

**magic
breakfast**
fuel for learning

**magic
breakfast**

A look inside Magic Breakfast

A day in the life of **Jenny King**,
Magic Breakfast School Engagement Partner

Breakfast without barriers

As one of our most valued supporters, we want to share something you won't find anywhere else: a look behind the scenes at the people who turn our mission into something real, inside schools, every day.

Behind every breakfast served without stigma, behind every school that runs its breakfast provision with confidence, there's someone working quietly and brilliantly in the background. They think about breakfast all day, every day, working with schools to ensure every child who needs breakfast can access it, without barriers.

This is Jenny's story

A day in the life of Jenny King, a Magic Breakfast school support expert, who works directly with schools to ensure every child and young person can start the day nourished and ready to learn.

Jenny has spent her career working with children and young people, from early years through to youth work. She wanted to be part of a cause where the difference made is visible, tangible, real. At Magic Breakfast, she found exactly that.



Jenny King

Magic Breakfast School
Engagement Partner

"What I love about Magic Breakfast is the clarity of the impact. You walk into a school, and you can see it, children and young people happily tucking in, a space they don't just attend but bring their friends to."



A day in the life of Jenny King

Expert support for schools

Arriving at School

My day starts bright and early. I'm on public transport by 7am, usually over an hour by bus or tube before I arrive at a school for an 8am start. I'll have already been thinking about what I want to check in on: what's changed since my last visit, or any new challenges the school is navigating.

I'm always thinking about breakfast and what tips and tricks I can share. I'll often have seen something working brilliantly at another school and think, that's worth passing on.

It might be something small like a quicker way to get hundreds of bagels out across all classrooms. Or a school running a particularly successful breakfast monitor programme: five or six children helping prepare breakfast every morning, learning real skills, and taking on genuine responsibility. It grows their confidence and is a huge help to staff. Those are the things I want other schools to know about.

Breakfast

School staff work so hard to make breakfast a genuinely fun place to be. Some run fantastic sports clubs and arts activities; others have beanbags and books for the children. One of the schools I support runs a Wednesday reading breakfast where families come in too. Everyone sits quietly reading to each other and there's a real sense of community in the room.



It's about creating somewhere children and young people actually want to be. Part of my role is helping schools find what works for them, sharing ideas, removing small barriers so that more children start coming through the door and start bringing their friends too.

But the best part is the relationships I see between the staff and the schoolchildren. That's what makes breakfast a truly happy, welcoming time. And what makes an incredible breakfast provision versus a good one is always the person running it, someone who notices the child who always drags their feet a little and makes sure they're looked after.

A day in the life of Jenny King

Continued...

The rest of the day

This is something people don't know about, the education side of it. A huge part of what school engagement partners do is sharing the message about the importance of breakfast across the whole school community. We work directly with children, parents, and staff across each school so that no child misses breakfast because of stigma, and every child who needs it knows where and how to access it.

Assemblies and workshops

We run interactive school assemblies on why breakfast matters and class workshops where children design their ideal healthy breakfast, and, with 9 to 11 year olds, we run persuasive writing sessions: 'Why should children and young people come to school breakfast?' The schoolchildren really engage with it. And sometimes it helps to hear messages like this from someone from outside school. It just lands differently.

Sessions for parents, carers and guardians

Attendance at these sessions can be unpredictable, schools often struggle to get people in. But a couple of months ago, one school was expecting almost nobody. Then fifteen parents showed up! The most helpful thing was the support the parents gave each other. They talked about common challenges and shared tips and recipes to help with picky eating. That was the happy consequence of just bringing people together.



After-school staff training

This is my favourite session to run. Our aim is to help every staff member spot child morning hunger and support pupils to access food without embarrassment. To me, this feels like one of our most impactful sessions. I end each one the same way: asking everyone to share one thing they'll take away. Every single time, people come up with something that will make breakfast that little bit more accessible, or that will help a child feel like they belong there.

Heading home, what a good day feels like

The best days are the ones where you've been working alongside a school that's been struggling, and something has shifted. More children or young people are coming through the door. A child who was always late now running in on time, knowing breakfast is waiting for them. That small act of welcome changes their whole morning.

Sometimes it's the smallest thing. One school had their bagels on a side table. We talked about moving them to the centre of each table so children who were too nervous to walk across the room could just quietly reach over and take one. Sometimes that's the only barrier that needs dissolving.

The schools are the real heroes. They're the ones there every day, buttering the bagels, getting the games out. But the part we play in enabling them, and so many tell us they simply couldn't run a breakfast provision without our support, yeah, that's something I'm really proud of.



The work still to be done

It's amazing that both the English and Scottish Governments are investing in breakfast, but there's so much that policy alone can't achieve. How welcoming school breakfast actually feels. Whether every child and young person is comfortable walking through the door. Whether breakfast can find its way to every child who needs it.

Without someone like me coming into schools regularly, having those conversations, sharing connections, supporting staff, it could be hard for some schools to sustain what they're doing. That ongoing relationship is what makes the difference.

And there are still so many left outside of government plans. Secondary schools. SEND schools. Schools outside the geographic boundaries. There is still so much to do.

I'd love for us to really lead on this, to be the country that offers all children and young people the most nourishing school breakfasts in the world. That's not a small ambition. But that's where I want us to get to!

Thank you!

For making this possible

Your support means Jenny and all Magic Breakfast school engagement partners can keep showing up.
Early mornings. Long days. One school at a time.

Magic Breakfast
make me feel excited
happy and Powerful.

I love breakfast
because it warms
us up for class
and gives you a
break.

all your anger
goes away.

Gives me energy
for a great
day.



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FORA, 42-46 Princelet Street, London, E1 5LP
fundraising@magicbreakfast.com
020 7836 5434

[magicbreakfast.com](https://www.magicbreakfast.com)