



KickStart BREAKFAST



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA

A community partnership between Fonterra, Sanitarium and the Ministry of Social Development helping more tamariki and rangatahi achieve their best by getting a kickstart to their day.

KickStart Breakfast is designed to work for your school!



Serving

Breakfast before school, morning tea, lunchtime and/or during class



Available

All public schools across Aotearoa including some alternative education providers, regardless of EQI.



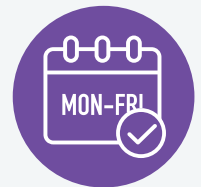
Location

School hall, classroom, staffroom



Led by

Volunteers, students, school staff, charity groups



Flexibility

To run once a week to every school day

KickStart Breakfast starts with a meal but the impacts go far beyond:

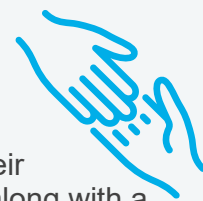
In 2024 KickStart Breakfast commissioned an independent impact report, produced by the Ākina Foundation, which provided insights into the impact of the programme on tamariki and rangatahi, their whānau and wider

- ✓ Enhances physical wellbeing for tamariki and rangatahi
- ✓ Fuels opportunities to achieve greater educational outcomes
- ✓ Strengthens connections, and builds belonging

To learn more about the impact of KickStart Breakfast please check out our [Impact Report Summary Statement \(https://www.kickstartbreakfast.co.nz/kickstart-breakfast-impacts\)](https://www.kickstartbreakfast.co.nz/kickstart-breakfast-impacts)

About KickStart Breakfast Programme

The programme is designed to positively impact child well-being through providing access to nutritious food at school. It's helping give our tamariki and rangatahi a boost to both their school day and their future by ensuring they have a healthy start along with a full puku to keep them alert in the classroom. KickStart Breakfast is the only national breakfast programme of its kind, and has been delivering Anchor™ Milk and Weet-Bix™ to schools since 2009.



Why does the programme exist?

In 2008, Fonterra compiled existing research to establish an understanding of food security for children in New Zealand and it was found that 10% of children were attending school without breakfast (CPAG, 2005), which was having an impact on their learning ability and performance at school.

KickStart Breakfast exists to make sure Kiwi kids can get a great start to their school day with a healthy nutritious breakfast.

Schools report since they have been part of the programme, they have noticed an improvement in concentration and children are more settled in class. The programme enables a safe and welcoming environment for children to socially connect and share each other's experience. The support and interaction with peers, school staff & teachers and volunteers along with a nutritious start to the day helps children stay engaged for a day of learning.

According to the Ākina Impact Report, the programme helps students start the day happier and more settled, with a greater ability to focus on learning. This led to societal benefits including better school attendance, improved behaviours, and greater educational outcomes for students, as well as less time and financial stress for whānau, with more spending available for other necessities.

How long has the programme been going?

KickStart Breakfast has been delivering Anchor milk and Sanitarium Weet-Bix to schools across New Zealand since 2009. The programme celebrated its 15-year anniversary in 2024.

How does it work?

KickStart Breakfast provides nutritious kai (Anchor milk and Sanitarium Weet-Bix) along with guidance and support to help schools run a successful, sustainable breakfast club to meet their needs with minimal food waste.

Schools source bowls, spoons, a central location, food storage facilities and the staff or volunteers to run their breakfast club. The programme provides a foundation to which other community groups, the school or whānau can support with additional products such as fruit and other breakfast items.



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KickStart Breakfast Enabling school-aged learners to realise their full potential by supporting their wellbeing and nutrition