



School Food Matters

Our Charter

School Food Matters is a registered charity

School Food Matters (SFM) is on a mission to ensure that every child enjoys fresh sustainable food at school and understands where their food comes from. To achieve this, we campaign to improve school meals and devise, develop and deliver food education programmes.

We work closely with schools to improve food culture and environment so that children are given the best possible chance to live happy and healthy lives.

What we do

- We campaign with partner charities to improve the quality of food in schools and to ensure that children get the opportunity to learn about food at school.
- We provide targeted support to local authorities, schools and parents to help them get the best possible school meals for their children.
- We devise, develop and deliver food education programmes for schools across London and beyond.

Our style

We communicate through our website, newsletters, social media and a few planet-friendly printed marketing materials.

- We always write in plain English – business-speak is banned!
- Our outlook is optimistic.
- We believe in positivity, we look for the opportunity and find innovative solutions.

Definitions

- When talking about ‘sustainable food’ we follow Sustain’s good food principles.
- Our standards for school food follow the Food for Life bronze, silver and gold criteria.
- These principles and standards are always reflected in the way we work.

School Food Matters is funded by project management fees, our membership and services and by grants from trusts and foundations.