*Date:* November 22, 2019

*To:* School District Administrator

*From:* Julie Cox, RDN, CD – Assistant Director, School Nutrition Team

*Subject:* Announcing the 2nd Annual Wisconsin School Breakfast Challenge

Did you know that students who eat a healthy school breakfast have significantly higher scores in math, increased attendance, improved behavior, and decreased tardiness?[[1]](#footnote-1)

Did you also know that there are financial benefits to operating an effective School Breakfast Program? As more students participate in your school meals programs (breakfast and lunch), your school receives more revenue.2

It is a win-win! School Breakfast fuels academic and financial success!

The Wisconsin Department of Public Instruction (DPI) School Nutrition Team is partnering with Hunger Task Force (HTF), Share Our Strength’s No Kid Hungry (NKH) and the School Nutrition Association (SNA) of Wisconsin to promote breakfast in schools through the Wisconsin School Breakfast Challenge. In addition to the extra revenue your school receives from serving school breakfast, take advantage of the opportunity to win prize money for your program.

Schools across Wisconsin are invited to compete for prizes and recognition by increasing participation in their School Breakfast Program, or to start a new program if they do not already have one. As student participation grows, so do the chances for winning. The challenge begins December 2, 2019, and ends March 6, 2020.

This year, in addition to competing to increase participation in school breakfast, schools have the option of taking part in the Big Cheese bonus round. This optional, but highly encouraged bonus category, provides different ways for schools to improve school breakfast nutritional quality, integrate Farm to School, or incorporate other program innovations. These activities may be completed at any time throughout the challenge (except for a few special activities reserved for National School Breakfast Week). Schools with the highest point total at the end of the challenge will receive a monetary prize.

NKH will be providing the following amazing prizes:

| **Prize Category** | **First Place** | **Second Place** |
| --- | --- | --- |
| The **Big Cheese** bonus category | $ 1,000 | $ 750 |
| **Colby** (large districts, enrollment >875) | $ 1,000 | $ 750 |
| **Swiss** (medium districts, enrollment 275-875) | $ 1,000 | $ 750 |
| **Mozzarella** (small districts, enrollment <275) | $ 1,000 | $ 750 |
| **Cheddar** (starting a new breakfast program) | $ 1,000 | $ 750 |

Not only is there opportunity to win these prizes, but *all participating schools* are eligible to apply for NKH’s equipment grants up to $3,000*.* For these grants, there is no free and/or reduced price meal percentage requirement.

Ready to get started? [Register your school](https://docs.google.com/a/dpi.wi.gov/forms/d/1iY8a6dRkNU5rDINAlklNwpUkALUneCc8mlvluwdQ8Rc/edit?usp=drive_web) and visit the [Hunger Task Force](https://www.hungertaskforce.org/about-hunger/priority-campaigns/school-breakfast-challenge/) website for all the details. Considering a new School Breakfast Program? Contact [DPISBP@dpi.wi.gov](mailto:DPISBP@dpi.wi.gov).

1. Food Research & Action Center “[Research Brief: Breakfast for Learning](http://frac.org/wp-content/uploads/breakfastforlearning-1.pdf).” Accessed November 14, 2018. http://frac.org/wp-content/uploads/breakfastforlearning-1.pdf.

   2 UW Extension, Family Living Program “[School Breakfast Program Cost/Benefit Analysis: Achieving a profitable SBP](https://dpi.wi.gov/sites/default/files/imce/school-nutrition/pdf/sbp_cost_benefit_analysis.pdf).” 2007. Accessed November 14, 2018. https://dpi.wi.gov/sites/default/files/imce/school-nutrition/pdf/sbp\_cost\_benefit\_analysis.pdf. [↑](#footnote-ref-1)