

YOUR GUIDE TO THE

BIG SCOTTISH BREAKFAST

TAKING
PLACE
1ST - 30TH
SEPT



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 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 £50,000!

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 5,000 school breakfast clubs across the UK through its Breakfast Club Programme — providing cash grants to help children start their day ready to learn, grow and thrive.

We're so thankful to have Kellogg's partner with us again! Their generous

support means that every donation you make will be matched.

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!

*2026 Kellanova. Kelloggs Marketing and Sales Company (UK) Limited will match fund up to £50,000 of funds raised from the STV Children's Appeals' Big Scottish Breakfast fundraising campaign 2026.

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!

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.

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. In a survey conducted by Kellogg's, 82% of families said that skipping breakfast had a negative impact on their child's learning.

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.

By taking part in the Big Scottish Breakfast you will help tackle child hunger, as all the money you raise will help us support projects that provide free breakfast for children and young people at risk of hunger across 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 TRY A THEME?



Every Big Scottish Breakfast is different. Whether you're hosting at home, in your workplace, or in a classroom, it can be as simple or creative as you like. From conventional to quirky, it's your chance to make it your own—because the most important ingredient is bringing people together.

IN THE OFFICE OR YOUR COMMUNITY

INTERNATIONAL BREAKFAST CLUB

Travel the world without leaving your table! Ask guests to bring or try breakfast dishes from different countries—think croissants, shakshuka, pancakes, or miso soup.

BREAKFAST & BIG CONVERSATIONS

Host a themed discussion morning—mental health, community, parenting, or cost of living—paired with breakfast to bring people together.

BREAKFAST BAKE OFF

Encourage attendees to get creative and bring their best dish to the table! Why not get someone to be the judge? Winner takes title of Star Breakfast Baker.



AT SCHOOL OR NURSERY

BREAKFAST WITH YOUR GROWN UP

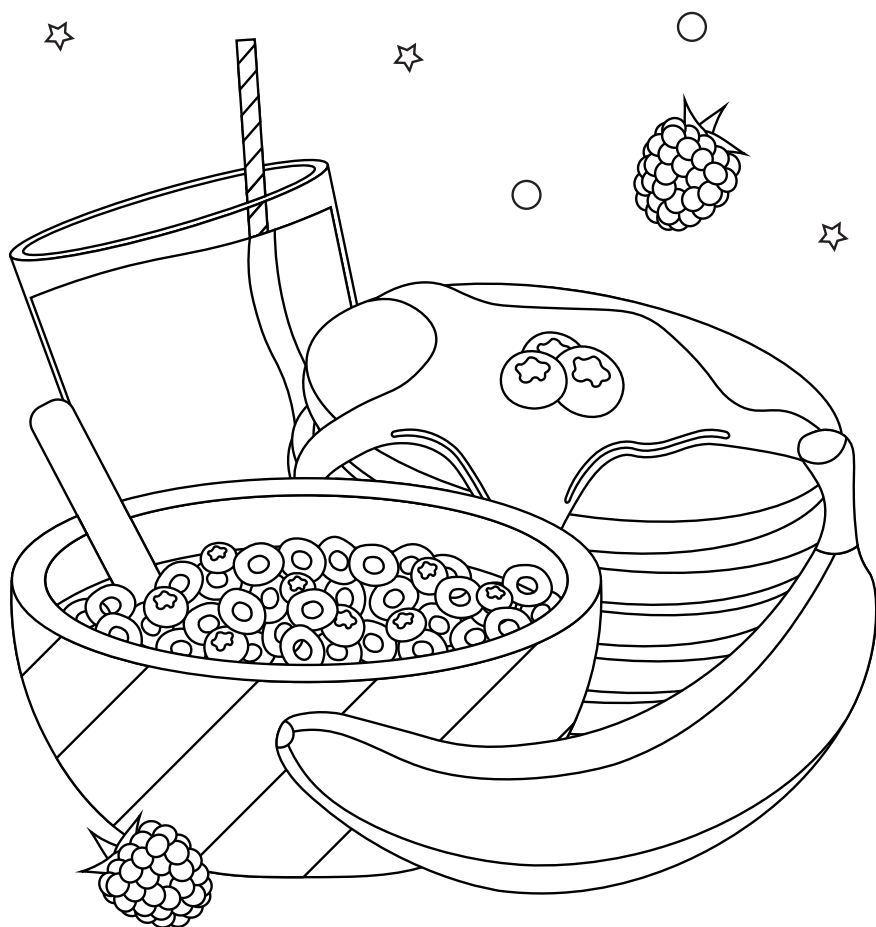
Invite parents, carers, or guardians to join children for breakfast at school or nursery. A lovely way to build relationships, especially for younger children.

COMMUNITY GUEST BREAKFAST

Invite local heroes (firefighters, nurses, sports coaches) to join breakfast and chat with pupils.

S1 WELCOME BREAKFAST

Host a breakfast event for S1 pupils and their parents/guardians. Helps families meet staff, ease transition worries, and build early connections.



BIG SCOTTISH BREAKFAST

COLOUR ME IN!

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



@stvchildrensappeal



@stvchildrensappeal



@stvchildrensappeal



stvappeal@stv.tv



stv.tv/appeal



0141 300 3858



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



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 to 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 2026 is to set up your own fundraising page and join our campaign. Scan the QR code or visit <https://www.justgiving.com/campaign/bigscottishbreakfast2026> 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 eggcellent 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: **Name of your business, school, group or organiser's name**

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: _____



STV Appeal SCIO SC042429



In partnership with *Kellogg's*



THANK YOU!

TOGETHER WE RAISED



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

YOUR TOTAL

£

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

Your Email:

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



