

GRAB AND GO

A School Breakfast Solution that Works

GENYOUTH's turn-key breakfast system is innovative and effective

WHY SCHOOL BREAKFAST IS IMPORTANT

- Of all the steps schools can take toward creating healthier, higher-achieving students and a culture of wellness, implementing school breakfast is perhaps the simplest and most cost-effective, with very possibly the most direct impact.
- Breakfast is linked with numerous health and educational benefits — including improved academic performance, student behavior, school attendance, and nutrition intake, while also addressing hunger.
- Additionally, because schools receive federal reimbursement for each meal served, school breakfast supports the financial bottom line.
- For these reasons, increasing student access to school breakfast is a particular focus of GENYOUTH's work.

WHY KIDS MISS BREAKFAST

- Time constraints and the lack of appetite early in the morning are among cited reasons. But in many cases, it's strictly economic. More than 13 million Americans under age 18 live in food-insecure households in which family funds are insufficient to buy adequate food during at least some periods. Breakfast is the first meal to be sacrificed.

ENTER THE NATIONAL SCHOOL BREAKFAST PROGRAM

- The National School Breakfast Program (SBP) is an important solution that provides a healthy morning meal to millions of students across the country. But many millions more students are missing out. In fact, only 57 low-income students participate in school breakfast for every 100 who participate in school lunch.

The Urgency around School Breakfast

1 in 6 children in the U.S. is food-insecure.

A school meal may be the only nutritious meal many American children eat on some days.

Moving school breakfast outside the cafeteria overcomes hurdles including timing, convenience, and stigma associated with participation.

“GENYOUTH's success with Grab and Go breakfast has given us valuable insights on how to optimize school, educator, and student engagement in this remarkable program.”

Alexis Glick, CEO, GENYOUTH

THE POWER OF ALTERNATIVE SCHOOL BREAKFAST MODELS



The Food Research & Action Center's annual School Breakfast Scorecard recognizes breakfast after the bell that moves breakfast out of the cafeteria as the most successful strategy for increasing school breakfast participation. Grab and Go breakfasts — in which students pick up a nutritious morning meal from mobile carts strategically placed in high-traffic areas in school buildings or on-campus — are especially easy and effective, allowing students to eat on the way to class, during class, or in designated areas. Grab and Go breakfast overcomes hurdles like timing, convenience, and stigma of participation associated with traditional breakfast in the cafeteria. And it meets the government school meal requirements developed by the U.S. Department of Agriculture.

GENYOUth's GRAB AND GO BREAKFAST SYSTEM: A GAME CHANGER

GENYOUth is helping schools nationwide close the gap in school breakfast participation with a turn-key Grab and Go Breakfast System. With support from our funding partners, GENYOUth has placed nearly 200 Grab and Go Breakfast Systems in high-need schools across the U.S., **increasing participation by 1.2% on average, with increases up to 27%**, and providing access to over 10 million school breakfast opportunities a year.

GENYOUth's Grab and Go Breakfast System includes:



Multipurpose Cart
(approx. 1 cart per 500 students)



Cooler Barrel
(to keep milk cold)



Remote Point of Sale System
(one per cart)

“Breakfast-after-the-bell service models (Breakfast-in-the-Classroom, Grab and Go, Second Chance Breakfast) overcome timing, convenience, and stigma barriers that get in the way of children participating in school breakfast, and are even more impactful when combined with offering breakfast at no charge to all students.” Food Research & Action Center School Breakfast Scorecard 2017-18

GENYOUth's BREAKFAST CASE STUDIES

Each breakfast cart system increases student access to about 100,000 breakfasts in one school year.

SUCCESS IN ATLANTA: THE LEGACY 53 SUPER SCHOOL BREAKFAST INITIATIVE

As the official youth partner of the Atlanta Super Bowl Host Committee Legacy 53 initiative, GENYOUth worked with Georgia education and business leaders in a successful effort to increase access to 5.3 million meals as part of a Super School Breakfast Initiative. Business support for 53 Grab and Go Breakfast Systems included Georgia Power Foundation, Arby's Foundation, Delta Air Lines, The Home Depot Foundation, and the WellCare Community Foundation, in partnership with the Atlanta Super Bowl Host Committee and in collaboration with The Dairy Alliance.

GENYOUth AND PEPSICO FOUNDATION: AN EMPLOYEE-ENGAGEMENT MODEL

PepsiCo Foundation's Ready, Step, Move...Give! initiative is an employee-wellness walking program in which employee steps taken are converted to dollars donated to GENYOUth to purchase and place Grab and Go breakfast carts in high-need schools around the country. Now in its third year, Ready, Step, Move...Give! and GENYOUth will reach 110 schools and provide up to 10 million healthy Grab and Go school breakfasts — thanks to billions of steps taken by over 10,000 PepsiCo employees each year!