When people buy Kellogg’s products, especially products that feature No Kid Hungry, they’re showing their support for feeding hungry kids.

This year, Kellogg’s is donating $1 million to help No Kid Hungry feed kids across the country by making breakfast part of the school day.

Grants that help schools buy needed equipment, from refrigerators to carts.

Our staff helps school leaders with expert advice on starting or expanding programs.

We work with elected officials - local, state and national - to improve the laws that govern school breakfast.

Hungry kids eat breakfast!