

## Sample Proposals and Reviewers Comments

Best Practice from Rebecca Thomas, Senior Manager, Donations & Sponsorships  
CIBC World Markets

1. Breakfast for Learning – proposal written by Lynn Byers

“They present an excellent and easy to read summary of their mission, the need for their services, the successful delivery of their services, and the benefits of partnering with the BFL program. I stress the "easy to read" factor of this proposal. Key to the success of this proposal, of course, is their follow up and stewardship.”

# A Funding Proposal

<NAME>

AND



**BREAKFAST FOR LEARNING**  
Canadian Living Foundation

To realize excellence in education, we share  
a responsibility to ensure children attend  
school well nourished and ready to learn.

<DATE>

## *Executive Summary*

Our cause will capture your imagination ... and your heart. Who wouldn't be moved by the opportunity to support children, improving their chances for a brighter future? And it's so simple. To learn, grow and thrive, our children need nutritious food.

The face of child nutrition in Canada is changing, with poor eating habits and increasingly inactive lifestyles becoming commonplace. In the past, inadequately nourished children were primarily defined as those living in poverty or isolated communities. Today, we realize that geographic and socio-economic boundaries are not exclusive to undernourished children • it affects all walks of life.

At BREAKFAST FOR LEARNING we believe that a world fit for children is one in which all children get the best possible start in life through equal access to a quality education, as well as the necessary nourishment to enable them to make the most of their learning experience and develop to their fullest intellectual and emotional capacity.

# *Issues of Concern*

*“The majority of our students do not eat breakfast and will not have lunch...They will tell you there just isn’t enough food in the house. Teaching a student who is hungry and tired is very challenging.”*

*Sharon Schultz, Lindsay Thurber High School,  
Red Deer, Alberta*

- Healthy eating and daily physical activity are essential for proper physical, emotional and intellectual development of children, yet between 1981 and 1996, rates of obesity nearly tripled among boys and more than doubled among girls (The Progress of Canada’s Children: 2002, Canadian Council on Social Development).
- 24% of children in Grade 4 do not eat breakfast every day; by grade 8, 47% of girls and 33% of boys do not eat breakfast daily. (Evers, Taylor, Manske, Midgett. Eating and smoking behaviours of school children in southwestern Ontario and Charlottetown, PEI. Canadian Journal of Public Health, 2001; 92: 433-436).

- Teachers observe that children who come to school hungry experience more learning difficulties (inability to concentrate) compared to nourished classmates. (Papamandjaris A. Breakfast and Learning in Children: A Review of the Effects of Breakfast on Scholastic Performance. January 2000. Page 28).
- 31% of elementary and 62% of secondary students do not eat a daily breakfast (Dr. Katherine Covell for the Canadian Coalition for the rights of children, February 2001).
- Reasons other than poverty are also being identified for children arriving at school hungry. With an increase in the number of dual-working families, parents who leave for work before children get up, and longer commutes to and from school for students, children are having to care for themselves before and after school for longer times and at younger ages. (Basrur, S. Child Nutrition Programs in Toronto: Report to the Board of Health. March 1998).

## *Strategies for Action*

Nutrition is a key element in healthy child development and potential for learning. Research shows that inadequate nutrition affects not only children's learning, but also behaviour and overall cognitive development and well-being.

The need for community-based child nutrition programs is evidenced by increased demand for grant support through BREAKFAST FOR LEARNING. Since its inception in 1992, BREAKFAST FOR LEARNING has supported more than 6,900 programs and helped serve over 140 million meals to 667,000 children. The community-based child nutrition programs we support are created and sustained by a network of more than 30,000 dedicated volunteers across Canada.

Financial grants and nutrition education resources provided by BREAKFAST FOR LEARNING, are just two components for creating sustainable and universally accessible child nutrition programs across the country. Child nutrition programs need to be supported by the communities they serve. They must involve corporations, foundations, government, school boards, and parents in order to be successful. Consistency in child nutrition

programs across Canada would offer children more equitable access to improved nutrition.

## *Developing National Partnerships*

To realize excellence in education, we share a responsibility to ensure children attend school well nourished and ready to learn. The development of strategic partnerships with corporations, foundations and various levels of government is crucial to BREAKFAST FOR LEARNING in achieving it's fiscal year goals.

Continued growth in funds raised is an essential part of continuing to meet the need of child nutrition programs throughout Canada. The renewed financial support of <NAME> will play a vital role in helping BREAKFAST FOR LEARNING achieve it's goal of enabling every child in Canada to attend school well nourished and ready to learn.

***Total Request for Funding: <\$>\****

\*2003/2004 funding request is specific to <Program>. <Program Description>.

## ***Recognizing our Partners***

Awareness building activity is vital to BREAKFAST FOR LEARNING in presenting the issue of poor child nutrition in Canada to the public. Recognizing our partners is an important component of that activity. BREAKFAST FOR LEARNING is proud to acknowledge its partners nationally, provincially and locally in an effort to leverage additional support and facilitate awareness building activity.

## ***Accountability***

Accountability to our donors is crucial to maintaining credibility within the industry. As a granting organization, maintenance of records pertaining to usage of donor funds must take priority in all Foundation activity. Additionally, providing donors with information about how their donations are utilized offers the Foundation the unique opportunity to provide a visual of how their support impacts the lives of children.

## ***Donor Designation***

Promoting the National Grant Review process is essential to BREAKFAST FOR LEARNING's allocations function. This process provides the Foundation with the necessary funding to sustain its core program - National Nutrition Grants. It should be noted that while we can, and do, designate donations directly to specific

programs or communities, our recommendation is to first consider the National Grant Review process or second to consider designating to a province or territory.