



ANNUAL REPORT

2019/20

Magic Me brings generations together in artist led creative activities. Our work combats social isolation and loneliness and builds stronger, safer communities.

THIS YEAR WE

WORKED WITH
467 OLDER PEOPLE
331 YOUNGER PEOPLE
216 VOLUNTEERS

REACHED
856 LIVE AUDIENCE
2034 DIGITAL AUDIENCE



WORKED WITH
24 CARE SETTINGS
6 SCHOOLS
6 ARTS PARTNERS
AND ACROSS
15 LOCAL AUTHORITIES

WORKED WITH
18 ARTISTS



STAYING TRUE TO OUR MISSION

From our Chair and Director



In October 2019 we came together to celebrate Magic Me's 30th Birthday Party. With participants, former trustees, artists and supporters it was a chance to review how far we've come and what's changed for all of us over three pioneering decades. Digging through the archives we saw that intergenerational connections and arts opportunities for older people, once seen as extraordinary, are now considered essential ingredients of a healthy community.

This report focuses, as it should, on Magic Me's programmes and activities during the year to March 2020. Last Autumn, already planning our new five year strategy, we were anticipating what the future would bring and the new challenges we might face. We never imagined what Spring 2020 had in store. So writing now, in August, after five months of Covid-19 lockdown and disruption, we also report on Magic Me's response to the crisis so far.

It is because of people like you that communities are stronger and people are more confident and less lonely. Thank you. ”

Khalisha, Young Participant

Lockdown didn't change our mission, just the way we deliver it. When our groups could no longer meet in person, we worked with our regular participants and partners to invent our *At Home Together* programme.

Our staff and artists have delivered week in week out since April, finding new ways for people to meet, to make and to party. We are proud of them all and grateful for their creativity, ingenuity and stamina in such

challenging times. We are indebted to our funders and supporters who stayed alongside, encouraging us to experiment and do what was most needed to combat increased social isolation, particularly for cut-off care home communities.

I learned about my community that they are kind, calm and respectful to other people. ”

Year 5 participant

Covid-19 has highlighted again, especially in East London, the core issues that haven't changed enough this past 30 years. This new disease is layered on existing patterns of poverty, poor housing and health inequalities; structural racism is clear in the disproportionate death and illness rates of Black and Asian people.

Our own organisation and the arts and charity sectors, of which we are part, are just as racist as the societies in which we operate. To date, Magic Me has not done enough to change this. The murder of George Floyd in June and the global response to it, has made the task ahead of us even clearer.

As we rework and reimagine our programme for a new world, Magic Me's board and staff are committed to action, to change and to creating a truly anti-racist organisation.

Thank you to everyone who has been part of Magic Me's journey so far. We look forward to working with you in the coming year.

Alison Harvie, Chair of Trustees

Susan Langford MBE, Founder / Director

WHY THIS WORK IS IMPORTANT

Through 2019/20 and into the current year, our goals have been to:

- **Connect generations through creative arts projects**
- **Bring communities together**
- **Combat social isolation and loneliness**
- **Challenge ageism**
- **Champion the rights of people living and working in care settings**

To achieve our goals we have focused on:

- **Supporting our community partners, eg schools and care settings, to grow long-term relationships**
- **Keeping artists and imagination at the heart of what we do, valuing all participants as co-creators**
- **Making our work and our organisation as inclusive as possible**
- **Expanding our reach in outer east London and Essex**
- **Sharing our learning with others, across the sectors in which we operate.**

Magic Me's work has always been important. Covid-19 has highlighted both to government and the public just why it is important. The whole nation has experienced what isolation feels like. The deathly toll of cases in care homes has shown they really are under prioritized, the people who live in them often forgotten and seen only in negative terms. Staff in the care sector are underpaid and undervalued.

There is an intergenerational dimension to this disease that risks increasing division between different age groups. When times are difficult it is as easy for society to fracture into factions as it is to come together in solidarity.

The work that Magic Me does – bringing people together, developing empathy and connection across generations, tackling loneliness – is absolutely vital in building the society we want post-Covid, rather than the one we had in March 2020.



The support I received to plan activities from Magic Me resources gave me direction for supporting residents and it was wonderful to see results, and witness residents with anxiety achieve purpose and pleasure. It also helped staff know that residents with dementia who wander were being provided with an activity that would help them stay safe ”” **Care home staff member**



MAGIC STORY

TONY

“Hello, I’m Tony I’m 54 and I recently moved into sheltered housing in January this year. I was born in Mile End Hospital and I’ve lived in Tower Hamlets for most of my life. Within a couple of weeks of moving in someone told me that we were going to be working with Magic Me and I was hoping it was going to help me make friends and it has. I was interested in meeting the children and having fun together.

It was great to be in a fun environment, the atmosphere was a happy atmosphere and it just made you feel good and lightens your mood.

Taking part in the project has made me more optimistic about the future and because of this project I have reconnected with my own son who is now 29 years old, after the project I felt I had the energy I needed to take that step. Working with Magic Me means the dark clouds get blown away and you can take on more challenges.”

Working with Magic Me means the dark clouds get blown away and you can take on more challenges.”

Tony



COMBATTING SOCIAL ISOLATION AND LONELINESS

Loneliness is as bad for our health as smoking 15 cigarettes a day. In an area of regeneration like Tower Hamlets buildings come and go and people move in and out in fast succession making it difficult to establish meaningful connections. The sense of dislocation and exclusion can be particularly strong for older people who have lived in the area longer, and also for people living in care settings who are physically removed from the community, but young people are also not immune.

Before I came here I felt not wanted. It's a very deep thingy to be wanted.”

Resident participant in *Inside Out*

Our *Inside Out* project sought to address the desire of care home residents for activity and connection (particularly in evenings and weekends) and also to give young adult volunteers an opportunity to meaningfully connect with their care home neighbours through creative activity. This pilot project, funded by and part of the Waltham Forest London Borough of Culture, was very successful and future plans for Magic Me include more of this type of work.

It was a really intense experience and it will definitely stay with me for a long time. It made me reflect and see things in a different way.”

Participant at George Mason Lodge

Inside Out built on the work we had done through our *Cocktails in Care Homes* project, which over the 10 years of its life had delivered around 800 parties in 18 care homes across London involving hundreds of volunteers and residents. At the end of February we reluctantly told our *Cocktails In Care Homes* volunteers that we were having

We had a lot of laughter with some of The After Party projects. The activities also kept us talking about them for weeks especially the imaginary dinner party invite. ”

Care Staff member

to close down the project due to lack of funds. The close down was designed to be phased with an opportunity for everyone to have a last celebratory party and say goodbye. When the Covid-19 pandemic arrived we knew that our volunteers would want to stay connected to the residents. It was also more important than ever for those residents, and the staff who care for them, to connect with the outside world, and, in the worst moments when even that was difficult, to know that the outside world was thinking of them and wanted to stay in touch. Our new project, *The After Party*, was our response to

this new situation. It boldly asked something different of the Cocktails volunteers. Having signed up to chat, party, sing and dance we asked them to embrace their own creativity in order to connect remotely to the care home residents and staff. Bringing the results of those creative activities together Magic Me continued to share messages back and forth between the two groups using a combination of online and offline communications.

As the realities of the lockdown became apparent our Schools and Communities team members, Emily and Catherine, started to call all the participants who were living independently, replacing their usual engagement with Magic Me with a phone call and helping to signpost them to other services where required.

The more we do, the better our brains will function and the healthier we will be. ”

Sarah, older participant



MAGIC STORY INSIDE OUT

We gathered responses from participants in the Inside Out project which took place over two weekends at two different care settings, see here and on the previous page:

“The art we produced on this project has been genuinely experimental and collaborative. I found the team so welcoming and open.” Participant at Glebelands

“Jack doesn’t usually get on with new people or new groups but enjoyed it. I usually ask him down to the common

room for biscuits and he sometimes doesn’t want to join. When I made the film camera sign (referencing the cinema theme of the festival) – Jack stood up right away and wanted to go downstairs.” Bibi, Manager at Glebelands

“I really liked it, and talking to people about it. I liked seeing it on the TV” Pamela resident at Glebelands

“When will you be back? When will everyone be back?” Mr. Adjabeng, resident at Glebelands

“I never thought I had the confidence to do something like that” Mary, resident at Glebelands



BRINGING COMMUNITIES TOGETHER

When generations are brought together it also brings together people from communities that are often living parallel lives, only minimally aware of each other in their shared neighbourhood. The intergenerational connection dispels prejudice and misunderstanding and builds bridges through common ground.



MAGIC STORY QUALITY STREET

Quality Street is our two year collaboration with L&Q Foundation to bring generations together in Leyton. In June 2019, The Meet the Street Festival showcased the first year's projects to over 300 people. Here is what they had to say about it:

"Quality Street has been a total privilege to be part of. All the activities the children have been part of have been rich, engaging and great fun – from paper sculpture to drumming and mural design. The school has been a hive of activity. Over the project, our wonderful school has been enriched further and an exciting place to be." **Helen Williams, Head of Primary, George Mitchell All Through School**

"I think it's really good because it gives the older and younger people the chance to work on a project together, and they get to know each other, because a lot of the preconceptions they had of the older people they now realise as not being right. It's really good for them and the kids have really enjoyed it." **Sabrina, Parent**

"It was really nice to meet the children's families at the final event, now I meet them out on the street and we say hello and I feel closer to the community." **Fatima, Older participant**

"I was pleasantly surprised to find so many different backgrounds, cultures and religions playing and working together and that children are the same whatever their heritage and upbringing." **David, Older participant**

"The best thing about Quality Street was meeting people from different backgrounds." **Y3 participant**

CHALLENGING AGEISM AND CHAMPIONING THE RIGHTS OF PEOPLE LIVING IN CARE HOMES

Arts programmes can support interactions between carers and those receiving care and can help with the humanization of the person being cared for, thereby improving care strategies. ”

From World Health Organisation Europe report *What is the evidence for the role of the arts in improving health and wellbeing*

Valuing the lives of those living in care homes

On the first National Day of Arts in Care Homes on 24th September 2019 Magic Me announced a new round of *Artists' Residencies in Care Homes*, this time featuring Matthew Bourne's *New Adventures*, *Fevered Sleep*, *Gecko* and *curious directive* paired with four care homes in Essex run by Excelcare UK. The project is funded by Paul Hamlyn Foundation.

Working with arts organisations who are at the cutting edge of their art forms and leaders in their field, the project is designed to challenge not just the public's perception of what 'old people' living in care homes want,

but also the artists themselves who will be exploring a whole new audience and way of working. Staff and management of the care settings will also gain a greater understanding of what arts can do for their residents and of the hidden talents of the people they care for.

Valuing Care Staff

Increasingly we see staff as participants as much as facilitators and Anglia Ruskin University will be looking specifically at how arts organisations working in care homes can work with care staff as part of the *ARCH* programme. Care homes staff are highly skilled, whether as carers or activities co-ordinators. Their role as partners on projects has always been vital, but is increasingly so during lockdown. Our *The After Party* evaluation report captures the feedback and insights of staff recognising their importance and what we are learning from them.

"The postcards activity hit a note with the residents, we have sent some out to our volunteers - from Magic Me and others. The legacy of this still goes on and we are still making them. It allows the residents to think about the outside." Care Home Activities Co-ordinator taking part in *The After Party*

Challenging ageism and making care homes inviting and accessible

Our Inside Out project was also designed to highlight the people inside care homes to the outside world. The artists' brief was to create work that would be an invitation to the local and casual passersby to 'enquire within' and to provoke thought about what a care home is, and how it can be transformed into an arts space.

"There are self-evident reasons not to segregate old from young, not to segregate people with dementia from those without it, not to categorise people by any limiting labels." Kate Organ quoted in *Older and Wiser? Creative Ageing in the UK 2010-19* by Dr Rebecca Gordon-Nesbitt of Kings College London on behalf of the Baring Foundation





GROWING LONG-TERM PARTNERSHIPS FOR THE FUTURE

Our *Arts & Ages* programme brings together primary schools with care settings and community hubs with the aim of establishing long term relationships between the partners which are only initially facilitated by Magic Me's artists and project teams. So far the project has involved 5 partnerships of schools with local care settings or community hubs, involving 193 school children and 81 older people.

In phase one Magic Me brings together the partners with a team of artists and Magic Me staff help to facilitate the project. Once the relationship is established, partners take on more responsibility for setting up the second phase of activities but with Magic Me still on hand to facilitate and support. Partners choose how their intergenerational relationship grows, developing their own style and processes. Magic Me will help develop

ideas and artists will deliver shorter projects or events, designed in collaboration with partners. In year 3, the partners confidently lead on an intergenerational activity or event, led by ideas that have come from younger and older people along the way, and Magic Me continues to support them.

Several partnerships were due to start their year 2 projects in April 2020 and it was crucial that those connections would be continued and reinforced over the Covid-19 lockdown period. The group of artists working on these projects came together to develop an alternative 'socially-distanced' version of the project *The View from Here*. With the closure of community spaces and the reduction in support for sheltered housing, the project team has taken on the role of mediating and connecting the groups together.

Quality Street was developed in a different way but with similar aims. Centred around a specific locality, Leyton, and using a single school as a key partner to work with a range of other partners across a range of care settings, community organisations and local neighbours. In order to strengthen the relationships in the community a steering group has been set up formed of local people and members of this group led on the development of an alternative festival *We Bloom* to replace the, now impossible, street festival planned for July 2020.

IMAGINATION AT THE HEART OF WHAT WE DO

Our work has always been about empowering people through creativity and also bringing them together as a community. We continue to do this through our *At Home Together* programme using both online and offline methods to connect people through shared creative endeavour. Sharing the work of these everyday artists who's ages range from 8 to 100+ continues to be a vital part of what we do and their work reached 856 people in live performances, shows and celebrations and over 2,000 via digital channels.

In the extraordinary circumstances of the Covid-19 pandemic the people we work with have stepped up and given more than ever whether they are staff, artists, volunteers, partners or funders. Our artists have worked tirelessly to create projects that can be

delivered remotely. We have involved them in (paid) meetings to develop our thinking about the future and how we can continue to sustain our practice as the Covid-19 pandemic continues. Through our *At Home Together* programme we have been able to employ 14 artists across 6 projects between March and September 2020.



MAGIC STORY CHUCK

Chuck Blue Lowry is a Magic Me Associate Artist who has worked on a number of projects over the last 4 years. For Intergenerational Arts week she wrote a blog for Magic Me from which this is an extract:

“One of the things I was particularly drawn to in this work, was that it democratizes the arts. For me, the best kind of art is the one that holds up a mirror to society, allowing one to reflect on the world around us and show us ideas, emotions and stories in an innovative and engaging way. Art is a form of communication. I think there is a perception that artworks created by communities, by ‘non artists’, in non-

traditional spaces such as schools, care homes, community centres and sheltered housing schemes are somehow ‘lesser than’, lower in quality and usually involve a large degree of finger painting.

What excites me about intergenerational and social practice, is working with the perceived ‘barriers’, embracing the challenges and really finding the artistry in everyone in the room. It challenges you to celebrate what people can do, rather than focus on what they can’t do, and to be really creative in how you elevate the quality of the work within the limitations of the group.

I think that the work created in collaborative intergenerational spaces can be not only accessible and democratizing, but truly innovative, boundary pushing and beautiful.”

GETTING EVERYBODY INCLUDED

Magic Me's approach to intergenerational arts practice aims to be as inclusive as possible. Our artists design projects which are flexible and open to people of very different ages and life experiences. Arts activities can offer dementia-friendly, non-verbal ways to communicate and build relationships.

Our Equality, Diversity and Inclusion Plan 2019/20 focused on employment, governance and access:

Artworks: A Start in the Arts

Artworks is our new four year initiative addressing financial and social barriers into the arts for Black, Asian and minoritised ethnic people and those from working-class

backgrounds. Funded by London Borough Tower Hamlets, *Artworks* offers paid placements at Magic Me for the Borough's residents. We are particularly interested to reach those who might not otherwise be able to get the entry level experience needed to start an arts career, so we are working with local community partners to ensure targeted recruitment and appropriate support.

Nazifa Yazmin our first placement, recruited through City Gateway, had just joined us when Covid-19 closed the office and hands-on activities. As we open up again in September she will work with us to pilot this new initiative and start recruitment for future placements.

Living Wage Employer

Unpaid work experience or low wages exclude from the arts people from poorer backgrounds and those with limited family support. Magic Me is committed to making our workplace as inclusive as possible. In 2019 we became a Living Wage Employer and were also recognised by Rest Less as an age-friendly employer.





Board Development

Having a diverse and multi-talented Board is an essential ingredient of good governance. When three trustees stood down, we targeted recruitment to find, alongside a new Treasurer, and an experienced fundraiser, a Community Ambassador, someone with local knowledge and insights. We will build on this successful approach to further diversify and enrich our Board in 2020/21.

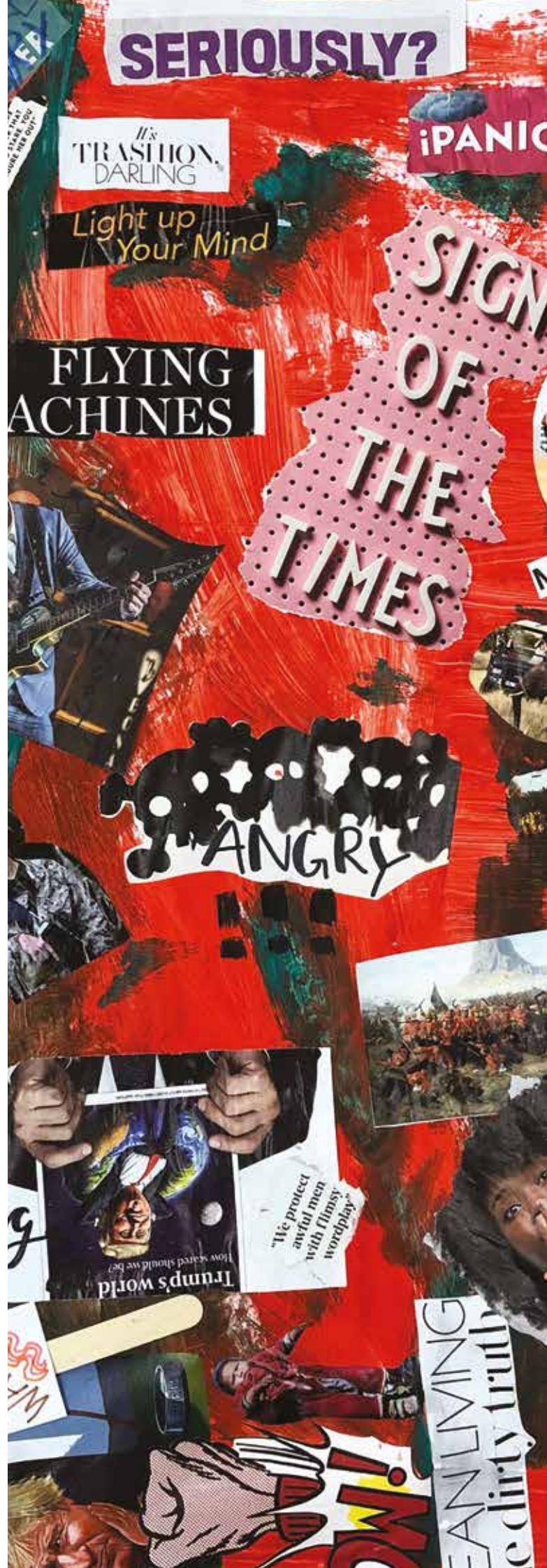
Artists

It is vital that our pool of project artists are skilled across many art forms and bring other relevant arts or lived experience to their role. This year we have focused on recruiting more Black and Asian artists and sought local

artists, who bring community insight and the potential to build longer term connections.

Closing the gap

The Covid-19 pandemic has thrown a stark light on the digital poverty experienced by both older people and many of the school pupils we work with in Tower Hamlets. In this, our generations are closer together than many might think – for our *Generation Rebellion* Zine project both school students and older participants preferred to receive the activity packs by post than by email. As a result, in redesigning projects for the new socially distanced context, our artists have created activity packs which can be delivered both tangibly and digitally.



CLIMATE EMERGENCY

In 2019 Climate Change was the most pressing threat to human life on the planet. It continues to be a threat despite the more immediate concern around the Covid-19 virus. During 2018/19 we took a number of actions to ensure that Magic Me was doing its bit to combat climate change and biodiversity loss. We made a declaration as part of the Culture Declares movement and developed a draft environment strategy which we continue to work on. Our current Women's project *Generation Rebellion* focusses on climate change and how to be an activist.

EAST OF ENGLAND

In 2019-20 we ran projects in Essex and Waltham Forest as part of our plan to increase our geographical reach. In Waltham Forest we involved 142 older people, 161 school pupils and 57 adult volunteers in a range of projects located in Leyton and Leytonstone. Over 600 people got to see the results. In Essex, building on the success of our *Decorum* project in Southend and consultancy work with Essex County Council, we launched the *Artists' Residencies in Care Homes* programme at four care homes run by Excelcare in Maldon, Chigwell, Harwich and Colchester.

SHARING THE LEARNING

Throughout our 31 years Magic Me has always understood the importance of learning. We need to understand what we are doing and the effects it has, and also where we can improve or innovate to do better. We have always been keen to learn from others and to share what we are doing with them.

In our *Artists' Residencies in Care Homes* programme we included as a key partner in the work Anglia Ruskin University. With support from their research team the project will explore the collaboration between artists and care home staff in delivering creative arts experiences for older people and develop a best practice toolkit for others working in this area.

We commissioned Alison Teader from NAPA to provide an evaluation of our *Cocktails in Care Homes* project and *The After Party*. The results will help us understand the novel situation we faced with the Covid-19 pandemic and will also provide a review of the 10 year long project as it comes to a close. The results will be published in September 2020.

We continue to work with relevant sectoral organisations such as Age of Creativity, Flourishing Lives, NAPA, Arts Council England, Connected Communities, to input into strategies, reports and events.

PROJECTS

Cocktails in Care Homes / The After Party

Despite the success of the project and our best efforts, at the end of February we reluctantly told our *Cocktails In Care Homes* volunteers that we were having to close down the project due to lack of funds. Our new project, *The After Party*, was our response to the Covid 19 pandemic and lockdown asking our party volunteers to share their creativity as a new way of connecting with residents in care homes

Artists: Mia Harris, Kathy Horak-Hallet, Shepherd Manyika, Chuck Blue Lowry

Care Partners: Muriel Street, Bankhouse, Silk Court, Westport, Charleston House, Elgin Close, 73 Mildmay, Rose Court, Lennox House, Penfold Court, Queens Oak, George Mason Lodge, Lawnfield House, Lingham Court, 20/26 Mildmay, Roseberry Mansions, Rathmore House, Norton House

Organisational Partners: NAPA

Funders: Arts Council England, French Huguenot Church of London Charitable Trust, Hammersmith United Charities, Salter Charitable Trust, Westminster Amalgamated Charity, The Expat Foundation, The Aurum Charitable Trust



Arts & Ages / The View from Here

Arts & Ages is our ambitious three year intergenerational arts programme nurturing partnerships between 8 primary schools and 8 groups of older people in Tower Hamlets. *The View from Here* is our response to the constantly changing situations around the COVID-19 pandemic. The aim is to continue building long lasting relationships between schools and older people's venues, even if we are unable to meet in person.





Artists: Ben Connors, Shepherd Manyika*, Lehni Lamide Davies*, Liane Harris*, Polly Beestone, Mia Harris, Pooja Sitpura*, Chuck Blue Lowry, Amanda Mascarenhas

* Arts & Ages only, ** *The View From Here* only

Partnerships: Halley Primary School and Coopers Court, Osmani Primary School and Rochester Court, Christ Church Primary School and Toynbee Hall Wellbeing Centre, Lansbury Lawrence Primary School and Duncan Court

Corporate Partners: Allen & Overy

Funders: Aldgate and Allhallows Foundation, Allen & Overy, Lucas Tooth Trust, The Worshipful Company of Mercers, The Haberdashers' Benevolent Foundation, Gateway Housing Association

Quality Street

In 2018 Magic Me and The L&Q Foundation teamed up with George Mitchell Primary School for the *Quality Street* Project. The first year of *Quality Street* culminated in the Meet the Street Festival. The second year of *Quality Street* will end rather differently with two projects adapted to the Covid-19 pandemic and lockdown: *Our Story Our Street* (an animation project) and a new alternative festival *We Bloom*.

Year 1 Artists: Ben Connors, Surya Turner, Sam Alexander, Polly Beestone, Chuck Blue Lowry, Mia Harris, Kathy Horak-Hallett

Year 2 Artists: Polly Beestone, Kathy Horak-Hallett, Ben Connors, Grace White, Jo Scholar, Irene Pulga

Local Partners: George Mitchell Primary School, Glebelands, Albany Court, Leyton Orient Walking Football Club, Members of the *Quality Street* Steering Group

Funder: L&Q Foundation

PROJECTS

Artists' Residencies in Care Homes – Essex

A new round of *Artists' Residencies in Care Homes*, this time based in four care homes in Essex. Each residency will work with the care home residents and staff as co-creators and collaborators rather than simply participants or audience. Due to the Covid-19 Pandemic work on this project was paused in March 2020.

Due to the Covid-19 Pandemic work on this project was paused in March 2020.

Arts Partners: Matthew Bourne's New Adventures, Fevered Sleep, Gecko and curious directive

Organisational Partners: Excelcare UK, Anglia Ruskin University, Essex County Council

Funders: Paul Hamlyn Foundation

Inside Out Festival

Inside Out Festival took place in November 2019 in Leyton and Leytonstone, involving a group of local people using their artistic talents to create original art works in collaboration with older local neighbours. The results were presented in a public exhibition at two local care homes as part of Waltham Forest London Borough of Culture's 'Make it Happen Programme'.

Artists: Sue Mayo and Natalie Keymist (George Mason Lodge) Ben Connors and Hassan Vawda (Glebelands)

Care partners: George Mason Lodge, Glebelands

Funders: Waltham Forest London Borough of Culture Fellowship Fund, L&Q Foundation



Generation Rebellion / Generation Rebellion Zine

Generation Rebellion is an exploration of being an activist. Magic Me brought together students from Mulberry School for Girls with older women from the local community to explore the climate emergency. Following the lockdown of the Covid-19 emergency our aim changed and focused on the creation of a *Generation Rebellion Zine*.

Artists: Sue Mayo and Elsa James

Partners: Mulberry School for Girls, Toynbee Hall Wellbeing Centre

Funders: Foundation for Future London, Arts Council England

In My Name

In My Name ran from January - April 2019. A core group of students from Mulberry School for Girls and older women from the local community met regularly to explore, discuss and create on the theme of names and naming.

Artists: Sue Mayo and Mia Harris with guest artist D'bi Young Anitafrika

Partners: Mulberry School for Girls, Rich Mix, Poplar Union, Salesforce and You Make It

Funders: Arts Council England



Commission Us!

Our strong 30 year track record and flexible approach to partnership working, mean Magic Me's expertise and experience are always in demand. We have successfully delivered commissioned projects and support programmes for clients large and small, from local authorities to arts organisations, festivals to care providers. We can provide talks, workshops, project management, mentoring, training, recruitment support. Email susanlangford@magicme.co.uk to discuss how we can help you.

BE PART OF THE MAGIC

Volunteering and Fundraising

Magic Me welcomes volunteers who contribute skills, time and fresh ideas to our projects and admin. Please check our website for up-to-date news and roles. Plans are changing frequently in response to local needs.

Or volunteer doing some fundraising for us. Take part in community sponsored events, organise your very own bake sale or host an online workshop or pub quiz. Turn your talents into a fundraising event and have fun at the same time.

Please contact Tham at thamhuyhn@magicme.co.uk

Become a Friend of Magic Me

Friends of Magic Me are people who sign up to give a monthly donation to support our work. This helps us plan ahead with a regular, reliable income. Current donors give between £20 and £200 per month. However large or small, your monthly donation makes a real difference.

Provide Financial Support

Financial support through your company can be via one off donation, through regular staff giving, volunteering hours donations, pro bono services such as printing, room and venue hire, professional expertise or donation of materials for projects.

Be a connector

Use your contacts to help us meet more people. Is there a celebrity, journalist, entrepreneur or philanthropist in your address book that you think would love to know about us and what we do? Please put us in touch. A lot of our great media coverage this year has come about by people saying 'Why don't you call Magic Me? They can help' – so a big thank you to everyone who has already helped in this way.

THANK YOU

People are the most important part of what we do. In 2019/20 we worked with participants (ranging in age from 8 to 101), with volunteers, guest artists, care staff, teachers, teaching assistants, support workers, the staff of our corporate partners, the representatives of our funders and our peers and colleagues in the arts, charity, health and community sectors.

In the extraordinary circumstances of the Covid-19 pandemic everyone we work with, whether they are staff, artists, volunteers, partners or funders, has stepped up and given more. For this we are incredibly grateful.

Our funders have been supportive and flexible. The care staff have been amazingly receptive to our proposals and honest about the situations they find themselves in – helping us develop new projects that are flexible enough to be possible.

Our volunteers, particularly the hundreds of *Cocktails In Care Homes* volunteers, have stuck with us on a rollercoaster ride of a year and have adapted to the new things we ask of them. Other volunteers have come forward to use their lockdown downtime productively – a team of volunteers from Allen & Overy helped us with accessibility descriptions for photographs on our website. Our participants have not given up – the project teams have been staying in touch with older participants living independently as they continue to exchange ideas and create artworks.

In July 2019 we welcomed staff from People's Postcode Lottery, along with their celebrity champion Danyl Johnson, for a day at Magic Me hearing about our projects and trying out some creative activities.

We would like to say thank you to everyone who has given time, energy and money to Magic Me's work over 2019/20 and we look forward to continuing to work with you over the coming year.



THANK YOU



L&Q Foundation ALLEN & OVERY



Waitrose



Aldgate and Allhallows Foundation



THANK YOU

for your financial support

Donors

Arts Council England
National Lottery
Camden Giving
Foundation for Future London
French Huguenot Church of London Charitable Trust
Garfield Weston Foundation
Hammersmith United Charities
Masonic Charitable Foundation
Paul Hamlyn Foundation
Players of the People's Postcode Lottery
Salters' Charitable Foundation

The Aldgate and Allhallows Foundation
The Aurum Charitable Trust
The Ex Pat Foundation
The Goldsmith's Company Charity
The Haberdashers' Foundation
The Lucas Tooth Trust
The Mercers' Charitable Foundation
Westminster Amalgamated Charity
Woodroffe Benton Foundation

Project Partners

Allen & Overy
Anchor
Care UK

Central & Cecil
ExcelCare
Gateway Housing
Notting Hill Genesis
One Housing Group
Rich Mix
Poplar Union
The L&Q Foundation
The London Borough of Waltham Forest
The London Borough of Tower Hamlets
Essex County Council

Corporate Donors

ARUP
Bank of England
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Gifted Communications
Ince Gordon Dadds
Schroders
Tesco Bags of Help
Waitrose

In Kind Support

34SP
Kamm & Sons
Mikala Grante

And thank you to the 185 people who gave a one-off or regular donation, or fundraised for us.

OUR FINANCES

This summary is taken from Magic Me’s full, independently examined accounts. If you would like a copy, please visit our website www.magicme.co.uk or contact Magic Me on 020 3222 6064.

Income during the year 2019/2020 was £410,190. This compares with £293,609 in 2018/19. As you can see from the pie charts, the majority of our expenditure (which totalled £452,460) is on people – the staff, freelance artists and project managers who make our programmes possible, and the materials and associated costs of the projects.

Although we continue to receive no central government funding, the generosity of our donors and the ongoing support of our funders has enabled us to keep our finances stable. With political events causing financial

uncertainty and the ongoing Covid 19 pandemic particularly affecting the care sector, maintaining our income streams through this period has not been without challenges.

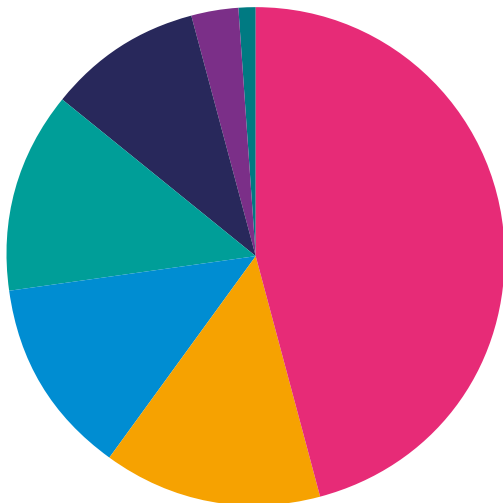
Very little of our income is year on year core funding and we work hard through the year to ensure that our income stream matches our plans for future expenditure. We keep back a certain amount of money, in reserve, to ensure that we can cover unexpected expenses, without endangering the financial health of the organisation.

We continue to be grateful for grants from trusts and foundations and City of London livery companies, and donations from many generous individual donors.

Magic Me is committed to good governance. Since 2018/19 our Board of Trustees have signed up to work within the Charity Commission’s Charity Governance Code for Small Charities.

INCOME

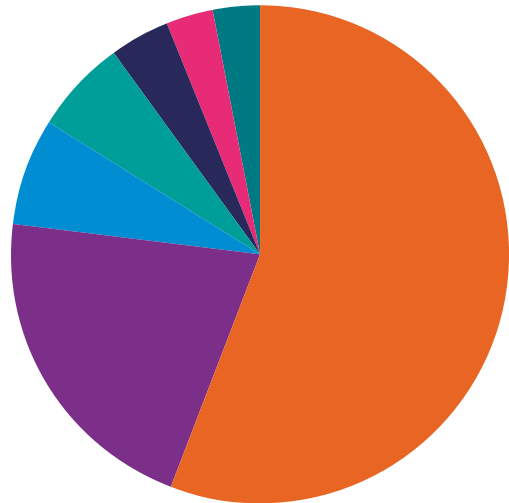
Income 2019/20



Trusts and Foundations	46%
Individual Donors	14%
Livery Companies	13%
Project Partners	13%
Local Authorities	10%
Business Donations	3%
Earned Income	1%

EXPENDITURE

Income 2019/20



Staff Salaries and Costs	56%
Artists and Arts Partners fees	21%
Project Costs e.g Materials, Venues Hire	7%
Rent, Office and Communications	6%
Fundraising	4%
Governance including Accountancy	3%
Research and Development	3%

OUR TEAM

Current Staff

Susan Langford Director
Kate Hodson Programme Director
Bethany Haynes Programme Director
Parental Leave Cover
Phoebe Grudzinskas *Cocktails In Care Homes* and *Inside Out* Project Manager
Sarah Watson *Cocktails In Care Homes* and *Inside Out* Project Co-ordinator
Catherine Connell Schools and Communities Project Manager
Emily Bird Schools and Communities Project Co-ordinator
Tham Huynh Fundraising Co-ordinator
Deborah Mason Communications Manager
Nazifa Yazmin Artworks Placement – from Feb 2020

Ex Staff working during the year

Mark Bixter General Manager
Kate Cattell General Manager
Ed Errington General Manager parental leave cover
Imogen Duffin Fundraising Co-ordinator
Greer MacKeogh Project Producer *Quality Street*
Henry Hocking E15 placement May – July 2019

Trustees

Alison Harvie Chair
Max Glazer-Munck Treasurer from Feb 2020
Damian Hebron Secretary
Afsana Begum (from Feb 2020)
Phil Cave
Caroline Gellatly (from Feb 2020)
Hazel Gould
Denise Leander
Aimee O'Malley
David Russell

Trustees who left in 19/20

Victoria Grace (to October 2019)
Ben Haber (to Feb 2020)

THANKS TO

Anna Dinnen consultant
People Make it Work
All our Change Creation programme colleagues
D.R. ink

Annual Report Photographers

Holly Falconer
Mia Harris
Alex Kammerling
Samia Meah
Sarah Ann Watson
Grace White



WE REMEMBER

Marjorie

Renee

Martin Alpert

Jeanetta Ball

Gladys Blundell

David Bowkett

Edna Brown

Valentina Cagigas

Caterina D'Avanzo

Dee Dimler

Dennis Ellam

Marjorie Gardner

Teresa Giraschi

Barbara Haswell

Gerald Hay

Cynthia Henry

George Hodge

May Jones

David (Brian) Jones

Dorothy (Dot) Keet

Peter Langford

Frederick Lynch

John Maghill

Elsie Mills

Kathleen Mitchell

Eileen Musgrove

Haroon Nujjoo

Sean O'Connell

Rachel Ogunleye

Henrietta Onipede

Freda Ordell

Ronald Pettman

Eileen Roberts

John Roberts

Margaret Ryder

Emily Saxon

Mary Scarlett

Leonard Sibthorpe

Lily Smile

Celestine Tavernier

Leonard Thompson

Henry Verlander

Lilian Warren

Charles Wason

Vera Welch

Project participants who have sadly passed away over the last year.
We also remember the many care home residents and staff who
have died as a result of the Covid-19 Pandemic.



Thanks to Allen & Overy LLP for printing this report

ALLEN & OVERY

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