbled and grateful for your support.

STRONGER YOUTH, STRONGER FUTURE Cal LeGrow Foundation

Our sincerest thanks to The Cal LeGrow Foundation for their continued support of our school age children and youth and their recent gift of \$5,000 helping to support a stronger future for our youth.



ENERGY FROM THE HEART

4th Annual NL Hydro Energy Breakfast



Through our annual NL Hydro Energy Breakfast, our partnership allows NL Hydro and its employees to make a direct positive impact, through their office locations, by supporting local Kids Eat Smart Clubs.

The financial and volunteer support from Newfoundland and Labrador Hydro and its employees to our breakfast clubs is truly invaluable. With their unwavering dedication and commitment, NL Hydro and their employees help to provide the energy school age children and youth need to start their day right.

It is through the power of our partnership that we continue to ensure access to food for our school age children and youth, at no cost to families. Thank you, Newfoundland and Labrador Hydro.

BECOME A KIDS EAT SMART PARTNER

TOGETHER, WE MAKE IT HAPPEN.

Each year Kids Eat Smart Foundation serves over 6.3 million meals to school age children province wide. With an average meal costing \$1, we could not do this without the support of our dedicated and generous partners.

Partners are corporations, community organizations, and individuals who make an annual contribution to Kids Eat Smart Foundation. We have a range of partner recognition categories to ensure we appropriately recognize every gift we receive.

You can become a KES Partner. Please contact our office for more information at 709.722.1996 or toll free at 1.877.722.1996 or info@kideatsmart.ca.

UPCOMING EVENTS

Kids Eat Smart Province-Wide **Walk for Breakfast**

Join the Challenge

walk, run, bike, climb or dance at your school



Walk for Breakfast

Every \$1

we raise will provide
breakfast for a child

Support

your local KES Club
and **DONATE** online at
www.kideatsmart.ca

Together

we will ensure that every
school age child has
access to food at school

Wednesday, October 2, 2024



Kids Eat Smart
Radiothon

WEDNESDAY
OCTOBER 30, 2024
1:00PM - 5:00PM

BECOME A MONTHLY DONOR

The impact of Monthly Giving.

Our Kids Eat Smart Breakfast Clubs depend on the kindness of people who keep cupboards stocked and our children's bellies full. Your monthly donation will help us give children a healthy start to their day so they can learn and be their very best.



Please contact our office for more information at
709.722.1996 or toll free at **1.877.722.1996** or info@kideatsmart.ca.

BECOME A MONTHLY DONOR



Join us in ensuring Breakfast at school
at no cost children or families.



Visit kideatsmart.ca or call 709.722.1996

@KidsEatSmartNL



SUSTAINING PARTNER



NATIONAL PARTNER



Scotiabank



Foundation



PLATINUM PARTNERS



**NEWFOUNDLAND
LABRADOR
LIQUOR CORPORATION**



GROOMING & BOARDING