

I Love you
all and I'll
be glad to see
you again

I've enjoyed
working with
you, it's a
nice change
Kathy & Liliane



SYBIL
It's been lovely
having you
visit, we would
love to have
You come back!

Thankyou for
the message
God Bless
Steve



ANNUAL REPORT

2020/21

IT'S IMPORTANT
TO LEARN
THROUGH
HAVING FUN
- DAVID.



I was glad to
See you all
hope to see you
all again soon
All my Love
Rene



DON'T EVER FORGET

About 30 years ago, an older lady, came with me to the front door of her care home, to wave off a group of children, who'd just shared in an intergenerational drawing session with residents. She grabbed my hand and said, "Sometimes in here, we don't know what day of the week it is, but when you come, we know we are not forgotten."

Although much has changed for the better in that 30 years, care homes are still very much the forgotten part of the health and social care sector.

The Covid 19 virus is exposing, not causing, problems that have too long been filed in the 'too difficult' tray on decision makers' desks. How do we as a nation fund the 24/7 care we need for a growing population enjoying longer lives, including the increasing number of people living with a dementia?

This week the media spotlight has quite rightly highlighted the hidden toll of Covid 19 related deaths within the frail and vulnerable care home resident population. Perhaps this spotlight will bring government action to address the lack of PPE and testing, the staff shortages and exhaustion. But will the current lockdown be enough of a crisis this time, to jolt the system into real, long-term change?

At Magic Me our approach has always been to offer care homes new opportunities and great activities, here, now, today. Joint activities with local younger people and public showing of artworks and performances, also help older people to be more visible, recognised and valued as neighbours, when decisions are made at the town hall or in Westminster.

And right now, something is changing. I see a glimmer of hope for the forgotten care sector.

When I talk to friends on the phone, they say "I've lost touch. I don't know what day of the week it is." Millions of adults in the UK are currently experiencing, week by week, day by day, hour by slow hour, social isolation, in a way that they never have before. It's one thing to hear or read about loneliness and social isolation for other people – it's another thing to live it yourself.



We don't know when we'll be able to go out and about again. Before that day comes, please do one thing.

**Write down what this feels like.
Don't ever forget.**

Because when lockdown ends for you, too many people will still be indoors, watching from the window, waving from the door. And they need you to remember what this feels like and to keep the pressure up, so things change this time, so no-one gets forgotten.

From our Chair and Director

Magic Me works by bringing people together in rooms, to meet and to make art, sharing skills and experiences. In March 2020 that became no longer possible.

The Covid-19 pandemic and its ongoing impacts are without doubt the biggest challenge Magic Me and our communities have faced in our 32+ year history.

This report details the challenges faced by younger and older people we serve in east London and Essex, and the many ways in which despite everything, generations have come together to face this crisis. Lockdown didn't change our mission, just the way we deliver on it.

Magic Me has continued to provide as much as possible, adapting our programmes to serve our regular participants and partners, at a distance. In April 2020 we reworked all our planned activities and launched At Home Together, a series of projects which enabled individuals and groups to continue to meet, to make and to party in new ways, by phone, post or exchanges of artworks and online. In July's short lockdown gap, we staged a celebratory outdoor event in Leyton, connecting children and older adults, with a decorated bike parade. As the year continued and lockdown returned we designed fresh ways to support care home communities and schools, our artists at home, partnering with staff and participants at a distance, via zoom or smartphone.

Over the past year our staff have been stretched as never before but have delivered week in and week out. The challenges of working from home to deliver new activities, in new ways with people in crisis have been



ongoing. Our artists have had to reinvent their practice, in collaboration with our participants and partners. Our Board have stepped up to support in ever more ways.

We are incredibly proud of them all and grateful for their creativity, ingenuity and sheer stamina in such challenging times.

We are also indebted to our many funders and supporters who, without exception, trusted us to spend their grants and donations in new ways, to best support our communities. Their flexibility and partnership approach has enabled us to move quickly and with confidence during very difficult times.

As we write in August 2021 restrictions have eased but the pandemic is still very much with us. We continue to review and renew our approach to intergenerational community building, staying flexible to whatever comes next.

Thank you to everyone who has been part of our journey this year. We look forward to our future work together.

Alison Harvie, Chair of Trustees
Susan Langford MBE, Founder / Director

IT MAKES YOU THINK

At Magic Me, how we do things is as important as what we do. We are an intergenerational arts organisation and the arts are absolutely core to the way we work with people. Whilst we have adapted and flexed and changed over the last year we have always stayed true to the essence of Magic Me.

Tower Hamlets is still one of the most deprived boroughs in the UK. Many of the people we work with live in the, typically, small houses and flats that make up the bulk of homes in this area. When the 'stay at home' message came to us all, people welcomed something that could lift the imagination out of the four walls of home, away from the city streets.

“She so enjoys the Magic Me projects. With social activities and contacts so restricted these days it hugely helps her sense of well-being and her mental health that you guys are in touch with her and doing creative stuff together. Thank you!”

Sister of At Home Together participant.

Participants enjoyed projects that focussed on an imagined reality, or a dream scenario, because everyone can dream.



“Actions were very nice, creative and artistic – a bit wacky and colourful – literally! I love colours... at a time when the world is not very colourful, there was happiness and joy”

Care staff taking part in The After Party

Our participants needed a range of different approaches to make projects as easy and as accessible as possible, so we developed not 'blended solutions' but tailor made ones. Simple things like group phone calls and printed out worksheets worked just as well as zoom calls (if not better for some people). Sometimes there is joy in small things and simple innovations such as our printed and posted newsletter - The Magic Monthly (see page 9). There is no reason not to continue with these innovations even when the pandemic is truly behind us.



The Challenge – creating a party in a pandemic

The **After Party** was our solution to creating the intergenerational connection, fun and joy of the **Cocktails in Care Homes** project as a remotely delivered project. In the early days of the pandemic, in April 2020, this was always going to be a challenge.

Our four project artists adapted rapidly to the changing needs of the care settings resulting in the delivery of 'care packages'. Providing everything the care setting might need to deliver an activity made it achievable for over stretched staff – all materials (wearables, props, playlists) were sent 'ready to go' including any printed out instructions. To enhance communication between residents and volunteers, care staff and artists, Magic Me provided phones with data packages.



THE POWER OF INTERGENERATIONAL ARTS

Despite the challenges of the past year Magic Me continues to celebrate the power of intergenerational arts to bring people and communities together. Our **Quality Street** project is a great example of how this can be achieved. The two year project funded by L&Q Foundation came to an end in 2020, having involved over 900 people of at least three generations (children, younger and older adults) in and around Leyton. Key to the project was creating a greater sense of community, connecting local people and organisations and bringing the benefits of artist-led creative activity to primary aged pupils and older people living in care settings.

Despite the disruption of the pandemic, the outcomes from this project clearly demonstrate the value of intergenerational connection and particularly its value in creating stronger communities.

“The greatest pleasure for me was to welcome local residents to work in our school on arts projects with our children, and for our children to visit local residents in their homes too. Some wonderful and special bonds have been made.”

**Head of Primary Phase, George Mitchell
AllThrough School**

“It helps me to mix, and I think it is a very good idea. I didn’t know the local area, I knew about the local park [...] but I didn’t know very many people”

Older participant

92% of people involved in Quality Street said they felt more part of the community

The first year of the project saw four different project strands come together in a celebratory event, Meet the Street, involving over 300 people. Children and older adults worked together on making kites, puppets, costumes and a mural for the school playground. The second year started with a project working on a tapestry together, this was completed just before the pandemic. Two more projects brought people together virtually creating two new video artworks: Our Story Our Street and Colours of Us. The steering group made up of local people helped ensure that the We Bloom project (see page 13) and live event ran smoothly and in a covid safe way.

Those involved in the project felt part of a wider community and that their horizons had been widened. This was particularly important as the pandemic saw many of the older people increasingly stuck at home and younger people isolated from their friends and wider families.





“They’re getting to connect with people. A lot aren’t seeing grandparents or anyone of an older generation so at this point especially this is extremely valuable – this really came through when they watched the video, heard the adults’ voices and gave feedback – this really struck a chord.”

Teacher, George Mitchell School

12 of the older people living in supported housing remained engaged when projects became remote. Some of them had not had a single visitor, except for a carer, or left their flat except for medical appointments, in 11 months. It was clear from feedback, that making artworks together gave older and younger people a joint focus and experience which led to stronger feelings of connection and an increased sense of wellbeing.

“Being able to talk to people has picked me up and kept me connected to the community.”

Older Participant

“Magic Me is different to my other lessons because it makes me feel connected to everyone and we get to meet new people.”

Pupil at George Mitchell School

Quality Street

Artists: Sam Alexander, Polly Beestone, Ben Connors, Mia Harris, Kathy Horak-Hallett, Chuck Blue Lowry, Irene Pulga, Jo Scholar, Surya Turner, Grace White

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

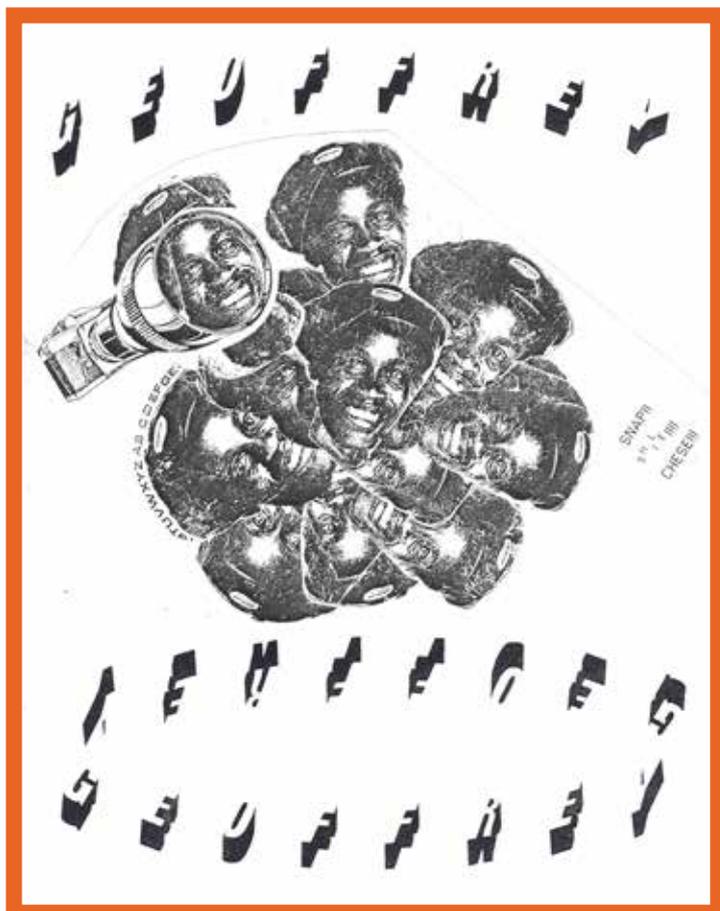
48% of younger participants felt ‘connected’ to their community and/or said their relationship with the older people was significant to them.

Magic Me’s work has never been more important and it was clear from this project that our work bringing generations together has great value. Although solutions have been found to keep connections going through the pandemic we know that even more benefit can be achieved when generations can meet face to face once again.



TRUST AND RESPECT

Magic Me has been working in east London for over 30 years. Creating partnerships is part of our essence and core to how we operate. This means that, alongside a wealth of experience, schools, care providers, community groups and individuals in Tower Hamlets, Waltham Forest and Essex know us and trust us. This strong base of mutual understanding and respect proved invaluable in allowing us to continue our work, adapting to the changing needs and restrictions of the Covid 19 pandemic. These strong relationships were essential in delivering projects especially when everyone was trying something new and making the best of difficult situations. They also provided an impetus and desire to make things work, despite the challenges.



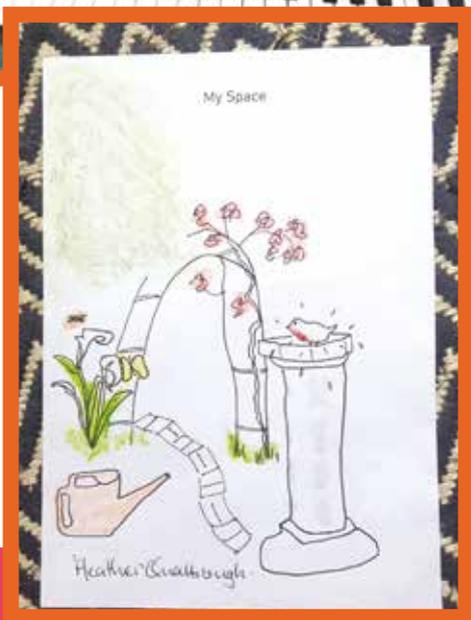
Learning from our regular partners enabled us to forge new partnerships in the current context- even with people we had never met in real life and in places we have never visited. In Waltham Forest we began work in two new care homes (and a third existing partner) for Inside Out 2021. We built on our existing relationship with Essex County Council to create an entirely new project with 8 care homes in the county. During the first phase of these projects Magic Me staff held many conversations with partner staff getting to know them, their situation and their specific challenges, all helping to build the strong relationships needed for the projects' success.



The Challenge – making it work for everyone involved

Our **Arts & Ages** project is all about connecting local primary school children with residents of local care settings or who are part of local community groups. A big challenge when the whole country is locked down and meetings between any groups restricted. **The View from Here** (our covid response) met that challenge by creating activities that led to intergenerational exchange and provoked thinking about how other people might be feeling, living, coping.

Our project team also found new ways of tailoring activities to the different needs of partners and individuals including phone calls, zoom calls, posted activity packs and a regular newsletter, *Magic Monthly* that provided news snippets from across the partnerships as well as simple creative fun.



CONNECTING PEOPLE

Magic Me's tried and tested method has always been to bring people of different generations face to face, with artists, to work together to create new work. Nothing we have learnt from the last year undermines our faith in this way of working. What we have learnt is that the future continues to be uncertain, that it might include further restrictions, further lockdowns and that we can take heart from the ways in which we have been able to bring people together over the past 18 months, and that when face to face meeting isn't possible there are still ways to connect.

All the people we work with have faced difficult challenges. Older participants living independently (whether in extra care schemes, sheltered housing or in their own homes) have faced multiple barriers to getting online. Schools and teachers have also found that digital poverty affects many of their pupils with 1 in 5 children not accessing online teaching at all during lockdown and around 50% having difficulties with access. Care staff have taken on multiple roles and sacrificed much whilst dealing with trauma and grief, and the logistical challenges of residents

having to stay isolated due to infection control measures, but no wifi in individual or communal rooms.

Our work with care homes highlighted the real value of one-to-one conversations and the useful 'excuse' of a creative project to help tease out an individual's personality, their likes and dislikes, their memories and desires. This was particularly valuable with residents who had difficulties with verbal communication where the focussed attention of a one-to-one session meant that their 'voice' was heard.



Getting to know the people we work with is an essential part of the process of setting up a project. Magic Me team members put in many hours, particularly with older independent participants, talking over tea and cake or joining residents' meetings, in order to introduce Magic Me and what we do. Establishing this kind of relationship was hugely beneficial when the Covid 19 pandemic forced a move to remote contact.

"I recently got the chance to try and play with marbling inks and I watched as the drops wandered and spread and met. I would love that freedom for us all to choose our lives and whatever the future holds for us in the different post Covid world."

Participant, *The View From Here.*

The Challenge of isolation

Inside Out 2021 built on the work we had been doing with care settings throughout the Covid Pandemic. With care homes still excluding all but family and essential health visitors, the project was designed to connect a creative team of artists on the outside and care professionals on the inside. To make this happen we provided the care professionals with mobile phones with data packages so that they could easily share and communicate with their artist partners. Across all 3 homes a key outcome was increased one-to-one communication between care staff and residents, particularly those isolated in their bedrooms. Equally important was the increased confidence of care staff to deliver creative activities.



TOGETHER WE CAN MAKE IT HAPPEN



In any crisis good people look for, and find, the best in themselves. This has been true of the Covid 19 pandemic as much as any other challenge we face. Our partners in the teaching and care professions have certainly borne the brunt of the crisis and we can't thank them enough for staying with us, working with us and helping us do our best to enhance the lives of the children, young people and adults they serve.

Our work with care homes during this period has highlighted again the strength and resilience of care staff and their flexibility and responsiveness to new challenges. Even whilst they responded to ever changing guidance around the virus they were still open to trying new ways of bringing creative stimulation into the lives of often isolated residents.

In May 2020 Magic Me adopted the 'Scratch' process, originally developed by BAC, which values experimentation and collaboration – ideal for the ever-changing nature of covid. Scratch puts all participants on an equal footing, whether offering or testing new

ideas, and our partners and communities embraced this approach. Scratch will be part of Magic Me's tool box for the future

Our funders are key partners in any Magic Me activity. They too have had a tough time as lockdown hit and then continued. Communities needed increased funds more quickly and urgently, whilst some funders saw their own investment income fall. We are very grateful for our funders' support and permission to be flexible and to quickly adapt our work to meet current needs. The need for flexibility has also seen funders rethink their funding strategies and develop new ways of working, sparking conversations on how we might better the relationship between funders and charities.

We are particularly indebted to Arts Council England, Paul Hamlyn Foundation and the London Community Foundation who provided covid emergency grants to keep us going and cover the additional costs of covid: IT to get care homes online, time to plan and re-plan as restrictions shifted, emotional support sessions for staff and artists working with people living through difficult times.

The Challenge – delivering a live event during the pandemic

Our original plan for the second year of **Quality Street** was to build on the success of **Meet The Street** in 2019 when 300+ people gathered at George Mitchell School for a day of celebration. The pandemic made that impossible but the **We Bloom** team of artists found ways to create a live event that could be delivered safely within the tier restrictions at the time. Key to the project's success was the embedding of *Quality Street* in the community with all three artists already involved in the project in some way and working closely with the steering group of local people and partners. Activities were designed to be shared and exchanged and the culminating event in July 2020 allowed children and adults to take part and for a bike cavalcade to travel the streets of Leyton bringing colour and joy to passersby.



WHERE WE ARE NOW

This report was written in the summer of 2021, restrictions had just been lifted across England but case numbers were soaring. The future looks uncertain even to the most optimistic viewer. What is clear is that Magic Me, and the work we do are needed. The pandemic shone a bright spotlight on the fragility of the adult care system, the result of chronic, long-term underfunding. It also showed how easily the independence and quality of life of older people could be set aside for expediency. School children living in poverty, many on free school meals struggled both to access education but also to get enough food and daily necessities. Primarily the people Magic Me works with in Tower Hamlets, Waltham Forest and Essex are these people.

Since April 2021 we have been developing an Anti-racism Action Plan, employing an external

consultant to ensure we, as a majority white staff team and trustee board, do not overlook or misunderstand changes we need to make. A Cultural Recovery Fund grant from Arts Council England is supporting us in this work of reviewing and building for the next phase.

Despite the lockdown we continued our new Artworks programme funded by the London Borough of Tower Hamlets. Nazifa Yazmin our first trainee successfully completed her placement going on to quickly find work.

Since Spring 2020, we have asked ourselves 3 key questions to set the course of our future work:

- What do our communities need now?
- What can Magic Me offer best, which others can't?
- What will it take to do that well?



"After leaving secondary school with adequate GCSEs and no desire to be in a classroom again,

I found myself dabbling in different things. From working in a nursery, to door-to-door sales and some voluntary charity work, I concluded I was a little lost. I never intended to stumble across this traineeship with Magic Me, as arts didn't really come to mind when looking for a 'real' job but somehow, I crossed paths with exactly what I needed and I find myself wondering how life would've been without Magic Me.

I was invited to visit Magic Me's intergenerational workshops to see what it was like, almost like a trial day and it was that day where I truly felt a semblance of a sense of direction, albeit an older people's care home wasn't exactly a place I thought I'd ever look. But there I was in an intergenerational space with a class from Lansbury Lawrence Primary School and residents from Duncan Court, all coming together to create art. However, it wasn't the making of the art, but the sight of seeing two generations who would never in the outside world really mix, interacting and bonding like friends. There was purpose."
Nazifa Yazmin, Artworks

We have seen two major programmes come to an end in 2021 – **Quality Street** our 2 year project with housing provider L&Q and **Arts & Ages** our schools and communities programme. Both aimed to forge bonds between the school partners and the care and community partners which would continue when Magic Me withdrew. We are already seeing evidence of this happening and encouraging feedback from care home managers and staff also shows that our creative approaches have changed their ways of thinking.

When we discovered that our landlords at Victoria Park Square had sold the building and we would need to find a new office by January 2021, it felt like a challenge too far on top of all that we were doing, but it was a challenge we met and one that has provided exciting new opportunities. Our new base at Pott Street (barely a stone's throw away) is wheelchair accessible, with our own meeting rooms and front door. We can now hold creative and social activities for participants at our home and look forward to welcoming many new people as the future unfolds. We are currently piloting some workshops for small groups, testing how to run these in a time of continuing risk and growth of covid cases. For the autumn/winter 2021 onwards we plan small scale activities which are flexible and can be revised if restrictions continue or return.

Our brilliant Chair of Trustees, Alison Harvie, is stepping down after six years at the helm – we thank her for all she has done to lead us to this point and through this difficult year. With a few other trustees moving on during the year we have had the opportunity to run a recruitment campaign so that from our



October 2021 AGM our board will be more reflective of the communities we serve.

During the year we have welcomed new staff colleagues, some of whom we never met in person, and said goodbye to others. We've marked births, deaths and marriages, festivals and birthdays with on line gatherings and feasts. This period of change and disruption will continue through 2022 at least. After 17 months of the pandemic our current staff and artist team continue to be amazing. We look forward with them to a new phase of challenge and discovery, hand in hand with our communities through 2021/22.

PROJECTS



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. Three of these partnerships continued through the pandemic, supported by teachers and partners staff. **The View from Here** was part of that as our adapted response to 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, Freya Wynn-Jones

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 Mercers' Company, The Haberdashers' Company, Gateway Housing Association, Woodroffe Benton Foundation



ARTISTS RESIDENCIES IN CARE HOMES – ESSEX

Magic Me is supporting four leading arts organisations to work with staff and residents of four care homes across Essex as co-creators and collaborators. **ARCH**, a four year programme from Sept 2019, was interrupted by covid after an initial phase of activities establishing relationships between artists and care homes. An additional grant from Paul Hamlyn Foundation means we can repeat this 'getting to know you' process, with full residencies in 2022. In the meantime artists have experimented with digital contact and zoom dance sessions.

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

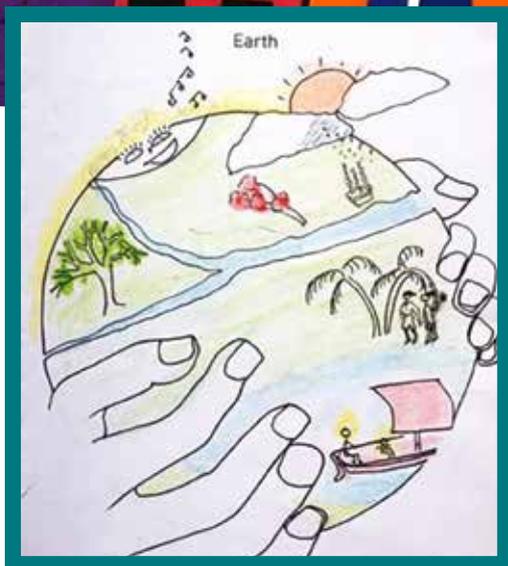
GENERATION REBELLION

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, Garfield Weston Foundation, Mulberry School for Girls



INSIDE OUT 2021

Inside Out 2021 connected care professionals in three care homes in East London with Magic Me artists. Pooling knowledge, skills and expertise, care professionals and artists worked together to understand the unique challenges care homes face – developing creative interventions and activity to benefit the residents and each home during the pandemic.

Creative Teams:

Alliston House, Walthamstow, care professionals, Sandra and Agnes, artist, Georgia Akbar

George Mason Lodge, Leytonstone, care professionals, Pat and Maxine, artists, Chuck Blue Lowry with Paula Varjack

Mapleton Road, Chingford, care professionals, Cathy and Linda, artists, Ishwari Bhalerao and Leonie Rousham (known collectively as Kneed)

Funders: Players of People's Postcode Lottery, The Rayne Foundation, Wates Foundation, Woodroffe Benton Foundation

Care Partner: London Borough of Waltham Forest

THE AFTER PARTY

After 10 years our **Cocktails in Care Homes** project was due to wrap up by June 2020. The pandemic intervened. The After Party was our response. Instead of live parties we asked party volunteers to share their creativity as a new way of connecting with residents and staff in care homes.

Artists: Mia Harris, Kathy Horak-Hallett, 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 National Lottery, Aurum Charitable Trust, Camden Giving, French Huguenot Church of London Charitable Trust, Hammersmith United Charities, Salters' Charitable Foundation, The ExPat Foundation, Westminster Amalgamated Charity, Woodroffe Benton Foundation



BE PART OF THE MAGIC

One great thing we discovered in this difficult year was the many wonderful ways that people found to support us:

Play Dead London piloted their online murder mysteries for free at the beginning of the pandemic, but asked people to donate to charity – Magic Me was one of the chosen charities.



With mass participation challenge events off the table, people found all sorts of new creative ways to raise funds for us – including our director Susan who ran a mini marathon course in her garden!



Captain Tom was an inspiration to us all but particularly to Helen Keegan and Deborah Mason who took on the Captain Tom 100 Challenge. Helen made 100 sewn items and Deborah completed 100 portraits in 50 hours to raise over £2000 for Magic Me.



People taking part in the Saturday Collagistes workshops and Christmas origami wreath making workshop donated to Magic Me instead of paying the workshop leader.

Kelly created a bold (and important) message t-shirt “Stay at Home” and gave us a proportion of the profits.



Our regular supporters continued to keep giving – some give £10 a month, some £200 – every penny is welcome.

For the Big Give Christmas Challenge a group of supporters created their own Magic Circles of givers – bringing in new supporters and new funds to help us meet our target.

If you'd like to be part of the Magic, whether it's through financial support, corporate support, in-kind donations of materials or expertise, fundraising or simply putting us in touch with others who can help, then please contact Tham at thamhuyhn@magicme.co.uk

THANK YOU

We would like to say thank you to everyone who has given time, energy and money to Magic Me's work over 2020/21.

We'd particularly like to say thank you to all of our funders who, without exception, have been generous and flexible, trusting us to use their donations and grants in the best way to support our communities during changing circumstances.

GRANTS AND DONATIONS

2020/21

Aldgate and Allhallows Foundation
Arts Council England National Lottery
ARUP
Aurum Charitable Trust
Bank of England
Camden Giving
Foundation for Future London
French Huguenot Church of London Charitable Trust
Garfield Weston Foundation
Haberdashers' Company
L&Q Foundation
London Borough of Tower Hamlets
London Community Foundation
Masonic Charitable Foundation
Monday Charitable Trust
Neighbourly
Paul Hamlyn Foundation
Players of People's Postcode Lottery
The Goldsmiths' Company Charity
The Mercers' Company
The Rayne Foundation
Wates Foundation
Woodroffe Benton Foundation



2019/20 GRANTS SUPPORTING WORK THIS YEAR

Hammersmith United Charities
Lucas Tooth Trust
Salters' Charitable Foundation
The ExPat Foundation
Westminster Amalgamated Charity

NEW GRANTS AND DONATIONS IN 2021/22

Sir Jules Thorn Charitable Trust
The Charity of Sir Richard Whittington
Arts Council England: Culture Recovery Fund



THANK YOU

FUNDERS 2020-21



ALLEN & OVERY



L&Q Foundation



The London
Community
Foundation



wates
foundation



FUNDERS 2021-22



CORPORATE DONORS

ARUP
Bank of England

IN KIND SUPPORT

34SP
Allen & Overy

And thank you to over 150 people who gave one off or regular donations, 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 info@magicme.co.uk

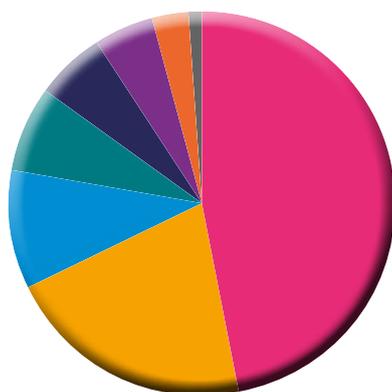
Income during the year 2020/2021 was £479,578. This compares to £410,190 in 2019/20. As you can see in the pie charts, the majority of our Expenditure of £433,321 is on people – the staff, freelance artists and project managers who make our programmes possible - plus project materials and other costs of activities.

The pandemic and need for multiple changes to planned activities, has meant that maintaining

our income and managing our budgets has been tougher than usual during the past year. The generosity of our donors and the ongoing support and flexibility of our funders has enabled us to keep our finances stable. We also benefitted from government support for part-time furloughing of staff during Spring 2021.

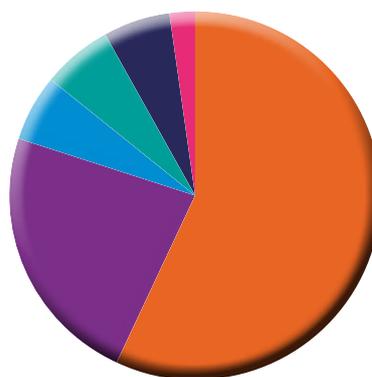
Very little of our income is year on year core funding. Fundraising is ongoing throughout the year to ensure that our income stream matches our plans for the future. We hold a certain amount of money in reserve, to ensure that we can cover unexpected expenses, and are pleased to report that these reserves remain intact, even after such a tough year.

INCOME 2020/21



Trust & Foundations	47
Lottery Grants	21
Livery Companies	10
Project Partners	7
Local Authority	6
Individual Donations	5
Government Scheme	3
Business Donations	1

EXPENDITURE 2020/21



Staff salaries and costs	57
Artists and Arts Partners fees	23
Materials, venues, transport, volunteer costs	6
Rent, Office and communications	6
Fundraising	6
Governance including accountancy	2

OUR TEAM

CURRENT STAFF

Susan Langford Director

Emily Bird Schools and Communities Project Co-ordinator

Catherine Connell Schools and Communities Project Manager

Kate Hodson Programme Director

Tham Huynh Fundraising Coordinator

Deborah Mason Communications Manager

Sarah Watson After Party and Inside Out 2021 Project Manager

EX STAFF WORKING

DURING THE YEAR

Kate Cattell General Manager

Nanette Daniels Director of Finance & Operations

Phoebe Grudzinskas Project Manager, Care Homes Support

Bethany Haynes Programme Director Parental Leave Cover

Nazifa Yazmin Artworks Placement



TRUSTEES

Alison Harvie Chair

Max Glazer-Munck Treasurer

Damian Hebron Secretary

Afsana Begum

Caroline Gellatly

Hazel Gould

Aimee O'Malley

David Russell

Trustees who left in 2020/21

Denise Leander

Phil Cave

THANKS TO

Anna Dinnen Consultant

D.R. ink

Photo credits: Chuck Blue Lowry, Grace White, Elisa Dirosa, Mia Harris, Georgia Akbar, Samia Meah

Artworks featured by: Theo Datobhilus, Heather Qualtrough, Kumar, Geoffrey Ogunleye, Hilary Freed, Toynbee Hall & Christ Church Primary School



WE REMEMBER

Magic Me participants who passed away last year

Ken Lee

Gittens J Baptiste

Barbara Molaya

Manny Blankett

Shobha Watts

WE ALSO REMEMBER

**The many other past participants
who will have passed away in the last 12 months**

**The 29,574 care home residents and the staff
who have been lost to the Covid 19 virus in 2020/21**

**We send our condolences and regards to their
families, friends and the staff who so diligently
cared for them all**

Magic Me is
food for the soul ...
You are preparing
Soul food for
our hearts



I THINK WE HAD
OUR BEST LAUGHS
DURING LOCKDOWN
WITH SOME OF
YOUR PROJECTS

Thanks to Allen & Overy LLP for printing this report

ALLEN & OVERY

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