

**CEREAL
FOR COFFEE**

**CEREAL FOR COFFEE LTD
ANNUAL REPORT
2017**

CHAIRMAN'S REPORT

What seemed an impossible vision, back in mid 2015 to **change culture** – that being to make sure no children go one school day without breakfast or food.

I had a burning desire to do something about this problem. How can it be that an Aussie kid would turn up to school hungry? I asked “how do we change this”?

My initial and audacious goal back then was:

“To see 20 schools fully funded through the Chaplains to provide a daily breakfast program by the end of this year (2015). Beyond 2015, we want to be supporting every Chappy in Brisbane with the funds for them to run their own breakfast/lunch/cooking club”.

I strived and wanted to see that the Chappy and school would not need to spend a cent on funding breakfast items.

Now that the goal posts have slightly moved in a different direction to when I first set out on this new venture, a lot has happened and I would like to highlight a few of the milestones:

- We became a registered charity on the 20th of October, 2016
- Established a highly skilled and dedicated team of Board of Directors
- Steady growth in participating cafes and breakfast items donated
 - ◆ 9 cafes (Sept 2015) > 54 cafes (Sept 2017)
 - ◆ 450 boxes of cereal (Sept 2015) > 1,250 (Sept 2017)
 - ◆ To date we have received over 3,550 boxes of cereal, 400L of long life milk which went to 40 State Schools and Community Organisations
- Established and coordinated a new breakfast club at Mt Gravatt East SS, fully volunteered which operates 5 days a week. Feeding around 30 children a day, out of a school of 280 children.

A lot has happened, even in just one year. I look forward to the coming year, forging our way into tackling the heavy issue/problem of food insecurity in our community.

Kind Regards,



Philip Sargeson
Chairman / Founder

THANK YOU

I would like to thank the following:

My wife, Samara

Believing in my hairbrain ideas and supporting me from the very beginning.

Mark Patch

Believing in the vision and funding the creation and setup of the company and charity.

Our Board: Mark Patch, Glenda Fitz-Payne, Steve Brown, Angie Creed & Samara Sargeson

For guidance, skills, expertise and believing in the vision.

Our Sponsors & Supporters:

Niche Studio

SecondBite QLD

First National Real Estate Rochedale

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PetCity Mt Gravatt

Local Building Group

MC Global

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Fonzie Abbott Coffee

Roast by Yili

Participating Cafes

THE FUTURE

- In 2018, I would like to establish 20 breakfast clubs in QLD - that are fully funded by Cereal for Coffee.
- Investigate and research taking C4C to other states.
- Raise 15,000 boxes of individual cereal boxes for 2018.