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# Food for Thought

## NJ School Breakfast Campaign



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October 2014

## School breakfast participation rises 55 percent

New Jersey schools are feeding breakfast to about 75,000 more low-income children each school day – a result of more districts serving “breakfast after the bell,” instead of before school when students have not yet arrived.

The [report](#), produced by Advocates for Children of New Jersey, found that the number of New Jersey students eligible for free- or reduced-price school meals eating breakfast at school rose from about 136,000 children in October 2010 to nearly 211,000 in May 2014. The percent of eligible children participating in this federally-funded program increased from 30 percent in 2010 to 41 percent in 2014.

As a result of this success, New Jersey schools are expected to collect \$21 million more in federal reimbursements this year alone to feed hungry students, according to the state FY 2015 budget.

ACNJ publishes participation data for every district with at least 20 percent of students eligible for free and reduced-price breakfast.

[Find out how your district is doing.](#)

[View the latest NJ school breakfast video.](#)

[View event pics.](#)

## Breakfast after the bell is do-able!

Here's a [link](#) to a host of resources to help your district become a school breakfast champ.

*The Food for Thought School Breakfast Campaign is a partnership of state agencies, child advocates, anti-hunger coalitions, statewide education organizations and national organizations.*

[View a list of campaign partners.](#)

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