



## **Stuart Fox joins Magic Breakfast as incoming Director of Finance and Technology**

**Stuart moves to Magic Breakfast from RNIB where he was the Chief Financial Officer. He will begin work on 16<sup>th</sup> June, at a key point for children and young people with the Children's Wellbeing & School Bill being legislated, Bright Start Breakfasts scheduled to start in Scotland and the breakfast trial in English primary schools.**

**London: 9 April 2025** Magic Breakfast, a national charity working to remove hunger in the morning as a barrier to learning, is delighted to announce the appointment of Stuart Fox to the key senior position, Director of Finance and Technology. At a crucial time for Magic Breakfast, with school breakfast provision being offered in more than 750 schools across England this month by the government. With his immediate experience including managing the relocation of the RNIB to its new London headquarters The Grimaldi Building, and managing the organisation's finances during the pandemic, Stuart's new role will be pivotal in further increasing the scale and impact of Magic Breakfast's work at an important moment for schools, pupils and school breakfast. Stuart is Treasurer for Kids Charity and an active member of Charity Finance Group's Large Charities Steering Committee

With the forthcoming Children's Wellbeing and Schools Bill, which is anticipated to legislate for all primary aged children in England to be given access to a free school breakfast, the coming months present new opportunities and challenges for Magic Breakfast. Given rising levels of child poverty, the charity's work remains vital for children and young people in all communities and schools across the UK. Magic Breakfast will also be shining a light on the children and young people that national policies are not yet reaching, continuing campaigning and advocacy, and using influence and existing, charitably funded, breakfast provision to work to ensure that no child or young person starts the day too hungry to learn.

**Lindsey MacDonald, Chief Executive at Magic Breakfast**, said: 'I am delighted that Stuart will be joining Magic Breakfast as Director of Finance & Technology. Stuart brings a wealth of direct, relevant experience from his previous roles at major national charities, alongside his commercial experience in investment banking. Importantly, the work of Magic Breakfast resonates with Stuart's values and his commitment to opportunity, equity, and health align closely with the work we do supporting children and young people daily. I am excited to start working alongside him drawing upon his skills and experience and together to further develop the reach and impact of Magic Breakfast.'

**Stuart Fox, Director of Finance & Technology, Magic Breakfast**, said: 'I am really looking forward to getting started and joining the team at Magic Breakfast. The clear vision that no child should be too hungry to learn really resonates with me and drove my interest in joining the organisation. An investment in children, is equally an investment in society and our shared future. Magic Breakfast is already making a huge impact, and it will be an honour to contribute my skills and experience to help drive that forward.'

It's also an exciting moment to join, with school breakfast being both on the political agenda, and the value of Magic Breakfast's work understood by parents, teachers and schools.'

Find out how you can support Magic Breakfast at [www.magicbreakfast.com](http://www.magicbreakfast.com)

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### **About Magic Breakfast**

Magic Breakfast is a registered charity providing healthy breakfasts to children in the UK who arrive at school too hungry to learn, and expert support to their schools. The charity works with over 1,000 Primary, Secondary, ASN/Special Educational Needs Schools, and Pupil Referral Units in disadvantaged areas of Scotland and England, offering breakfasts to over 300,000 children to ensure they start their' school day with the energy and nutrition they need to be able to make the most of their morning lessons.

For more information on Magic Breakfast please contact Stephen Hart at Magic Breakfast [Stephen.Hart@magicbreakfast.com](mailto:Stephen.Hart@magicbreakfast.com) or 07398 184855.