

YOUR GUIDE TO THE

# BIG SCOTTISH BREAKFAST

TAKING  
PLACE  
1<sup>ST</sup>-30<sup>TH</sup>  
SEPT



STV  
children's  
appeal

BIG  
SCOTTISH  
BREAKFAST

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. Across the month of September (or any other date that suits), we want you and your friends, families, colleagues or classmates to eat breakfast together and have lots of fun. It's as simple as that!

## WHY HOST A BIG SCOTTISH BREAKFAST?

There are too many children across Scotland who go to bed hungry, or who go to school without a nutritious meal. Breakfast is something that we could easily take for granted, but unfortunately, it can be seen as a luxury for struggling families. The 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. 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



# IN PARTNERSHIP WITH

# Kellogg's®

We're absolutely thrilled to announce that Kellogg's is supporting the Big Scottish Breakfast campaign for the third year — and this year, it's going even further by match funding donations up to £100,000!

A beloved breakfast staple in the UK since 1922, Kellogg's introduced iconic cereals like Corn Flakes and All-Bran, becoming a trusted name at the breakfast table for generations.

Kellogg's has supported over 3,000 school breakfast clubs across the UK through its Breakfast Club Programme — providing cash grants to help children start their day with the nourishment they need to learn, grow, and thrive.

We're so thankful to have Kellogg's partner with us again! Its generous support means that every donation

you make will be matched, helping us reach even more children with a filling and supportive start to the day.

**Andrew Ridge**, Social Impact and Sustainability Manager at Kellogg's, shares:

"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. Hunger can impact children in so many ways, especially in the classroom, making it hard to concentrate. That's why we've supported breakfast clubs for almost three decades — so that all children can reach their full potential. We're proud to continue our partnership and help double the impact of every donation made this year."

Let's make this the biggest and best Big Scottish Breakfast yet — donate today and double your impact!

\*2025 Kellanova. Kelloggs Marketing and Sales Company (UK) Limited will match fund up to £100,000 of funds raised from the STV Children's Appeals' Big Scottish Breakfast fundraising campaign 2025.

# 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 works best for you and your team! The Big Scottish Breakfast is happening throughout the entire month of September this year. However, if another month suits you better, that's perfectly fine with us! Consider dedicating a whole morning to host a brunch event, or even having breakfast for dinner. Alternatively, you could host a breakfast event one day a week for the entire month. The choice is yours!

## 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.

# HOW YOUR MONEY HELPS

The STV Children's Appeal believes that every child deserves the best start in life – and a great step towards achieving this is by ensuring they get the best start to their day with a healthy nutritious breakfast.

There is a lot of evidence to suggest that hunger can be a big barrier to learning for children. It can be hard for pupils to concentrate on what they are being taught while their bellies are rumbling. There is also a stigma attached to hunger, which can make it embarrassing for children to ask for support.

Free breakfast is a brilliant way for children to start the day right. A provision of free breakfast in the morning can boost school attendance rates, develop social skills, and improve pupil behaviour. We know that breakfast is the most important meal of the day, and a full tummy will have a profound impact on a child's physical and mental wellbeing. Numerous studies have shown that providing a free breakfast helps children start their day off right, ensuring they have the energy and focus needed for learning, and promotes healthier eating habits.

The money you raise from hosting a Big Scottish Breakfast will help us support school breakfast clubs throughout Scotland. Every penny from your event will set children up for a better day by fostering an inclusive environment where breakfast is readily available for those that need it.

“Hosting a Big Scottish Breakfast was a brilliant way for the children to have fun, learn new skills, and importantly to learn about the challenges some children and families face in accessing a daily nutritious breakfast. It was a simple way for us to **throw a great event and raise money** for a vital cause.”

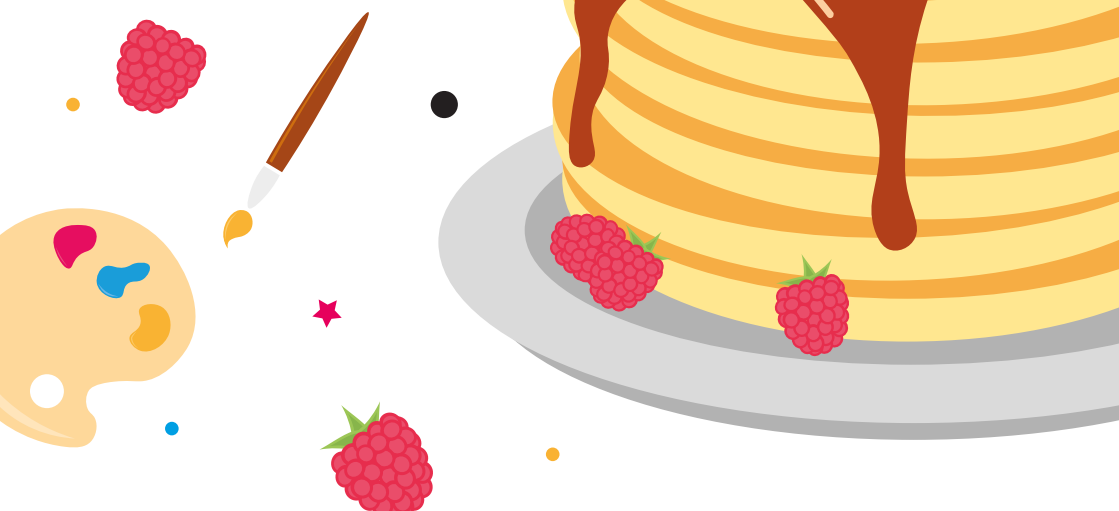
Louisa McKay, Totnosh Cookery School,  
East Renfrewshire

# 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 would it 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  
#bigscottishbreakfast

Your Big Scottish Breakfast is a fundraiser for the STV Children's Appeal. If everyone taking part is able to make a donation of any size, big or small, the event will be a huge success. You'll see different ways to pay later on in the pack.



@appealSTV



@stvappeal



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stv.tv/appeal



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# GET SOCIAL

## 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

## 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!

## 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!

# PAYMENTS

## SET UP YOUR VERY OWN **JUST GIVING** PAGE

The best way to take part in the Big Scottish Breakfast 2025 is to set up your own fundraising page and join our campaign. Scan the QR code or visit <https://www.justgiving.com/campaign/bigscottishbreakfast2025> to create a JustGiving account which will allow you to host your own fundraiser and be part of the wider Big Scottish Breakfast JustGiving campaign, where you can view how excellent all of your collective fundraising efforts are!



Scan me! 

Alternatively, if you want to learn more about the Big Breakfast or simply want to donate, then visit our website.

## 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: **BSB and name of your business, school group or organiser's name**

## TEXT TO DONATE

Text **BREAKFAST** to  
**70607** to donate £10

Texts are charged at your standard network rate plus your donation amount. You must be 16 or over and have the bill payer's permission before making a text donation.

## 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 £

**Please keep all information on banking and the cheque the same.**

# 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!**



**WHEN:** \_\_\_\_\_ **TIME:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_



In partnership with *Kellogg's*



# THANK YOU!

TOGETHER WE RAISED



**FOR CHILDREN AND FAMILIES WHO  
NEED IT MOST ACROSS SCOTLAND**

# 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
Joe Blogs	1 House, Example Street	123 ABC	£5	✓

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.





