



30
YEARS

ANNUAL REPORT
2018/19



*"Its called Magic Me,
because its like we take
a magic carpet down to
the old people's home and
they get on it and they can
go anywhere they like"*

Boy, 9, 1990



DIRECTOR'S REPORT

As we celebrate Magic Me's 30th birthday, one of the joys of my job remains: the extraordinary people I get to meet and work with. There must have been thousands. People of all ages and life experiences, their stories have stayed with me over the years, especially Rose's story.

I met Rose back in 1990, when she was living in an East End care home for older people. Proud of her heritage, she told me about her childhood, growing up in Whitechapel's Jewish community. With a large family and a small flat, children played out, roaming local streets and markets, where everyone knew one another.

Rose died when she was 83. I'd only known her a few months, but she'd made an impression and I went to her funeral. I was the only person there. The care home had messed up and organised a Christian burial for Rose, which I was powerless to stop. Bearing witness

Magic moments! Young boost old



for Rose, I was overcome with a sense of how wrong it was that her long, rich life could be denied and stripped

away by a system supposed to care for her. This sense of injustice has fuelled my work ever since, with the dignity and value of every individual at the heart of what we do.

Much has changed for the better since I founded Magic Me in 1989, but loneliness, ageist assumptions and lack of care for people who are 'different' remain. There is much still to do. Magic Me projects bring immediate benefits. They also work to reimagine and reinvent what it means to grow older and what makes communities thrive.

Susan Langford MBE, Director / Founder

CHAIR'S REPORT

In 1989 Magic Me was unique in pioneering intergenerational arts projects and practice, one of a handful of charities working in the arts with older people. We are now proud to be part of a national movement. Policymakers and commissioners increasingly recognise the benefits of the arts and intergenerational activities, in reducing isolation, boosting wellbeing and generating hope.

Over three decades Magic Me has learned and achieved much, but we are never complacent. We live in times of great change: political, cultural, digital and social. Our expert team of Associate Artists and skilled staff, continue to invent and imagine new approaches, working hand in hand with younger and older people, and the organisations that serve them, as we together face new challenges.

In this special anniversary year Magic Me is working strategically to grow our impact and

reach, with exciting new arts programmes across London and the east of England. We are also digging deep, to review our own mission and values, and our systems, preparing for the decade ahead. In the past year Magic Me signed up as a London Living Wage Employer and to the Charity Governance Code for small charities.

I'd like to take this opportunity to thank everyone involved in making Magic Me so special: our participants, artists, trustees, staff and all our partner organisations and individuals.

This includes our donors and fundraisers, corporate supporters, trusts, foundations and the other funders, large and small, who make our work possible. Without you none of this would be possible.

Join us on our future journey, there are many ways in which you can help us in our mission; financial support, volunteering, introducing us to people you think can make a difference to what we do. Every thing big or small, makes a difference.

Alison Harvie, Chair of Trustees



THIS YEAR....

WE WORKED WITH

20
project
partners

423
volunteers

18
care homes
and extra care
schemes

8
schools

1056
participants

WE HELD

156
Cocktail
parties in
care homes

20
volunteer
inductions

144
project
sessions

WE REACHED

Real life audiences of 3,183
Online audiences of c 13,000



**WE HAVE WORKED
WITH OVER 50
SCHOOLS SINCE
WE BEGAN IN 1989**



THE NEED & CONTEXT FOR MAGIC ME

"I'm sure the intergenerational projects I did with Magic Me were significant in taking me to the work I do now. The project I facilitate involves delivering theatre based workshops in sheltered housing units in Southwark."

Helena Rice, London Bubble, who took part in a Magic Me holiday project in the 1990s

"If an artist can successfully facilitate an intergenerational workshop or project, they can work with any group – it is the most challenging kind of participatory work – but also, in my opinion, the most rewarding."

Susan Langford, Director of Magic Me



One in three children of today's 9 year olds are predicted to live into their 90s. So while Magic Me projects are designed to bring immediate benefits for younger and older people, they also aim to challenge outdated ideas about ageing and what older people want.

Our core area, the east London Boroughs of Tower Hamlets and Waltham Forest, have been changing rapidly, with a big impact on local, poorer, older people's lives. As property and rent prices rise and social housing becomes scarcer, younger generations move away to find affordable homes; older relatives who remain and young families who move both suffer. New developments are changing traditional street patterns and landmark buildings take on new uses; older people can feel isolated within a streetscape and community they no longer recognise.

Population 'churn' is high with one in five people moving every year in some neighbourhoods. Where older and younger

generations are of different cultures or ethnicities, fear of the unknown, or of not having a shared language, can also impact people's confidence to get to know new neighbours. Communities can lead parallel lives. Social isolation and loneliness negatively impact health and well-being.

In Tower Hamlets the largest segment of the population, increasing year on year is now working age adults, often new arrivals rather than people growing up here. Through our [🌐 Cocktails in Care Homes](#), [🌐 Quality Street](#) and [🌐 Inside Out Festival](#) projects Magic Me seeks to engage these new generations and bridge the gaps between diverse communities.

In London, the global city, all the generations still live, side by side – but they are no longer always connected by family ties. Magic Me brings neighbours together to form new relationships and new friendships, both across and within the generations.

ARTISTS

Most of our projects see more than one artist working together with groups of younger and older people. In our *Decorum* projects, associate artists Sue Mayo and Chuck Blue Lowry worked with all three groups in London, Peterborough and Southend, collaborating with artists Pooja Sitpura and Paula Varjack. Local artists Elsa James and Princess Marshall contributed in their home towns.



Magic Me is not just an intergenerational charity, but an intergenerational *arts* charity. Over 30 years Magic Me artists and staff have created and developed a rich, pioneering intergenerational arts practice. They are skilled in designing activities which generate co-creation and an exchange of ideas and talents between people of different ages and life experiences. In every case the older and younger people at the heart of the project inform the creative direction and the form the work takes.

Our Associate Artists are experts in a wide range of art forms and bring a wealth of experience. Working not just with Magic Me, but on their own personal creative work or for other arts agencies, they are constantly refreshing and exploring their own arts practice. Our Continuing Professional Development programme supports them to reflect and absorb new learning.

Artists are at the heart of everything we do and we believe that everyone can be an artist.

The newish term of 'Everyday Arts' sums up a different kind of day to day creativity, not

led by professional artists. Magic Me's *Cocktails in Care Homes* programme is a fine example. Our recent London Transport party theme encouraged the making of accessories and objects, storytelling and dressing up, along with the regular dancing, singing and games.

Magic Me has always valued the stretch and challenge that comes with collaborative partnerships with other arts organisations; this year we teamed up with artists from arts organisation Metal for our recent [🌐 *Decorum*](#) project. Over the years, commissions and joint projects with Tate Modern, National Portrait Gallery and others have honed our skills in bridging the gaps between larger arts institutions and local communities.

From Autumn 2019 through our new [🌐 *Artists' Residencies in Care Homes*](#) programme we will bring four exciting companies to four Excelcare homes across Essex: Matthew Bourne's New Adventures, Fevered Sleep, Gecko and Curious Directive. Join us on this journey, via regular updates on our website.

REACH MORE PEOPLE

In 2019 the Essex County Council Creative Journeys project was nominated for a Hearts for the Arts Award. Magic Me was a project partner, providing mentoring and support for an intergenerational arts project in Rochford. Our Director, Susan Langford also ran training workshops for 120 care staff and 20 artists and spoke at the Creative Journeys conference at Anglia Ruskin University, Essex in December 2018.



In 2016 we identified three key strategic themes for Magic Me's future work: reach more people, influence wider and grow sustainability.

New project design enables us to reach more people. 🌐 **Arts & Ages**, our primary school programme based in Tower Hamlets, aims to widen participation for younger and older people by increasing capacity of local organisations to form long lasting partnerships.

Funding from players of the People's Postcode Lottery is helping us to reach more people, beyond our home community, in outer London boroughs and in both Essex and Peterborough. This widening geographical reach brings new partnerships, stretching our experience, and increasing our resilience and reputation.

In 2018/19 our women's project 🌐 **In My Name** reached new communities and brought new partnerships. Our 🌐 **Quality Street** project and 🌐 **Inside Out** projects are deepening our ties with artists, schools and care settings in Waltham Forest. From

Autumn 2019 our new 🌐 **Artists' Residencies** programme will see collaboration with four new arts partners and a new cohort of care settings across Essex.

Extending our geographical reach comes with opportunities to influence wider – working with new partner organisations, artists, communities and in small town, seaside and rural communities. Providing training, mentoring, skills and inspiration through commissioned programmes, talks, workshops and conferences takes the inspirational work of Magic Me far and wide (even as far as Korea) creating a lasting legacy.

We have put sustainability at the heart of every project – not just the financial stability of Magic Me – but how organisations we work with can sustain the intergenerational contacts we have helped to create, and carry them on so they outlive Magic Me's direct involvement.

ARTS & AGES OUR WORK WITH PRIMARY SCHOOLS

Arts and Ages is our new three year intergenerational arts programme nurturing long-term partnerships between eight primary schools and eight groups of older people in Tower Hamlets. Building on our previous work with schools the programme is exciting and ambitious.

In 2018/19:

🌐 **Halley Primary School pupils and residents at Cooper's Court**, an extra care scheme close to the school, worked under the expert guidance of performance artist Lezni Lamide Davies and photographer Liane Harris on the *Constellations* project. The group created a 'time capsule' made up of portraits, objects and a soundscape of recorded, imaginative stories. It was installed as a

permanent art work at Coopers Court at the end of March 2019. A wider group of pupils created a mobile 'constellation' installation in the school using Polaroid photographs.

Clara Grant Primary School year 4 pupils and older people living in the local community brought together via the Linc Centre, run by Poplar HARCA, worked with director and singer Freya Wynn-Jones, visual artist Ben Connors and theatre designer Amanda Mascarenhas. In 🌐 *Map of Me* the group explored routes, navigations and maps as a way of discovering their own identities, creating seven 3D artworks.

Although not formally part of Arts & Ages **John Scurr Primary School and Hawthorn Green** care home developed their relationship in a second project together 🌐 *Reflections of Stepney*. The group wrote their own version of the Narcissus story, from Greek Mythology, using music, storytelling and drawing, to explore the theme of reflection and how identity is formed. The project was led by artists: Freya Wynn Jones (director and singer), Hannah Opstad (musician) and Ben Connors (visual artist).

"Working with the children has helped me to get to know everyone in this place. You have fun when you're here with the kids, but then it entuses your whole day. I couldn't have come to a better place at a better time!"



"The kids would come with lots of ideas and it would spark up my ideas. I wouldn't have any and then Jehin and Saidazeez would come with their enthusiasm and they would entuse me. I've only recently moved here."

14 YEARS OF WOMEN'S PROJECTS WITH ARTIST SUE MAYO, MULBERRY SCHOOL FOR GIRLS AND LOCAL OLDER WOMEN



WOMEN'S PROJECTS

Our women's projects, running now for 14 years in east London, have enabled in depth exploration of topics that are of particular interest to women. The intergenerational, and often intercultural, aspect of the discussions create artworks that reach deep into the community and also open windows onto the wider world.

The second year of **Decorum** continued the exploration of what 'good behaviour' means for women in the 21st Century. The London group showed their creative work at Women of the World Festival and Flourishing Lives at Tate Exchange, then in Summer/Autumn 2018 we partnered with arts organisation Metal to take the project out of London. 🎬

Intergenerational groups of women in Southend and Peterborough worked with professional artists to produce two films 🎬 to add to those created in London. In Southend there were public outdoor screenings

throughout July and the Peterborough film 🎬 was screened in September at Metal's Chauffeurs Cottage. In October all three projects were showcased in a digital campaign that reached an audience of over 13,000 people.

🌐 **In My Name** grew out of the *Decorum* group's discussions and became our new women's project in January 2019. Students from Mulberry School and older women from the local community worked with artists Sue Mayo and Mia Harris to explore the names we give ourselves and that others give us. The group also worked with African Jamaican dub poet, D'bi Young Anitafrika to create their own poetry. Several open workshops with groups of other women were run as part of the project at Poplar Union, Rich Mix, Salesforce and You Make It.

"How do we continue these wonderful cross-cultural, intergenerational conversations in this city?"

Peterborough audience feedback

"This group is a step forward, it's good for everyone and nice to get to know everyone better."

Luke, a participant from Albany Court



"Bringing back memories has been really good, I never thought I'd say that or enjoy joining in."

David, participant

QUALITY STREET

Quality Street is our new two year project in Leyton funded by the L&Q Foundation, aiming to bring together three generations of residents to build a stronger community centred around George Mitchell Primary school as an intergenerational hub. Introductory sessions got under way in December 2018 and three projects have involved a range of younger and older people linked to George Mitchell Primary School, Glebelands Retirement Home, Leyton Orient Walking Football Club and Albany Court Extra Care Scheme.

About two thirds of those involved are L&Q housing association residents. Some have lived in Leyton for over 60 years, some less than two, but most over 10 years.

Led by artists Polly Beestone, Chuck Blue Lowry and Ben Connors, the groups have made puppets, kites and costumes, worked with photography and sound recording, music

and poetry writing, and have created a new mural for the school playground. 120 Year 3-5 pupils have taken part in workshops and events, contributing to our goal to engage the whole school in intergenerational activity.

Meet the Street 🏠 saw over 250 people gather in the playground at George Mitchell School on 15 June 2019, to celebrate the end of the first year of *Quality Street*. As a way of bringing together all three *Quality Street* projects, Year 5 pupils worked with musician and bandleader Sam Alexander to create a school anthem. Across a number of sessions students learnt to play complex rhythms, forming a percussion band which played at the festival.

Friends, family and neighbours took part in creative activities and enjoyed a number of displays and performances from individual groups. Everyone came together for the unveiling of the *Generations United* mural.

The second year of the project will start with the 🌐 *Inside Out Festival* which is also part of Waltham Forest Borough of Culture.

"I've moved down from Newcastle, my grandma is in a care home and I don't really get to see her very often and actually even when I was there I don't see her because she has forgotten who I am. So I wanted to do something where I could meet other old people and just chat to them because I know my Grandma was getting very lonely when she was on her own."

Richard, Cocktails in Care Homes volunteer



EVERYONE IS PART OF OUR GENERATION

People, whether 'young' or 'old' are often stereotyped by age brackets: schoolchild, OAP, millennial. At Magic Me we understand the complexities of community. There are people under 50 living in care homes, teenagers leading political campaigns and people under 30 who are doctors, parents, police officers and business owners.

Whilst much of our programme continues to be with the youngest and oldest generations, our newer intergenerational projects invite adults of different ages to come together, breaking through the constraints of labels and categories.

Inside Out Festival builds on our existing work and partnerships in Waltham Forest, with *Cocktails in Care Homes* and *Quality Street*. It will bring together young adults living in

the area, with residents in a care home and retirement home in Leyton and Leytonstone. Alongside a team of artists, they will all become the makers and curators of artworks that will be displayed inside and outside of the homes in November 2019. The project is funded by the Fellowship Fund of the Waltham Forest Borough of Culture and the L&Q Foundation and will be one of 25 'Make it Happen' projects for 2019.

Thanks to funding from Paul Hamlyn Foundation, our new four year **Artists' Residencies in Care Homes** programme will partner four leading arts companies with Excelcare homes across Essex, from Autumn 2019. New Adventures, Fevered Sleep, Gecko and Curious Directive will work across many artforms including dance, physical theatre, storytelling, digital and science-led theatre. Building on the learning from our first residencies series in 2015-17, companies will explore how they can work with people living and working in care settings, as creative partners and new, exciting and demanding audiences.

"It has improved my mental wellbeing, given me something to look forward to every month and given me something really interesting to talk about!"

Cocktails Volunteer



"It was a great night. I really enjoyed it. The people were lovely and it was really lively. I'm definitely coming to the next one!"

Richard, Resident at Muriel Street

COCKTAILS IN CARE HOMES

Cocktails in Care Homes continues to capture the imagination of a wide range of people and interest in taking part remains high. Our original motivation – to combat isolation by providing older people with evening company and activity – is still relevant and we now have monthly parties running in 15 care homes and extra-care schemes across London, with more in the pipeline.

Despite the challenges of working with a care sector in crisis, the team continue to develop relationships with existing providers and find new providers who are able to offer a supportive environment for the parties. New parties have started in Finsbury Park, Angel, Marylebone, Lambeth and Kilburn.

The project continues to innovate and move forward. In July 2019 we inducted

students from Central School of Speech and Drama and Props BA students undertook an industry placement with *Cocktails*, taking on a brief to create a theme for the parties. We have also worked with Park Theatre, Royal Academy of Music and East 15.

The team are also working on ways to ensure that as we grow we remain sustainable. Every care home now makes an annual financial contribution towards the cost of the parties they host, confirming the value of what we do.

One of the successes of *Cocktails in Care Homes* has been to change the way in which people view care settings. The parties present them as fun places to be and our volunteers feedback that there 'aint' no party like a care home party'. This helps challenge expectations both inside and outside the care sector. Not everyone can experience *Cocktails in Care Homes* in person, so the team have been working with a volunteer producer on a series of podcasts and in December 2018 we launched a new film about the project created by film producers Lonely Leap. 🎬

HIGH TECH AND HIGH TEA

In 1992, a grant from the London Docklands Development Corporation paid for an Apple Mac to help produce a photographic exhibition *Private Lives, Public Faces*, from a project involving teenagers from Langdon Park School and older patients in continuing care in Mile End hospital. Docklands News reported it with the headline 'Hi-tech link to unite young and old'. Since then the internet and digital devices have changed the world. Not everyone feels they are part of this change or sees it as a positive thing and whilst we plan to keep innovating in digital we will also keep providing information in a range of formats to suit all our different audiences. We will always continue to prioritise the value of face to face conversations, over tea, cake or Cocktails.

This year funding from an anonymous donor and from players of the People's Postcode

Lottery has enabled us to take forward our plans to enhance our digital and online presence. In April 2018, we launched our new website – optimised for a variety of devices (mobile phones, tablets etc).

The website has enabled us to present our work with a beautiful range of photographs and showcase the videos and art works produced by our projects. It has also energised the Magic Me artists and staff to look at how we might create bespoke content for online audiences for example online campaigns such as *Summer of Sharing* (encouraging intergenerational connections over the summer holidays) and the digital element of our *Decorum* project. Fresh online content has also helped us increase our Instagram followers and develop new relationships through the platform, some of which have led to 'in real life' opportunities in fundraising, introductions to new corporate and cultural partners, encouraging volunteering and media coverage.



2018/19 has been a good year for media coverage with Magic Me featuring on Channel 4 news, Al Jazeera UK, Radio 2, Radio 5 Live, The Daily Telegraph, Daily Express, Elle UK and Glamour magazine, as well as local newspaper coverage both in London and Southend.



STILL MAKING WAVES

Magic Me was set up with the desire to make things better, to improve the lot of people living in care homes, to combat ageism and to give local children new opportunities to thrive. Every intergenerational arts project is local and bespoke for those who participate; each one brings new learning for us, and our sector. Magic Me continues to be a thought leader, to pioneer new approaches to intergenerational arts practice and spread the word about its many benefits to policymakers and politicians.

Representatives from Magic Me visited the Houses of Parliament in December 2018 contributing to a session of the All Party Parliamentary Group on Social Integration's enquiry into intergenerational relations. Magic Me's expertise is acknowledged in

the Enquiry's final report [🌐 *Healing the Generational Divide*](#). The same month, the *Cocktails in Care Homes* team provided a volunteer induction for staff at the Department of Culture Media and Sport, and welcomed observers from the Loneliness Task Force to observe one of the parties.

The *Cocktails* project was invited to be part of the Wellcome Collection 'Friday Late Spectacular – Handle with Care' and Project Manager, Phoebe Grudzinskas, spoke at the Royal Society of Public Health as part of a panel discussing ageism. Along with Director, Susan Langford, Phoebe also penned a chapter for a new book on 'Intergenerational Contact Zones'.

Susan Langford and Magic Me Associate Artist, Sue Mayo, were invited by the British Council Korea, to provide workshops and expertise for artists and community organisations in Seoul and Busan, keen to start their own intergenerational initiatives.

BE PART OF THE MAGIC

There are many ways to get involved with Magic Me and be part of the work we do*



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. Call us now on 020 3222 6064 to discuss how we can help you. 🌐

**We receive no central Government funding and are grateful for all your support*

🌐 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 through your company or organisation

This can be through a one off donation, through regular staff giving, volunteering hours donations, pro bono services such as printing, room and venue hire, expertise and donation of materials for projects.



🌐 Volunteering and Fundraising

As new parties start with our Cocktails in Care Homes project new volunteers are needed and the once a month parties running from 6-730pm are ideal for busy people looking for a meaningful opportunity to make a difference. We also need project volunteers who are available during weekdays for schools and communities projects and occasional office work.

Fundraisers are also volunteers – whether you are throwing a bring and buy sale, running a marathon or hosting a pub quiz, the time and effort you put in to raising money for Magic Me is valued by us as much as any of our other volunteers.

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.

OUR FINANCES

This summary is taken from Magic Me's full, independently audited accounts. If you would like a copy, please visit our website

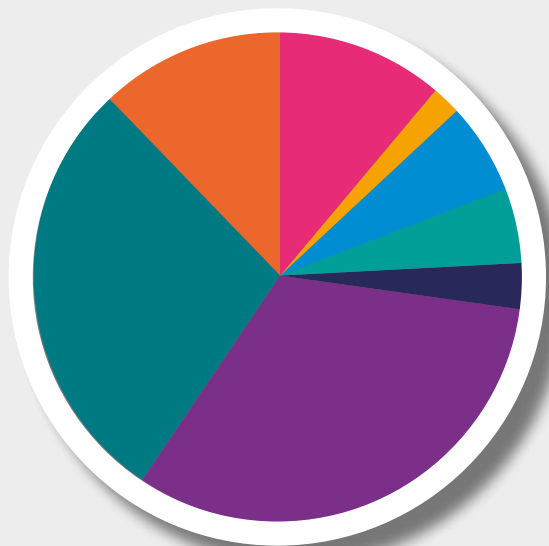
www.magicme.co.uk or contact Magic Me.

Income during the year 2018/19 was £293,609. This compares with £302,512 in 2017/18. 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 in many sectors and an ongoing crisis in the care sector with which we work so closely, maintaining our income streams through this period has not been without challenges.

As you can see from the pie charts, the majority of our expenditure is on people – the staff, freelance artists and project managers who make our programmes possible, and the

materials and associated costs of the projects.

Magic Me is committed to good governance. 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 – shown in designated funds – to ensure that we can cover unexpected expenses, without endangering the financial health of the organisation.



Income 2018/19

Individual Donors	£32,959
Earned Income	£4,705
National Lottery	£18,450
LB Tower Hamlets	£15,480
Business Donations	£10,060
Trusts and Foundations	£93,450
Project Partners	£82,540
Livery Companies	£35,000



Expenditure 2018/19

Fundraising	£23,854
Governance	£8,980
Rent and Office	£34,985
Project Costs e.g materials, venue hire	£27,843
Artist and Freelancers	£54,385
Staff costs	£238,335

OUR FINANCES

Income & Expenditure for year ended 31 March 2019	Unrestricted Funds	Restricted Funds	Total 2019	Total 2018
Income				
Donations & Grants	34,885	253,619	288,504	287,881
Other trading activity	40		40	156
Investments	888		888	106
Other income	4,177		4177	14,486
Total incoming resources	39,990	253,619	293,609	302,629
Expenditure				
Raising Funds	23,854		23854	21,895
Charitable activities	74,332	290,195	364,527	316,231
Total resources expended	98,186	290,195	388,381	338,126
Net expenditure / income for the year / Net movement in funds	(58,196)	(36,576)	(94,772)	(35,614)
Fund balances at 1 April 2018	118,822	134,390	253,212	288,826
Fund balances at 31 March 2019	60,626	97,814	158,440	253,212

THANKS TO

all our funders, donors, business supporters and project partners

Aldgate & Allhallows
Foundation

Arts Council: Grants for
the Arts

Aurum Charitable Trust

Camden Giving

Hammersmith United
Charities

London Borough of
Tower Hamlets
Prevention, Health
and Wellbeing

Lucas Tooth Trust

Masonic Charitable
Foundation

Players of the People's
Postcode Lottery

The ExPat Foundation

The Goldsmiths'
Company

The Haberdashers'
Livery Company

The Headley Trust

The Ironmongers'
Company

The Salters' Company

The Worshipful
Mercers' Company

Westminster
Amalgamated Charity

Woodroffe Benton
Foundation

Project Partners

L&Q Foundation

Mulberry School for
Girls

Anchor

Notting Hill Genesis

Exelcare Holdings

MHA

Care UK

Sanctuary

One Housing

Central & Cecil

London Borough of
Waltham Forest

Business Support

Groupon

BNP Paribas

Bank of England

Schroders

Salesforce

Dropbox

Google

Clifford Chance
Foundation

Mayer Brown

**And thank
you to everyone
who gave a one-off
or regular donation,
or fundraised for us.**

THANKS TO



L&Q Foundation

THE
HEADLEY
TRUST



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**ARTS COUNCIL
ENGLAND**

Mulberry
School for Girls



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Professional Services

D.R.ink Design

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Professional Volunteers

Clare Burgess, Frou Frou Days

George Bednar – podcast
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Malcolm Green, Worshipful
Company of Management
Accountants

Martin Aston aka 'DJ Care
Home'

Sam Fowles

Pro-bono Professional Support

Lonely Leap – video

34SP – web hosting

Annual Report Photography Credits

Roxene Anderson, Holly
Falconer, Chuck Lowry,
Liane Harris, Samia Meah

Arts & Ages

Reflections of Stepney May – July 2018

Participants and staff from:
John Scurr Primary School and
Hawthorn Green Care Home

Artists: Freya-Wynn Jones,
Hannah Opstad, Ben Connors

Volunteers: Chloe Bradwell,
Jane Scobie

Map of Me Sept – Dec 2018

Participants and staff from:

Clara Grant Primary School and
The Linc Centre

Artists: Ben Connors, Freya-
Wynn Jones with guest artist
Amanda Mascarenhas

Volunteers: Susannah Grant,
Maeve McCarthy

Constellations Jan – March 2019

Participants and staff from:

Halley Primary School and
Coopers Court Extra Care
Scheme

Artists: Liane Harris, Lehni
Lamide-Davies

Volunteers: Takiyah Duncan-
Jones, Rachel Phillips

Women's Projects

In My Name Jan – April 2019

Participants and staff

from: Mulberry School for Girls, women from the local community

Artists: Sue Mayo and Mia Harris with Guest Artist D'bi Young Anitafrika

Venues and partners:

Whitechapel Ideas Store – main venue, Poplar Union & Mulberry School for Girls – performance venue partners

Open workshop partners:

Salesforce UK with School 21 and UAE, South Bank, Rich Mix, You Make It, Poplar Union

Volunteers: Jenna Ridgway, Sarah Cassidy, Mulberry School for Girls

Staff: Afsana Begum

Decorum Southend April – July 2018

Participants from Southend School for Girls and Westcliff High School for Girls, and older women from the local community.

Artists: Chuck Blue Lowry, Sue Mayo, Elsa James, Paula Varjack

Project Manager: Shabnam Shabazi

Project Partner: Metal Southend

Venue Partners: Chalkwell Hall, Twenty One, Big Screen Southend, Focal Point Gallery

Decorum Peterborough March – September 2018

Participants from: The Iqra Academy, with Bretton Belles Women's Institute and women from across Peterborough

Artists: Sue Mayo, Chuck Blue Lowry, Pooja Sitpura, Princess Marshall

Project Manager: Sarah

Haythornthwaite

Project Partner: Metal Peterborough

Venue Partner: Chauffeurs Cottage, Peterborough Regional College

Volunteers: Emily Steele

Community Projects

Quality Street

Participants and staff from:

George Mitchell Primary School, Albany Court, Glebelands and Leyton Orient Walking Football Club

Artists: Polly Beestone, Ben Connors, Chuck Blue Lowry, Sam Alexander, Surya Turner

Artist Assistant: Kathryn Horak-Hallett

Volunteers: Lloyd Fenton, Sabrina Patton

Project Partner: L&Q Foundation

Cocktails in Care Homes

Residents and Staff from:

Hawthorn Green – Stepney Bankhouse – Vauxhall Silk Court – Bethnal Green Westport – Limehouse 73 Mildmay – Dalston Rose Court – Surrey Quays Lennox House – Finsbury Park Greenhive – Peckham Penfold Court – Marylebone George Mason Lodge – Leytonstone Lawnfield House – Kilburn 20/26 Mildmay – Dalston Roseberry Mansions – Kings Cross Rathmore House – Swiss Cottage Norton House – Westminster Elgin Close – Shepherds Bush

Volunteer Party Managers:

Beckie Fox, Paul Webb, Caitlin McCarthy, Leanne Kern, Nynn Chang, Rachel Hevicon,

Samantha Ferguson, Helen O'Kelly, Trish Birkin, Sara Cristina Machado, Josephine Wooley, Amanda Robertson, Isi Onwuwke, Mohini Dhanjee, Lucy Dowling, Minna Marfo, Rosie Goldsmith, Jennifer Sands, Sharon Kimathi, Lesley Finlayson, Claire Pearson, Sarah Singfield, Charlie Smoothy, Lindsay Banks, Kelly Brotherhood, Josephine Marchandise, Zosia Poulter, Chris Ali, Maria Pritchard, Cansu Askit Juskirin Dhanoa, Xenia Moseley, Mytro Paraschaki, Caroline Gellatly, Amanda Callis Shona Stewart, Kathy Miller

Other partners

Royal Academy of Music
Central School of Speech and Drama
East15
Goldsmiths University
55East

Admin and Office Volunteers

Sophie Bament, Laura Wilson
Teresa P

Our Team

We couldn't do all this without our brilliant community of people. Thank you to everyone who has been a part of Magic Me's work this year.

OUR TEAM

Board of Trustees

Alison Harvie (Chair)
Cynthia Edwards Wilson
(Secretary – resigned
Oct 2018)
Ben Haber (Treasurer)
Vickie Grace
Denise Leander
Aimee O' Malley

From October 2018:

Hazel Gould
Damian Hebron
David Russell
Phil Cave

Current Staff

Susan Langford MBE Director
Kate Hodson Programme Director
Phoebe Grudzinskas Cocktails in Care Homes Project Manager
Deborah Mason Communications Manager
Mark Bixter General Manager
Catherine Connell Schools & Communities Project Manager
Emily Bird Schools & Communities Project Co-ordinator
Sarah Watson Cocktails in Care Homes Project Coordinator
Greer MacKeogh Project Producer for Quality Street

Ex staff working during 2018/19

Katherine Eves Project Coordinator
Imogen Duffin Fundraising Coordinator

WE REMEMBER

Mary Hyatt	Wilfred Scriven
Charlotte Newall	Ivy Seaton
Jack Watling	Reynald Weeks
Maria Parades	Ramon Mills
Lena Tuitt	Richard O'Neill
Colin Turner	Ian Sparrow
Leonard Thompson	Mary Finnegan
Jessie King	Kathleen Wallace
Ahmet Baker	Shirley O'Hara
Kathleen Hallett	Vera Collins
Edeltraude Welch	Alba Persi
Janet Garbutt	Millicent Van Edon
Joseph McGovern	
Hannah Cook	
Gerry Gibbons	





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