



## Cereal Drive 'How-To' Guide

### Getting Organized-Planning Needs

- Information posters (e-copy provided)
- Space to store cereal
- Truck/car to transport cereal to school
- Employee(s) who like to organize- to be champions for the campaign

### Steps

1. Print information posters that advertise the cereal drive and put them up around your work place.
2. Set a goal for the company, (# boxes collected)
3. Set a time frame for when people can collect and donate cereal. Promote the cereal drive during this time-try to reach the goal.
4. Pick a location to store the cereal where it can be easily transferred for transport for delivery to the school. If possible, have it on display where everyone can see the progress of the drive.
5. Close to the end of the campaign, coordinate with Nourish Nova Scotia to select a date and time for employees to drop off the cereal to the school.
6. Deliver the cereal to the school and join the school to celebrate the important role their breakfast program plays in supporting student success.

### Encouraging Employee Engagement

- Have competitive staff? Make it a cereal drive challenge, with small prizes for the people who bring in the most cereal!
- Stack boxes into an office tower or other creative structure somewhere everyone can see the progress of the drive.
- Do a small prize draw along with the cereal drive. For every box brought in, employees can enter their name into the draw. Prizes could include a free healthy lunch, a gift card, or other small item.

### Approved Cereals

A bowl of healthy cereal will help children start off their day right. The following cereals meet nutrition criteria (high in essential nutrients, low in added sugars and salts) outlined in the Food and Nutrition Policy for NS Public Schools. These cereals are:

- Oat O's (such as **Regular** Cheerios, Toasty-O's, etc. **No honey nut or other flavors**)
- Wheat Squares (such as Shreddies, Life Cereal, etc) **Not frosted**
- Oatmeal Squares (such as Quaker Life Original, whole flake oatmeal, etc)
- Bran Flakes

Nutritious cereal is a staple item for all programs, whether it's a sit down program or grab and go. By donating these cereals, you are saving schools time and money and providing a healthy breakfast option for children at that school.

**Nourish Nova Scotia thanks you for supporting school breakfast programs!**