

YOUR GUIDE TO THE

BIG SCOTTISH BREAKFAST



#BIGSCOTTISHBREAKFAST

STV Appeal SCIO SC042429

In partnership with

Kellogg's

LET'S GET STARTED!

WHAT IS THE BIG SCOTTISH BREAKFAST?

Breakfast is the most important meal of the day, but we often eat it in a hurry or skip it completely. For one morning of the year, we want you and your friends, families, colleagues or class to eat breakfast together and have lots of fun.

It's as simple as that!

WHY HOST A BIG SCOTTISH BREAKFAST?

Over 240,000 children are currently living in poverty in Scotland. That's one child in four who is missing out on simple things that we all take for granted - like having breakfast. STV Children's Appeal has set up the Big Scottish Breakfast to help Scottish children get a good start to the day and the best start in life.



A NOTE FROM SEAN

I've had a brilliant time supporting the Big Scottish Breakfast over the last few years and I'm really excited to help with this year's campaign.

This year we're determined to go bigger and better than ever, and I'd love to see schools, businesses and groups right across the country join in with their own Big Scottish Breakfast to raise money for Scotland's children affected by poverty.

We all know that breakfast is the most important meal of the day, so please help the STV Children's Appeal ensure that children in Scotland get a good start to the day and the best start in life.

- Sean Batty

GET HOSTING

HOW DO I HOST A BIG SCOTTISH BREAKFAST?

Hosting your own Big Scottish Breakfast couldn't be simpler. Here's some simple questions to help get you started.

WHERE?

Schools, workplaces, community centres and cafes are just some potential venues - but you could have it wherever you like. Why not host a wee Big Scottish Breakfast with friends and family?

WHEN?

Whenever it suits you and the crew! The official dates are between 11th and 15th of September, but the week before or after (or even another month) is totally fine by us! How about taking up the whole morning, making it more of a brunch thing or totally shaking things up with a breakfast-for-dinner, aka brinner, event?

HOW DO I INVITE PEOPLE?

Your Big Scottish Breakfast can be a great excuse to get in touch with friends, family, colleagues and classmates. From social media, texts and emails to a good old face-to-face chat, there's so many ways to do it. We've included a colourful poster in this fundraising pack that's sure to grab some attention!

WHAT WILL WE EAT?

You could keep it simple with one type of food, like cereal, or a breakfast buffet with lots of different options. You could have it all ready to go for when guests arrive, or get collaborative and ask everyone to bring their own bit of the Big Scottish Breakfast.

WHAT WILL WE DO?

The Big Scottish Breakfast is all about sharing food, having fun and raising some money for the STV Children's Appeal. You could simply get everyone together for breakfast - or you could get creative with it! Check out our serving suggestions for some fun Big Scottish Breakfast ideas later in the pack.

HOW DO WE TAKE DONATIONS?

It's called the Big Scottish Breakfast, but no donation is too small for the STV Children's Appeal! Whether you're collecting cash on the day or taking donations through JustGiving, do whatever you find the easiest. See our fundraising section later in the pack for more info.

THEN WHAT?

Well, somebody will need to do the dishes! Then once all that's done, collect your donations and send it to the STV Children's Appeal. Find out how later in the pack.

WHERE YOUR MONEY IS GOING



£5

could provide internet access to a young person feeling cut off from others.

£10

could provide essential food and household items to a family struggling to make ends meet.

£20

could provide gas and electricity to heat a family home during the coldest days and nights.

£30

could provide a young person struggling with their mental health an important counselling session with a professional.

£50

could deliver training in schools to children and young people, giving them the skills to build resilience and look after their mental health.



To donate £10*

TEXT TEN
to 70607

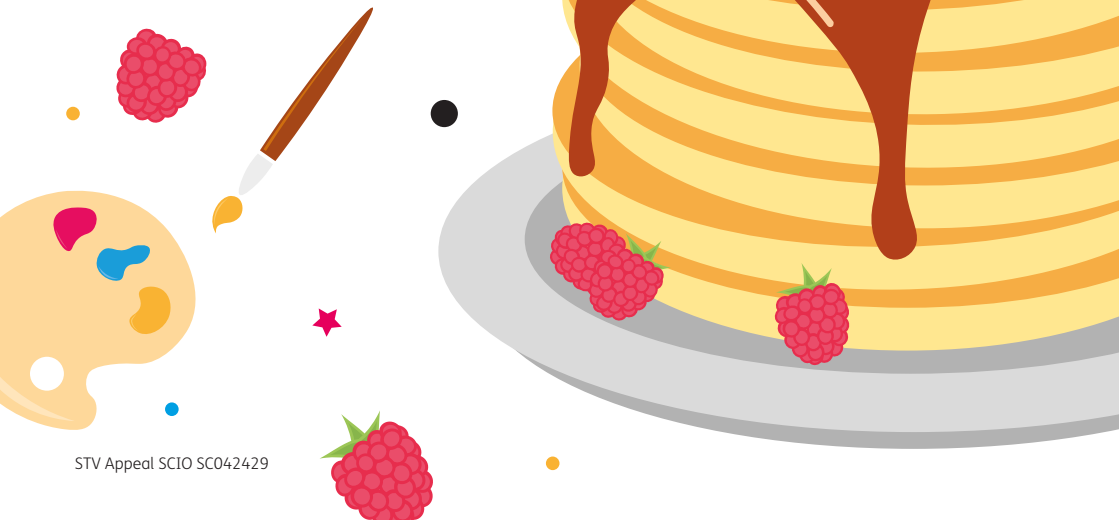
*To donate by text you must be over 16 and have the bill payer's permission. Full T&Cs available on the STV Appeal website where you can also make a donation of a different amount: www.stv.tv/appeal

WHY NOT GET CREATIVE WITH A THEME?

Every Big Scottish Breakfast is different! You could simply get everyone together for breakfast – or you could get creative with it. From conventional to quirky, this year is your chance to have it just the way you like it. To serve up some inspiration, here's some fun food and activity combinations that are sure to make a memorable morning.

PANCAKES AND FACEPAINTS

Who doesn't love pancakes? Who doesn't love facepaint? Together they make one fun Big Scottish Breakfast! Just imagine how funny it would be to see a room full of tigers, clowns and superheroes all chatting and enjoying a pancake or two!



NEED MORE THEME IDEAS?

SMOOTHIES AND MOVIES

When was the last time you had a movie morning? Swap the fizzy drinks for some delicious and nutritious smoothies packed with fruit and veg. The perfect accompaniment to kick back and watch your favourite family film together.

YOGURT AND YOGA

Why not get your yogis together for a mindful morning with a serving of yogurt and a healthy selection of fruit and nuts? The Big Scottish Breakfast could be your moment to start a new healthy lifestyle alongside a supportive group of friends, family, colleagues or classmates.

TATTIE SCONES AND A TALENT SHOW

Tattie scones are the unsung heroes of the Big Scottish Breakfast. Serve them up with a choice of rolls, toppings and condiments as you open the stage for a morning of singing, dancing and entertainment.

While we do love a theme, it isn't essential to hosting a Big Scottish Breakfast. Just have fun and enjoy!



LET'S START FUNDRAISING

Get in touch and tag us in your pictures and stories – all our social handles are listed below. You can also use our hashtag #bigscottishbreakfast as we'll be keeping an eye on that too.

Create your own JustGiving page in advance via [justgiving.com/stvappeal](https://www.justgiving.com/stvappeal). Your friends can make a donation of any amount and you can watch the donations roll in.



@appealSTV



@stvappeal



@stvchildrensappeal



@stvchildrensappeal



stvappeal@stv.tv



stv.tv/appeal



0141 300 3858



STV Children's Appeal,
Pacific Quay, Glasgow,
G51 1PQ



GET SOCIAL

Did you cook up an impressive or unique breakfast?

Were your pancakes exceptionally round or your eggs cooked to perfection? Share a pic online using the hashtag #BigScottishBreakfast. We'll repost the best ones!

Can't get people together to do a Big Scottish Breakfast in person?

No worries, you can still host a virtual one! Get a Zoom or Teams call organised and eat your breakfast together online. Take a screenshot of the call and post it online, tagging us @STVAppeal and using the hashtag #BigScottishBreakfast

Why not get creative with your Big Scottish Breakfast?

Challenge each member of the group cook a breakfast dish from around the world and share the recipe – you'll get to try new dishes while raising money for children living in poverty across Scotland. Don't forget to use the hashtag #BigScottishBreakfast as we'd love to see all your cultural breakfasts!

 @appealSTV

 @stvappeal

 @stvchildrensappeal

 @stvchildrensappeal

PAYMENTS

PAY BY CHEQUE

Please complete and return this pay in form with your cheque to:
STV Children's Appeal, Pacific Quay, Glasgow, G51 1PQ.

Name: _____

Address: _____

Postcode: _____

Email: _____

Telephone: _____

I enclose a cheque made payable to STV Children's Appeal for £

PAY VIA ONLINE BANKING USING THE DETAILS BELOW:

Account details: **Royal Bank of Scotland**

Account name: **STV Children's Appeal**

Account No: **11956729**

Sort Code: **83-06-08**

Please use reference: **Name of your business,
school, group or organiser's name**

OR SET UP YOUR VERY OWN JUST GIVING PAGE

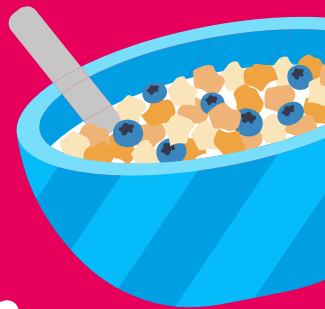
Search Just Giving STV Appeal and click fundraising for us.

If you are returning a cheque by post, please remember to send your sponsorship form to the address above so that we can claim Gift Aid.

giftaid it

IN PARTNERSHIP
WITH

Kellogg's®



Cereal giant Kellogg's first introduced its now-iconic Corn Flakes and All Bran cereals to the British public in 1922, and since then it has firmly established itself as one of the country's favourite breakfast brands.

We're delighted that Kellogg's has joined us to support this year's Big Scottish Breakfast campaign. Kellogg's has long been a supporter of school breakfast clubs across the UK, providing cash grants and free food to over 3000 clubs since 1998, so it's a natural fit to partner with us.

Heather Murphy, Kellogg's Community Engagement Manager, explains more:

"We're excited to be part of the Big Scottish Breakfast this year and support the campaign to raise money for children affected by poverty.

"Being hungry can impact children in many ways in the classroom, making them unable to concentrate. That's why we support breakfast clubs, so that children can enter the classroom in the morning without a rumbling tummy and ready to learn."



THANK YOU FOR YOUR SUPPORT

A LITTLE SOMETHING EXTRA

Please make use of the posters below and be sure to use the sponsor form. Don't forget to use our hashtag **#BigScottishBreakfast** to share all your lovely pictures and videos!



YOU'RE INVITED TO THE
**BIG SCOTTISH
BREAKFAST!**

In partnership with

Kellogg's



WHEN: _____ **TIME:** _____

WHERE: _____



THANK YOU!

TOGETHER WE RAISED

£

FOR CHILDREN AFFECTED
BY POVERTY IN SCOTLAND

 children's
appeal



In partnership with

Kellogg's

SPONSOR FORM

YOUR TOTAL

£

Your Name:

Your Email:

Help children affected by poverty in Scotland get the best start in life.

| Name | Address | Postcode | Amount (£) | Gift Aid |
|------------------|--------------------------------|----------------|------------|----------|
| <u>Joe Blogs</u> | <u>1 House, Example Street</u> | <u>123 ABC</u> | <u>£5</u> | <u>✓</u> |
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If you pay UK tax, tick Gift Aid and the government will give us 25% on top of your donation! *giftaid it*

You will need to have paid UK income tax or capital gains tax in the current tax year (not including VAT or council tax) that is at least equal to the amount that all the Charities or Community Amateur Sports Clubs that you donate to will reclaim on your tax donations for that tax year. The charity currently receives 25p for every £1 donated.



In partnership with



| Name | Address | Postcode | Amount | Gift Aid |
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THANK YOU!



In partnership with

