

# MONTGOMERY COUNTY SCHOOLS CHILD NUTRITION

Universal Free Breakfast Pilot  
January 18, 2011 – June 10, 2011



# Research has shown eating breakfast

- ▣ Increased Test scores
- ▣ Increases attention span
- ▣ Average attendance improves
- ▣ Decreases negative behavior
- ▣ Lowers the number of nurse visits of students
- ▣ Reduction in Tardiness
- ▣ Improved diets/ reduction in obesity rates

# How does it work?

- ▣ Breakfast is offered to all students at no charge.
- ▣ Child Nutrition claims the federal reimbursement at the correct income category for that student.
- ▣ Increased participation compensates for the loss from otherwise paying students.

# The Facts & Figures

- ▣ MCS is 74% Free and Reduced
- ▣ Current Breakfast Participation is 40%
- ▣ Current Monthly Breakfast revenue is \$64,404.60

# The Facts & Figures cont.

- ▣ If breakfast increases by 5%
  - 90 breakfast a day
  - About 10 breakfast per school
  - Monthly Breakfast revenue \$63,311.96
  - Monthly Loss \$92.64

# The Facts & Figures cont.

- ▣ If breakfast increases by 10%
  - 180 breakfast a day
  - About 20 breakfast per school
  - Monthly Breakfast revenue \$66,914.36
  - Monthly Increase \$2,509.76



# The Facts & Figures cont.

- ▣ If breakfast increases by 20%
  - 360 breakfast a day
  - About 40 breakfast per school
  - Monthly Breakfast revenue \$72,117.78
  - Monthly Increase \$7,713.18

# The Facts & Figures cont.

- ▣ If breakfast increases by 25%
  - 450 breakfast a day
  - About 50 breakfast per school
  - Monthly Breakfast revenue \$74,718.90
  - Monthly Increase \$10,314.3



# In Conclusion,

- ▣ All Students benefit from a Universal Free Breakfast Program at Montgomery County Schools.
- ▣ Child Nutrition will market breakfast and provide creative opportunities so that all students can eat breakfast in a timely manner.
- ▣ Child Nutrition will have an increase in revenue when participation increases.

# Questions

- ▣ If you have questions or comments contact Frank Fiorella, Child Nutrition Director at (910)-576-6511 or [frank.fiorella@montgomery.k12.nc.us](mailto:frank.fiorella@montgomery.k12.nc.us)

## **Universal Free Breakfast**

### **How Does Universal Free Breakfast Work?**

When Universal Free Breakfast is offered, breakfast is available at no charge to all students, regardless of their household income. It is usually offered at schools that have a high percentage of students that qualify for free or reduced price meals and often goes hand in hand with breakfast in the classroom, although this is not mandatory. Breakfast is given free to any student who wants it that day; however, the school claims the federal reimbursement at the correct income category for that student. This data is obtained from the students' lunch applications.

Universal Free Breakfast can be offered with any other serving method – traditional breakfast in the cafeteria before the bell rings, in the classroom, Grab 'n Go, or as a Mid-Morning Nutrition Break. The serving method depends on the needs of the school. Menus depend on the serving style, but are offered as reimbursable meals.

Many schools find that Universal Free Breakfast increases participation so drastically that they do not actually experience a loss from otherwise paying students.

### **Why Serve Universal Free Breakfast?**

Most importantly, when you offer Universal Free Breakfast, more students eat breakfast.

Universal Free Breakfast reduces the stigma attached to eating breakfast at school. It makes breakfast available to those students who may not want to participate in the program for fear of being labeled "poor." It also provides breakfast for those students who cannot afford the cost of a reduced price breakfast and lunch. In addition, children who participate in Universal Free Breakfast tend to have improved attendance, less tardiness, and increased test scores. The quality of their diets also improves. While serving Universal Free Breakfast may increase labor needs, the overall labor costs per meal are actually less with Universal Free Breakfast than with traditional service methods.

### **When Does Universal Free Breakfast Work Best?**

Universal Free Breakfast works well in schools with greater than 70% of students eligible for free and reduced price meals. However, schools with fewer eligible students have operated the program successfully. If the following situations are present in your school, Universal Free Breakfast is likely to be a success for you:

- Stigma appears to be a factor in low participation rates.
- The percent of students eating free and reduced price breakfast is much lower than expected.
- Teachers are supportive of breakfast and realize its importance to learning.
- Cafeteria space can accommodate increased participation or breakfast in the classroom is an alternate option.

	Free	Reduced	Paid	Total	Grand Total
Current Monthly Participation	31,334	2,991	3,515	<u>37,840</u>	
Current Federal Reimburse	\$ 55,147.84	\$ 4,366.86	\$ 913.90	<u>\$ 60,428.60</u>	
Current State Kinder Reimbur	\$ -	\$ 206.00	\$ 1,078.00	<u>\$ 1,284.00</u>	<u>\$ 61,712.60</u>
Current Money Collected	\$ -	\$ 636.00	\$ 2,056.00	<u>\$ 2,692.00</u>	<u>\$ 64,404.60</u>
Current Money Billed		\$ 897.30	\$ 3,866.50	<u>\$ 4,763.80</u>	
Current money not Paid				<u>\$ (2,071.80)</u>	
5% Increase Monthly Participation	32,563	3,142	4,026	<u>39,731</u>	
5% Increase Federal	\$ 57,310.88	\$ 4,587.32	\$ 1,046.76	<u>\$ 62,944.96</u>	
5% Increase Kinder	\$ -	\$ 216.00	\$ 1,151.00	<u>\$ 1,367.00</u>	<u>\$ 64,311.96</u>
10% Increase Monthly Participation	33,793	3,293	4,538	<u>41,624</u>	
10% Increase Federal	\$ 59,475.68	\$ 4,807.80	\$ 1,179.88	<u>\$ 65,463.36</u>	
10% Increase Kinder	\$ -	\$ 227.00	\$ 1,224.00	<u>\$ 1,451.00</u>	<u>\$ 66,914.36</u>

20% Increase Monthly Participation	36,253	3,596	5,559	<u>45,408</u>	
20% Increase Federal	\$ 63,805.28	\$ 5,250.16	\$ 1,445.34	<u>\$ 70,500.78</u>	
20% Increase Kinder	\$ -	\$ 248.00	\$ 1,369.00	<u>\$ 1,617.00</u>	<u>\$ 72,117.78</u>

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25% Increase Monthly Participation	37,483	3,747	6,070	<u>47,300</u>	
25% Increase Federal	\$ 65,970.08	\$ 5,470.62	\$ 1,578.20	<u>\$ 73,018.90</u>	
25% Increase Kinder	\$ -	\$ 259.00	\$ 1,441.00	<u>\$ 1,700.00</u>	<u>\$ 74,718.90</u>

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2010-2011 Breakfast Reimbursement Rates	\$ 1.76	\$ 1.46	\$ 0.26
2010-2011 Breakfast Prices	\$ -	\$ 0.30	\$ 1.10

5% = 90 Breakfast a day	About 10 per school
10% = 180 Breakfast a day	About 20 per school
20% = 360 Breakfast a day	About 40 per school
25% = 450 Breakfast a day	About 50 per school

	Free	Reduced	Paid
Current demographics	65%	8%	27%
Current Breakfast Participation	55%	40%	14%