

FOR IMMEDIATE RELEASE

Nov. 1, 2024

BRIANNE'S BREAKFASTS ANNOUNCES NOVEMBER FUNDRAISING CAMPAIGN

Local charity announces a month of fundraising initiatives that will culminate in first-ever gala

LONDON, Nov. 1, 2024 – In recognition of National Teen Nutrition month, Brianne's Breakfasts has planned a month of fundraising initiatives aimed at inspiring community engagement, bringing awareness to their cause and raising money to support their endeavors and local youth.

This year's campaign for National Teen Nutrition Month will feature a charity bike race, auction and raffle event, and culminates in a breakfast gala.

“Brianne's Breakfasts is excited for the first-ever ‘Brianne's Breakfast Gala’ later this month. We are tremendously grateful for all of our dedicated volunteers and donors who offer their time and support to help us achieve our mission and fundraising goals. Thanks to your support, we have been able to reach more secondary students than ever before, providing them with the nutrition they need to have the best possible start to their day.” Debra Garcia, Director, Brianne's Breakfasts.

According to the Breakfast Club of Canada, 1 in 3 children go to school on an empty stomach. This statistic has grown since the beginning of the pandemic and looks to increase with the rising cost of grocery prices, increasing cost of housing and influence of climate change, as detailed in Canada's Food Price Report for 2024. With these factors limiting households' access to nutritious food, it is imperative that Brianne's Breakfasts uphold their commitment to students as they look to expand their initiatives to reach even more schools across the city.

“The generosity of the London community is helping to nourish the bodies and minds of local youth,” said Garcia. We encourage everyone to help in any capacity they can by getting involved with our events this month, or donating online at www.BriannesBreakfasts.org.

About Brianne's Breakfasts

Proud to be the largest non-profit breakfast program serving secondary schools in the London area, Brianne's Breakfasts is an entirely community-driven and community-funded initiative. Inspired by the stories of her own mother who grew up in poverty, Director Debra Garcia founded the organization in 2015 with the mission to ensure no youth in her community would start the day hungry. Brianne's Breakfasts provides secondary students with free, nutritious, breakfasts throughout the school year. Their “no questions asked” policy ensures that any student who does not eat breakfast, regardless of their socioeconomic status, receives a nutrient rich meal to start their day. A donation to Brianne's Breakfasts is not simply a donation—rather an investment in the future of your community.

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MEDIA ALERT

Brienne's Breakfasts Director, Debra Garcia, will address her donors to thank them for their contributions to her November campaign at the Brienne's Breakfasts Gala. She will announce the amount of money raised over the course of the month as well as the winners of the Raffle from the Brienne's Breakfasts Auction & Raffle Event. The inspiration behind the organization, Mrs. Brienne Garcia, will also make a brief address and provide some insight on the backstory that started this non-profit in the first place.

Following the address, there will be a cocktail hour from 7-8 pm, during which Debra and Brienne will be available for questions and photos. Press pass required.

Dinner will follow in the Grand Ballroom at 9 pm and the evening will be wrapped up with an awards ceremony. Brienne Garcia will present the "Highest Donor" award to conclude the event.

Who: Debra Garcia, Director of Non-Profit Brienne's Breakfasts

What: Annual Gala for Brienne's Breakfasts

Where: DoubleTree by Hilton Hotel, 300 King St., London Ontario, N6B 1S2

When: November 22, 2024 at 5 pm, Grand Ballroom

Why: To end the November campaign for Brienne's Breakfasts with their first ever gala, which contributed to the donations for the organization through ticket sales. There will also be an awards ceremony.

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Additional information can be found at www.briannesbreakfasts.ca/gala

BACKGROUNDER

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Brienne's Breakfasts

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Brianne's Breakfasts is a non-profit organization whose mission is to provide nutritious breakfasts to secondary school students all across London. The non-profit organization was started as a way for Founder and Organization Director, Debra Garcia, to pay tribute to her mother, Brianne Garcia. Growing up in poverty, Brianne often went to school hungry, as her family couldn't afford to make three meals a day for their five children. As a grown woman, Brianne worked hard so that her own children never had to go through the same thing and did this with the help of her local London community.

Inspired by her mother's story, Debra now hopes to give back to the community as much as she can. She strives to raise as much money for this program as possible so that not a single student in London has to go to school hungry. The main demographic is for secondary students, who often endure a lot of stress and don't always prioritize taking care of themselves. The goal is, however, that all schools in London will benefit from Brianne's Breakfasts program once enough money is raised.

The Canada Food Guide suggests that a balanced meal has a healthy serving of vegetables and fruits, proteins and whole grain foods. Brianne's Breakfasts aims to give students a healthy, balanced breakfast each morning to align with these suggestions.

At each event during the November campaign, Debra Garcia will be available to speak and provide more information. Following the campaign's kickoff event, there will be a bike race in which donors can sponsor racers, an auction and raffle event and the gala to bring the month to a close.

FAQs

November Fundraising Campaign

Q: When will these events take place?

A: Events will be held every Friday of November, commencing on Nov. 1 and ending on Nov. 23.

Q: What events are part of the November campaign?

A: 15km bike race, auction and raffle event and Brianne's Breakfasts Gala

Q: Is it too late to sign up to volunteer for these events?

A: Certainly not! Volunteers are still needed to aid in event-set up, take-down and coordination for each event. A free meal will be provided to all volunteers. Please contact volunteer@bbreakfasts.ca for further inquiries.

General Information

Q: How can I volunteer or get involved?

A: Thank you for your interest in volunteering! We recognize we could not be the organization we are without the support of our volunteers. There are many ways to get involved through a variety of different roles we need filled. For more information, please consult our website at www.briannesbreakfasts.ca. For specific inquiries, please email volunteer@bbreakfasts.ca.

Q: What type of meals does Brianne's Breakfasts provide?

A: We provide a variety of meals to students each week, ensuring that every meal meets the recommended guidelines set forth by Canada's Food Guide. This ensures students begin their day with a balanced and nutritious meal.

Q: Does Brianne's Breakfasts accommodate dietary restrictions/requests?

A: In order to ensure we can provide a meal to every student, we have kosher, halal, vegetarian, vegan, and gluten-free options available on site for students who request.

Q: Does Brianne's Breakfasts only provide meals to secondary students?

A: Yes, currently we are only able to provide meals to secondary students in the London area. We hope to be able to expand our organization to be able to serve the needs of elementary students in the near-future.

Donations

Q: How can I make a donation?

A: Thank you for your interest in donating to Brianne's Breakfast! We accept donations by credit card, cheque, cash or through our fundraising events. For any further questions regarding ways to donate, please email donate@bbreakfasts.ca

Q: Can I donate food?

A: While we appreciate your interest in donating to our cause, we are only able to accept monetary donations at this time.