



ABOUT CEREAL FOR COFFEE

WHY - 1 in 5 school children* are going to school hungry. How is that acceptable in today's society, in a first world country? It is estimated that the average student loses more than 2 hours a day of learning time when they come to school hungry.

We want to change that. We have identified the great, sometimes unnoticed work by the Scripture Union Chaplains and Community Groups. They're already in the school building great relationships with the students, staff and community.

Cereal for Coffee is an initiative by us - ps creative.



HOW IT WORKS

INSTEAD of receiving money the cafe receives a box of cereal from their patrons in return for a cup of coffee.

The boxes of cereal will be collected in partnership with Second Bite, sorted and stored at their warehouse - then distributed out to the school breakfast clubs and community groups.

Flyers and posters would be distributed as well as the use of social media and website (www.cerealforcoffee.co) to promote the cafés that are participating in the mission.

Families of the schools and community members would be encouraged to take the time to visit one of the cafés and swap a box of cereal for a coffee.

IN 2015

WE held our first event on the 22nd of September, 2015. A total of 9 cafés took part in the Wynnum and Manly area and in total 450 cereal boxes were donated — our goal was 1,000.

THIS YEAR

OUR first event for 2016 was on the 28th of June. A total of 28 cafés participated and collectively received over 850 boxes of cereal.

We ran the event in Wynnum/Manly, The Redlands and Mt Gravatt areas. It was distributed to the local SU Chaplains for their breakfast programs as well as other community groups that need cereal for homeless food packs, foster care families and anyone else in need.

We plan to run the second Cereal for Coffee event on the 20th of September, this year. Expanding our coverage from the north to the south and in-between.

GET IN TOUCH

Philip & Samara Sargeson
Co-Founders

07 3396 0645
engage@cerealforcoffee.co
www.cerealforcoffee.co
[@cerealforcoffee](https://www.instagram.com/cerealforcoffee)

*Source: <http://www.theaustralian.com.au/national-affairs/health/one-in-five-aussie-children-go-hungry-to-bed-or-school/news-story/650337200f73a1eec3767d560da6fc7f>