

## Project Bread 2025–26 School Breakfast Collaboration Grant

In close collaboration with Project Bread's Child Nutrition staff, this grant program will support schools in designing and implementing a new or significantly expanded breakfast strategy. Schools should choose this option if they are seeking increased consultation from Project Bread throughout the grant period to support the development and execution of an alternative breakfast model, implement the BATB strategy, and/or address specific challenges hindering breakfast program improvements.

- For the purposes of this grant, a new BATB Program refers to a school starting a BATB model (Breakfast in the Classroom, Grab & Go Breakfast, Second Chance Breakfast, and hybrid combinations of these three models) for the first time
- For the purposes of this grant, a significantly expanded BATB Program is defined as: adding new and improved menu items to be served in the BATB program, addition of breakfast service times (such as adding a Second Chance Breakfast time later in the morning), and increasing accessibility of breakfast to students (such as adding service locations outside the cafeteria).

for example:

- A school would like to start a BATB program, but could use help with where to begin and would like support from Project Bread to assess the current breakfast program, the school(s) specific characteristics, and identify the BATB model(s) that are the right fit.
- A school is experiencing specific challenges/resistance – either with implementing a new BATB program or with the current BATB program, and would like Project Bread to help develop strategies and a plan to address the specific barriers.
- A school would like Project Bread's support designing the right implementation plan and budget – you know you need financial support, but strategic guidance would be helpful to flesh out a spending plan that will have the greatest impact on breakfast success.
- A school wants to start a BATB program this year but needs buy-in from the principal and teachers and is hesitant to apply for a grant without having that support in place. Project Bread can help in multiple ways, including meeting with the principal or teachers and sharing strategies and best practices that we see throughout the state, setting up a Peer-to-Peer call or a visit with a school of similar size and BATB barriers that has successfully implemented a BATB program, etc.

## Eligibility

- Schools located in Massachusetts operating the School Breakfast Program and where 25% or more of the student population qualifies for free or reduced-price meals. Each individual school included in the grant proposal must meet the 25% threshold (\*F/R data must be from March 2025)
- In order to be eligible for this grant, schools must be committed to participating in consultation sessions with Project Bread Child Nutrition staff throughout the grant cycle. This grant is intended to be a partnership opportunity, where Project Bread will support the design of the program, development of the grant budget, troubleshoot challenges, etc.
- In order to be eligible for this grant, schools must commit to either 1) launching a new Breakfast After the Bell program or 2) significantly expanding their existing Breakfast After the Bell program in the 2025–26 school year. (*\*See definitions for “new” and “expanded” above*)

## Award Range

- Up to \$4,000 per school The maximum total for a school district applying for multiple schools is \$12,000.
- Under this “Collaboration Grant” the exact spending plan will be developed in consultation with Project Bread, during the grant period. As such, exact items to be purchased will not be included in the application, but the applicant must indicate the total amount that they are requesting through the grant for each school included in the application.

## Allowable Expenses

- Grant funds may be used to purchase equipment needed to launch or expand Breakfast After the Bell programs (durable, reusable equipment only, no disposable packaging or disposable supplies are allowed). All equipment expenses must be clearly connected to increasing participation in the breakfast program.
- Grant funds may be used to support the start-up staffing costs of launching or expanding the Breakfast After the Bell Program, such as providing additional hours to an existing staff member to staff a new breakfast cart (\*Ongoing personnel costs past 2 months are not allowed. This is meant to address temporary/start-up personnel costs that will increase participation, and become solvent, over time.)
- Grant funds may be used to support the district/school in creating new breakfast menu items that are compliant under the upcoming new USDA nutritional requirements (baking equipment and supplies, staff time for recipe development, etc.)
- A portion of grant funds (up to 40%) may be used on promotion / marketing expenses to promote the new or improved BATB program and ensure students are aware and excited to participate.
- Funds may not be used for retroactive expenses incurred prior to receipt of the grant award.
- Funds may not be used for food costs or for packaging costs.

## Priorities for Funding

- While all schools with 25% or more students eligible for free/reduced price meals are eligible, schools with higher F/R % will be prioritized.
  - Schools with 60% or higher F/R % will receive top priority
  - Schools 40-60% will receive mid-priority
  - Schools 25-40% will receive lower priority
  - Schools with lower than 25% are ineligible for this grant program
- Districts who will utilize funds to begin a BATB Program at a school (or schools) who have not previously operated alternative breakfast models / BATB are a priority for funding.

## Program and Reporting Requirements

- Grant recipients must commit to the collaboration component of this grant, connecting throughout the grant cycle with Project Bread staff to develop and launch the program. The collaboration needs and services will be customized to each grantee's needs. A few examples of how Project Bread could support your program include:
  - A project launch meeting to assess the current program, identify project goals, discuss challenges, and set plan for next steps
  - Developing a plan for bringing school/district stakeholders on board – could include Project Bread-facilitated meetings with administrators/other key stakeholders, or Peer-to-Peer visits with successful programs
  - Developing the specifics of the implementation plan, key steps, timeline, and exact grant spending plan
  - Developing a marketing/outreach plan to support implementation success
  - Assistance from Project Bread staff with program launch, including possible celebratory kickoff event
- Grant recipients must commit to the implementation of the new or expanded breakfast program strategy between **December 2025– September 2026**, with Project Bread's support
- Once grantees have developed their project plan and designed their budget in consultation with Project Bread, funds will be distributed to grantees at that point, and funds must be spent by **May 31, 2026**. Grantees must contact Project Bread immediately if the funds will not be fully spent or if grantees wish to spend on something other than what was approved in the budget development and approval process.
- Promoting and marketing meal programs is essential to increasing participation. As such, all grant recipients are required to execute a School Breakfast promotion strategy as part of this grant program, with Project Bread's support. (*\*Project Bread's Child Nutrition team is available to consult and provide guidance, and has created many [free breakfast promotional resources](#) for schools to use, including printed materials that you can order for free.*)
- Monetary awards are accompanied by comprehensive technical assistance and support from Project Bread's Child Nutrition team. Start-up (November/December), and *bi-monthly (every two months) check-in meetings with Project Bread Child Nutrition staff are required*, along with routine communication.
- Completion of a progress report is required in June 2026, and a final grant report is required in October/November 2026, including submission of breakfast participation data.

## Application Process and Deadline

- All applications must be submitted online by October 17th. Complete and accurate application materials must be received by the deadline in order to be considered for funding.
- All districts interested in submitting a grant application must schedule a 15-minute call with Project Bread Child Nutrition staff prior to submitting their application. These calls will be brief, informal, and will serve to ensure the school(s)/district meets grant eligibility requirements, as well as provide an opportunity to discuss proposal plans. [Schedule here](#).
- All districts interested in submitting a grant application should attend our [webinar on October 7<sup>th</sup>, 2025, at 2 PM](#), or review the recording that will be released after the webinar.
- Apply for the grant online using this link: <https://form.jotform.com/252665514397062>
- Applicants who have not recently or previously applied to Project Bread's Child Nutrition Grant Programs are strongly encouraged to apply.
- Please feel free to contact us ([cnop@projectbread.org](mailto:cnop@projectbread.org)) as you complete your application if you would like technical assistance in deciding which Breakfast After the Bell models would work best for your schools or for advice with program expansion planning.

## Contact Information

- Please contact Project Bread's Child Nutrition team at [cnop@projectbread.org](mailto:cnop@projectbread.org) or at 617-239-2543 with any questions or if you have difficulty submitting your application.