

Fresh



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www.aegonbreakfastclub.org

Welcome to a bright new idea...

The AEGON Breakfast Club is a new initiative which aims to give Edinburgh schoolchildren a healthy breakfast to start the day.

Welcome to Fresh

Welcome to the latest offering from The AEGON Breakfast Club – Fresh.....the new newsletter which will be keeping you up to date with the latest news and developments of The AEGON Breakfast Club throughout the year.

Read on to find out more...

What is The AEGON Breakfast Club

The AEGON Breakfast Club is an exciting new initiative which aims to give Edinburgh schoolchildren a free and healthy start to their day.

It is a three-way partnership between the Heart of Midlothian Education and Community Trust, the City of Edinburgh Council and AEGON.

The aim is to develop breakfast club provision in every primary and special school in Edinburgh where a need is identified.

What happens at a breakfast club?

Each breakfast club runs for between half an hour to an hour before school. Typically between 10 to 60 children a day attend. They can enjoy a free, healthy, nutritious breakfast – for example, cereal, toast, yoghurt, fruit, juice and water.

Become a Sponsor

For more information about the Breakfast Club, including potential support opportunities, please contact Neil Smith (details below):

Founding Partners

Heart of Midlothian Education and Community Trust

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AEGON

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Current AEGON Breakfast Club Sponsors & Supporters



AEGON breakfast clubs make a real difference to our most vulnerable children

We regularly receive feedback from schools on the positive contribution their breakfast club makes. Many comment on the improvements they see, one teacher says of a pupil whose attendance at school increased by more than 20% as a result of attending the breakfast club:

"Tommy has a mother suffering from depression who often finds it difficult to be organised and to cope. Her chaotic lifestyle is not restricted to her alone and her son is caught up in this and his welfare can often be neglected. Ali and Sam's family is traumatised by substance abuse. We work closely with our Educational Welfare Officer and collect them from home and bring them to the breakfast club. They live in private rented property and through their Social Worker we know that there are no cooking facilities in the flat and no heating."



A pupil enjoys toast at The AEGON Breakfast Club

Others highlight the important support breakfast clubs provide in light of some families' chaotic or disrupted life circumstances.

"The breakfast club has made a significant difference to Jenny's attendance and punctuality. Due to this, she has been much more settled in Primary 2. Her overall attainment has improved and she obviously feels part of the class this year. The impact on her self-esteem has been extremely positive."

Please note: names have been replaced to protect the identity of those involved.

AEGON Breakfast Club flying high with Edinburgh Airport

The children at Ratho Primary School celebrated the launch of their very own AEGON Breakfast Club which will make a healthy breakfast available to their pupils.



BAA Edinburgh Airport Managing Director Gordon Dewar on the airport tarmac with the children from Ratho PS

Gordon Dewar, Managing Director at Edinburgh Airport said:

"We are delighted to support the AEGON Breakfast Club. The programme provides an excellent opportunity to ensure the children begin their day with a healthy breakfast and boosts their concentration and their performance in the classroom. As a local business, Edinburgh Airport is committed to developing relationships with the local community."

Breakfast Club launch appears on national TV

With the launch of Broomhouse / St. Josephs Breakfast Club came a surprising addition in the form of camera crews from Scottish Television and Setanta Sports.

This was a great addition to the launch and helped raise the profile of the AEGON Breakfast Club.

Log on to www.aegonbreakfastclub.org/video to see the footage.



Breakfast Club

www.aegonbreakfastclub.org



"As an ex-Broomhouse pupil, I'm glad this school will get the support for a breakfast club that they need."

Brian McEwan, Director, Merchiston Building Services

M.B.'s
Merchiston Building Services



"As a local business, Edinburgh Airport is committed to developing relationships with the local community."

Gordon Dewar, Managing Director, BAA Edinburgh Airport



"The community spirit shown by SYKES has been tremendous. This has been aided by the regular two way communication"

Ilene Littlewood, headteacher, Sighthill Primary School

SYKES
Helping People. Real Solutions.



"We understand the importance of children getting a proper start to the day, and hope the knock on effect will benefit them in all aspects of their education"

KPMG

Craig Graham, Senior Partner, KPMG



"We are proud to support the AEGON Breakfast Club as part of our Horizons programme"

Ian Lyall, Partner, McGrigors

McGrigors