

Breadcoin Birthday Celebration

Ensuring Every Child Feels Special on their Birthday



The Need

Families in underserved communities often struggle to afford birthday celebrations for their children. This can lead to feelings of exclusion and disappointment for kids who miss out on the joy that their parents wish for them on their special day.



Our Model

Breadcoin distributes \$60 worth of Breadcoin food tokens to schools, which then give them to students during their birthday month. These tokens can be redeemed at local food vendors, allowing students and families to choose a birthday meal that suits them. Breadcoin does not plan or organize the celebration—it simply offers respectful, flexible support through food access.

How It Works?

- Participating schools in priority neighborhoods report how many kids have birthdays each month.
- Breadcoins are distributed to participating schools along with flyers of the vendor locations.
- Students can redeem Breadcoins at any participating vendor to enjoy a birthday meal.



Your Impact

- \$60 = A birthday meal for a child
- Every coin used strengthens local food ecosystems
- 100% of donations support Breadcoin distributions to schools and students
- Sponsors receive updates and insight into the program's community reach