



School Food Matters Our Charter

School Food Matters is a registered charity

Our mission is to ensure that every child enjoys fresh sustainable food at school and understands where their food comes from.

To achieve this we listen to and involve parents, children and schools. Together we campaign to improve school meals and deliver food education programmes to get children cooking, growing and out onto a farm.

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 seven 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.