

## Project Bread 2025–26 Breakfast After the Bell Implementation Grant

This grant program will support schools in implementing a new or significantly expanded breakfast program strategy. Schools should select this option if they have a clear plan developed, know the alternative breakfast model / Breakfast After the Bell strategies they would like to implement, and the items they would like to include in their budget, and do not feel they need much consultation support with their program strategy.

*[\(If you are interested in increased consultation support as part of the grant from Project Bread, see the School Breakfast Collaboration Grant information here.\)](#)*

- 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).

### 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 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.



## 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.)
- 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 before 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 that will utilize funds to begin a BATB Program at a school (or schools) that have not previously operated alternative breakfast models / BATB are a priority for funding.

## Program and Reporting Requirements

- Grant recipients must commit to the implementation of the new (or significantly enhanced) Breakfast After the Bell program between December 2025 and April 2026.
- Items must be purchased by March 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. *(\*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. *Mid-program (February/March) check in meeting with Project Bread Child Nutrition staff is required, routine check-ins and communication is encouraged.*
- Completion of a final grant report is required in June 2025, including submission of breakfast participation data.



## Application Process and Deadline

- All applications must be submitted online by October 25th. Complete and accurate application materials must be received by the deadline 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 before submitting their application. These calls will be brief, informal, and will serve to ensure the 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/252677360773163>
- 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.