

SCHOOL BREAKFAST CLUBS PROGRAM

Quick Referencing Guide for Schools



The School Breakfast Clubs Program provides breakfast, lunch and snack items to help nourish students at school, so they're ready to learn. The program is funded by the Victorian Government and delivered by Foodbank Victoria.

It's wonderful to see schools highlighting their Breakfast Club stories in newsletters, on social media and in the broader community. When sharing please take note of the following:

Language & Acknowledgements

- The full name of the program: School Breakfast Clubs Program.
- Acknowledge government support: "Funded by the Victorian Government and delivered by Foodbank Victoria."
- Use Foodbank-developed assets only (logos, posters, templates, social tiles).

Promotion & Messaging Guidelines

- Use Foodbank-developed assets - Resources are available on the School Breakfast Clubs Program website
- Include acknowledgements on all materials - Posters, flyers, newsletters, website pages, and social posts must include:
 - Delivered by Foodbank Victoria
 - Funded by the Victorian Government
- Promote inclusivity - emphasise that all students are welcome.
- Highlight positive outcomes - readiness to learn, wellbeing, nutrition.

Quick Checklist

- Acknowledge government funding in every communication.
- Note Foodbank Victoria as the delivery partner.
- Use Foodbank assets as provided.
- Emphasise that all students are welcome.
- Highlight & celebrate positive outcomes.



Department
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