ANNUAL REPORT 2017/18

"When I first heard we were going to meet the elderly people I felt a little bit nervous. But when I got there it was OK, because they were kind and some of them were really funny."
Pupil in Stepney Stories *project*

DIRECTOR'S REPORT

If we're lucky, as we move through life we meet new people and make connections, opening doors to new opportunities and, over time, building a network. Over the last three decades I have had the privilege of joining with hundreds, probably thousands of people, of all ages, to make Magic Me what it is today.

Each of those people brought something new or unique and through those many connections with artists, individuals, organisations, community groups, we have all spread the Magic Me approach and the value of intergenerational community building out into the world.

As we look forward to our 30th Birthday in 2019, policy makers, influencers and funders are beginning to really understand and appreciate the benefits of what we do. The value of the arts in place making and combatting loneliness are being recognised.

Magic Me has often been invited to collaborate with partners beyond our Tower Hamlets base. This year we have begun a new phase of Magic Me – making connections, to deliberately grow our work in new areas.

With key funding from the players of the People's Postcode Lottery we have begun to implement a long term strategy to connect, learn from and share our learning with, people wanting to start or expand their own intergenerational projects in outer east London and the east of England.

Susan Langford MBE, Director / Founder

CHAIR'S REPORT

I am very privileged to be the chair of a charity that is nearly 30 years old, yet continues to innovate, adapt and grow.

I first joined Magic Me as a volunteer with *Cocktails in Care homes* and it is wonderful to see this project go from strength to strength. 400 volunteers are now serving 400+ older people in 13 care homes.

Cocktails in Care Homes is just one of the ways that we have grown our reach this year. A key feature of our three year Strategic Plan, is to implement an inclusive digital plan, bringing Magic Me to new audiences and potential participants, encouraging interaction and feedback. This year we brought our *Decorum* project to Southend and Peterborough to discover what different generations of local women think "good behaviour" looks like in the 21st Century and in late 2018 a digital element of this project will be launched.

At the same time our work's roots in London are stronger than ever, through work in local schools, meaningfully bringing pupils and older people together to create great art work and conversations.

Whilst we expand to new areas geographically we are also piloting new project models to reach more people – by working differently with schools in our *Arts & Ages* programme and our Quality Street project in Waltham Forest. We are not resting on our laurels though. We continue to work on building diversity and inclusivity in our staff, artist and trustee teams and in the way we run and manage all our programmes.

I would like to thank all our staff, artists, volunteers, participants and funders for helping us get to this point – and look forward to seeing what we can achieve together ahead.

Alison Harvie, Chair of Trustees

THIS YEAR WE WORKED WITH

People and organisations in **7** London Boroughs

13 care home and extra care schemes for older people

3 junior schools and **1** secondary school

2 community centres

4 universities

5 corporate partners

709 project participants *including* **425** older people enjoying *Cocktails in Care Homes* parties, *plus* **421** volunteers

Audiences of **2,540** people enjoyed our performances and exhibitions

ARTS & AGES

"Coming here is like going on holiday"

Older participant, Stepney Stories

Magic Me has been connecting generations since 1987 and we were excited this year, to see the idea of linking young children with older people in care homes capturing the imagination of the nation. As we look forward to our 30th year we continue to bring together participants of different generations in shared creative projects where they can learn and work with each other as equals.

In ***Stepney Stories*** children from John Scurr Primary School and residents at Hawthorn Green Care Home worked with artists Polly Beestone and Surya Turner to make miniature shadow theatres with which to tell stories.

Passing Notes brought together Year 4 pupils from Osmani Primary School in Whitechapel and older adults from John Sinclair Court, an extra care scheme, with photographer Liane Harris and composer Verity Standen. Over ten weeks they used photography, drawing and sound recordings to create artworks ranging from photo collages to relief maps, to a mobile.

Outside In looked at what it means to be 'at home' in the place where you live, both indoors and out! Pupils from Clara Grant Primary School and local older people explored how to create storyboards, create comic strips and write poetry, guided by storyteller Surya Turner and visual artist Ben Connors. Over ten weeks, based at the Linc Centre, (part of Poplar HARCA) the artworks and poetry came together in a comic book poster (copies of which are available from Magic Me).

From September 2018 we will extend this model. Our new ***Arts & Ages*** programme will partner 8 Primary schools with 8 older people's centres over the next three years. Through a mix of Magic Me arts projects and support for school and partner staff, our aim is to grow their appetite for intergenerational work, leaving a legacy of skills and future joint working.

A film about *Stepney Stories* by Chuck Blue Lowry, images from *Outside In* and sound and vision files from *Passing Notes* can be found on the relevant project pages of our website.

CONNECTING GENERATIONS

"How exciting it is, how helpful it is, the learning process, a mixture of things: How to get on with people, because there is so much mixture of races and it helps me to see things from their point of view. As far as I'm concerned there's too much trouble in this world, I'd rather sit and learn something off of them." *Older participant talking about her experience on the Decorum project.*

Decorum is part of our ongoing work bringing young women from Mulberry School for Girls together with older women drawn from the local community in east London. In 2017 the *Decorum* project looked at what 'good behaviour' means for women in the 21st Century and in 2018 we decided to open up the conversation and get other groups involved. This was achieved with open workshops held in a range of settings – from the Spotlight 'Girls Club' to Women for Women's groups of asylum seekers and refugee women. Artists' initial work on the project was developed in the Barbican Open Labs programme.

In summer 2018 *Decorum* has also engaged new groups of women in Southend and Peterborough in partnership with the arts organisation, Metal. The final work of the London project which included three films shown simultaneously as an installation, was shown at Mulberry School, the Southbank Centre (as part of Women of the World festival) and Tate Exchange. Underpinning the work is the idea that you don't have to agree with everything someone says, or thinks, in order to get on with them and be friends.

Later in 2018 films from the project will be showcased online.

EXPANDING HORIZONS

"Introducing arts and culture into care homes provides a wealth of benefits to residents and carers…" *Cllr Susan Barker, Essex County Council's Cabinet Member for Culture, Community and Customer Service.*

Like many people, we see our approaching 30th birthday as a turning point – a time for a new phase of life. And as part of that we are expanding our horizons. Thanks to funding from the players of the People's Postcode Lottery we have been able to begin work growing into outer east London and the East of England.

Magic Me is amongst the first cohort of 28 culture sector organisations on the Arts Council England funded, Change Creation programme. This exciting programme is supporting our staff team to create and embed transformational change and helps us to expand our horizons.

Since 2016 Susan Langford, our Director has worked with Essex County Council delivering a training day for artists, followed by recruiting and mentoring artists in an intergenerational project in Rochford. She then ran training days for care home activities organisers across the county. *Decorum* projects in Southend and Peterborough also grew our presence in the region.

London's first Borough of Culture, the outer London Borough of Waltham Forest, will be the location for our new two year programme, funded by the L&Q Foundation. From September 2018 three generations of residents will come together to create new connections across their community through celebrations, arts projects and street festivals.

To share our learning across the UK we work in partnership. In September 2017 we reached 2,500 Activity Organisers working in care homes with an article in NAPA's membership magazine giving examples of arts activities from Magic Me's Artists' Residencies programme 2015/17.

See here for more information.

SHARING THE LOVE

"I've met some incredible people, from all walks of life, through the project... I've met Londoners, born and bred, who've known the local area for decades, and can name all the local pubs and streets. That kind of stuff doesn't leave you, even when you have dementia. Your spirit, your sense of location, your story, your inherent personality. It's very powerful." Zosia Poulter, Volunteer Party Manager

Last year 400+ people volunteered for Magic Me, many on our award winning ***Cocktails in Care Homes*** project, running monthly evening parties in 13 care settings. They are central to our success. Whether volunteering as an individual or through a corporate scheme, they find time to make a difference in many lives. Sharing their experiences with others can also open doors for Magic Me to start a new business partnership or recruit new volunteers, fundraisers or supporters.

"This is great. Normally we sit waiting for something to happen. But there is nothing happening to wait for." *Resident at a* Cocktails in Care Homes *party.*

To create great parties, we build mutually beneficial relationships with many valued partners.

"Working with Magic Me on Cocktails in Care Homes *is a wonderful opportunity. Magic Me are internationally renowned for their expertise in intergenerational arts practice, so our students couldn't have access to better training and support. It's also so valuable for our students to see the impact that their skill and musicianship can have in settings other than the concert" Julian West, Royal Academy of Music*

CHANGING THE AGENDA

As the UK's leading intergenerational arts organisation Magic Me has always taken a lead in changing the way we look at old age. We work with many partners to tackle the isolation and boredom of care home life.

In 2017 the All Party Parliamentary Group for Social Integration began an inquiry into Intergenerational Connections, spurred in part by the divisions revealed by the EU Referendum and snap General Election. Magic Me volunteers, participants and staff went to talk to MPs and members of the House of Lords, sharing their views on the power of intergenerational arts and creative work to bring generations together.

Magic Me has long been a pioneer in the field of intergenerational arts, keen to share our learning with others. In 2018 our Director, Susan Langford was invited by the Baring Foundation and British Council to visit South Korea as part of a delegation of UK experts in creative ageing. She gave a number of presentations to arts and ageing audiences and enjoyed the opportunity to visit some very special arts projects for older people.

In 2017 and 18 we worked with Flourishing Lives (a London-wide coalition of organisations supporting richer more independent lives for older people by taking a creative approach) delivering workshops at their annual conference and taking part in their ReGeneration week of events at Tate Exchange.

Arts organisation 64Million Artists organised a month of daily 'intergenerational challenges' focussed on bringing generations together. Magic Me contributed two challenges.

As founder members of the London Intergenerational Network, we have recently taken on the management of the mailing list for this diverse group. You can sign up at the Magic Me website.

Following the announcement of the first Minister for Loneliness, Magic Me's *Cocktails in Care Homes* project was featured on Channel 4 news and Aljazeera's English news channel.

ABBA

CELEBRATING SUCCESS

"… meeting people and getting to know more and more people. I'm much friendlier and meeting the people is important to me."
Resident talking about what they like about Cocktails in Care Homes.

During 2017/18, with the pro-bono support of Chandar Lal of Elixirr LLP, we piloted an evaluation method called the Most Significant Change, to understand the impact of our projects, from participants' point of view. They tell us that joining a group and learning new skills, having fun and feeling part of their wider community makes a difference to their confidence and sense of wellbeing.

In 2017/18 709 people took part in our projects sharing their artworks with nearly 2,500 audience members.

"… this activity helps reduce social isolation. It supports our customers to network and make friends in their service, leave their flats and make friends with their neighbours in the same building. … bringing young people into the service is such a boost to intergenerational activities and breaking down isolation." Linda from One Housing who host *Cocktails in Care Homes* parties at Roseberry Mansions Extra Care Scheme

The immediate benefit and long term impact of our work over three decades is slowly bearing fruit in policy-making. We were honoured to be recognised with a nomination by human rights charity Liberty for their Arts Award.

"Magic Me uses the arts to bring different generations together to spark ideas and build better, closer communities… Their range of inventive work challenges stigma, crosses social and cultural divides and celebrates human connections."
Nomination for Liberty Arts Award 2017.

LOOKING BACK TO LOOK FORWARD

In 1987 Susan Langford our Director had already started work on intergenerational projects, (formally incorporating the charity in 1989) the same year that Peter Laslett coined the term 'the 3rd Age' and predicted a social care and health crisis if we didn't respond to the changing shape of our population.

Magic Me works for the benefit of the public both now and for future generations. By bringing younger and older people together in shared creative activities, we bring enjoyment, improved wellbeing and greater mutual understanding across generations, today. Longer term, we support individuals and organisations to imagine different ways of growing older and design the future society we need to build for our ageing population. Our activities, exhibitions and performances also challenge both participants and audiences to reconsider ageist expectations and stereotypes they may have of people of different generations.

1989 was a year of great change – the Berlin Wall came down, the old 'Eastern Bloc' ended and Tim Berners Lee wrote his first proposal of a World Wide Web. What will the next 30 years bring? Only time will tell but some changes we can see coming, and plan for, and Magic Me is doing just that.

By 2020 one in five of the UK population will be over 65

HELP US MAKE IT HAPPEN

Magic Me receives no core Government funding for our work so we are grateful for the ongoing support of numerous charitable foundations and trusts as well as Arts Council England and the players of the People's Postcode Lottery. We also receive support from businesses, large and small, and an increasing number of individual fundraisers.

"We really enjoyed fundraising for Magic Me and were grateful for all your support in emails, tweets about us and sending us certificates once we had completed the marathon. All those little things encouraged us to keep raising more money..." *Kayleigh who ran the Brighton Marathon for Magic Me.*

Running isn't the only way you can raise funds. **Visit our website** to read our 'How To' guides for dress down days, cake sales and more.

Sometimes its more fun to fundraise as a group. Curo Construction staff undertook a Tough Mudder for us and other companies held casino nights or made us their Charity of the Year.

Double Your Money!

If you just can't find the time for fundraising – give us a donation! Magic Me is part of the Big Give Christmas Challenge and the Local Giving, 'Grow Your Tenner' campaign in October, both of which will double your donation and maximise its benefits. See our website for details.

Research shows that 1 in 3 current ten year olds in the UK will live to be 100

Become a Friend of Magic Me:

Friends of Magic Me are people who:

- sign up to give a monthly donation to support Magic Me's work in east London and beyond.
- help Magic Me plan ahead, with a regular, reliable income.
- want to be part of what we do, keeping in touch with our participants' achievements and our future programmes.

Current donors give from £5 to £200 a month. However large or small, your monthly donation will make a real difference.

It isn't all about the money though! We are very grateful to supporters who can offer us donations in kind, whether of expertise, venue space for inductions, workshops and events, volunteers, or supplies for our parties and projects.

Please get in touch with **imogenduffin@magicme.co.uk** if you'd like to find out more about supporting Magic Me.

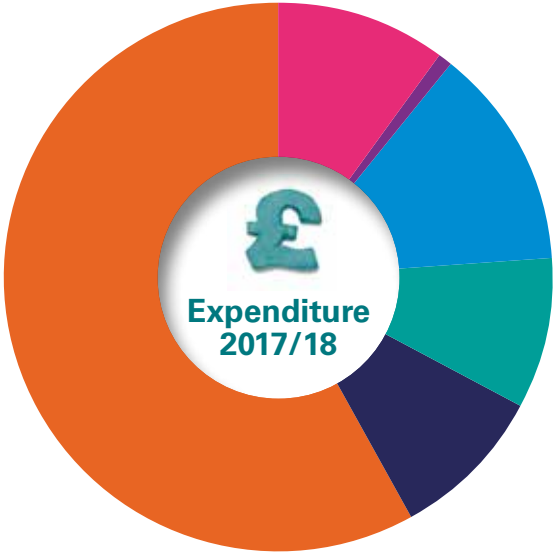
OUR FINANCES

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 2017/18 was £302,512. This compares with £455,966 in 2016/17, when income included an unsolicited, surprise donation of £200,000 from an anonymous donor, in December 2016. The donation was unrestricted and to be spent during the next three years. Keen to invest this windfall in Magic Me's growth plans, rather than core activity, trustees designated the donation, focusing it on the development of new partnerships and project models, a Fundraising Coordinator post to develop new income streams and the implementation of our Digital Strategy.

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.



Individual Donors £27,533

Earned Income £15,148

National Lottery £44,550

Tower Hamlets £15,480

Business Donations £9,195

Trusts and Foundations £170,304

Project Partners £15,311

Livery Companies £5,000

Governance £2,226

Rent and Office Costs £42,345

Project Costs e.g materials, venue hire £31,306

Artists and Freelancers £31,493

Staff £197,646

Fundraising £33,110

OUR FINANCES

Income & Expenditure for year ended 31 March 2018	Unrestricted funds	Restricted Funds	Total 2018	Total 2017
Income				
Donations & Grants	19,883	267,881	**287,881**	453,916
Other trading activity	156	-	**156**	226
Investments	106	-	**106**	312
Other income	14,486		**14,486**	1,512
Total incoming resources	34,631	267,881	**302,629**	455,966
Expenditure				
Raising Funds	33,230		**33,230**	19,888
Charitable activities	111,032	193,864	**304,896**	296,205
Total resources expended	144,262	193,864	**338,126**	316,093
Net expenditure / income for the year / Net movement in funds	(109,631)	74,017	**(35,614)**	139,873
Fund balances at 1 April 2017	228,453	60,373	**288,286**	148,954
Fund balances at 31 March 2018	118,822	134,390	**253,212**	288,827

"It makes you realise there is a world out there"

resident at a Cocktails in Care Homes *party*

THANKS TO all our funders, donors, business supporters and project partners

co op

GROCERS' HALL

Garfield Weston FOUNDATION

THE HEADLEY TRUST

The Henry Smith Charity founded in 1628

THE IRONMONGERS' COMPANY

TOWER HAMLETS

LOTTERY FUNDED

Supported using public funding by ARTS COUNCIL ENGLAND

Mulberry School for Girls

THE PETER MINET TRUST

POSTCODE SUPPORT TRUST

theBigGive.org.uk

We would like to say thank you to the following:

2017/2018

The Headley Trust
The Worshipful Grocers' Company
The Ironmongers' Company
The Henry Smith Trust
The Haberdashers' Livery Company
The Peter Minet Trust
Players of the People's Postcode Lottery
Westminster Amalgamated Charity
The National Lottery through Arts Council England
Garfield Weston Foundation
London Borough of Tower Hamlets Prevention, Health and Wellbeing
Lucas Tooth Trust
Aurum Charitable Trust
The ExPat Foundation
Anonymous

In addition in 2018/2019

Camden Giving
The Goldsmiths' Company
The Worshipful Company of Mercers'
Waitrose Community Matters
L&Q Foundation

Business Support

Allen & Overy
Bank of England
Big Give
Co-Op Community Fund
Clifford Chance LLP
Schroders
EY
Google
Groupon
John Lewis Oxford Street
VM Brightleaf
Analog Folk
Soho House
Curo Construction

Project Partners

Essex County Council
Mulberry School for Girls
Metal
Cocktails In Care Homes care provider partners

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

THANKS TO

Professional Services

D.R.Ink Design

Richard Hopper, Auditor

Hands Up, Web developers

The Young Foundation and all our good neighbours at 18 Victoria Park Square

Professional Volunteers

Clare Burgess, Frou Frou Days

Pro-bono Professional Support

Allen & Overy

Chandar Lal, Elixirr LLP

Malcolm Green, Worshipful Company of Management Consultants

Annual Report Photography

Roxene Anderson

Holly Falconer

Chuck Lowry

Cordelia Wycke for Flourishing Lives

Lisa Belletty for People's Postcode Lottery

Admin and Office Volunteers

Myra Harding

Harriet Ditmore

Rachel Schofield Owen

Sarina Hancock

Stepney Stories

Participants from Hawthorn Green Care Home, John Scurr Primary School

Artists: Polly Beestone, Surya Turner

Film: Chuck Blue Lowry

Volunteers: Emily Altschul, Lara Falkenberg

Outside In

Participants from Linc Centre/ Poplar HARCA and Clara Grant Primary School

Artists: Surya Turner and Ben Connors

Volunteers: Dan Shelley, Tink Flaherty

Decorum

Participants from across East London and Mulberry School for Girls. Workshop hosts and participants from Poplar Union, Salesforce HQ, Copthall Girls School, Spotlight Girls Club, University of East London, Women's Institute, Women for Refugee Women

Artists: Chuck Blue Lowry, Sue Mayo, Ellie Sikorski, Pooja Sitpura, Paula Varjack

Film: Chuck Blue Lowry, Sophia Lovell-Smith, Verity Standen, Lydia Shellien-Walker

Mulberry School for Girls staff: Holly Green, Zahra Sarwar

Volunteers: Maria Amanda Goncalves, Carolina Cal Angrisani, Sianette Williamson, Jessie Nisbet.

Partners: Barbican Open Labs

Women of the World Festival at the Southbank Centre

Fava Studio Rentals

Passing Notes

Participants from John Sinclair Court and Osmani Primary School

Artists: Liane Harris and Verity Standen

Volunteers: Aisha Elhajii, Michelle Gersh

Whitechapel Ideas Store

Cocktails in Care Homes

Residents and Staff from:

Elgin Close Care Home
George Mason Lodge
Greenhive Care Home
Hawthorn Green Residential and Nursing Home
Mildmay Extra Care services No.s 73 and 20-26
Norton House
Pat Shaw House
Penfold Court
Rathmore House
Rose Court Care Home
Roseberry Mansions
Silk Court Care Home
Westport Care Home

All our wonderful volunteers including our volunteer party managers:

Chris Ali
Victoria Armitage
Lindsay Brown
Trish Birkin
Laura Coffin
Sophie Fanning-Tichbourne
Sam Ferguson
Beckie Fox
Rachel Hevicon
Eimear Hurley
Roz Mansfield
Helen O'Kelly
Claire Pearson
Elissa Philips
Zosia Poulter
Maria Rivas
Gabi Seiliute
Sarah Singfield
Charlie Smoothy
Shona Stewart
Rhiannon Watson
And students from the Royal Academy of Music
Martin Aston (DJ Care Home)

Our corporate partners

Bank of England
Clifford Chance LLP
Schroders
EY
Google
Groupon
John Lewis Oxford Street
VM Brightleaf
Analog Folk
Soho House

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.

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James Barrett (resigned)

Vickie Grace

Lynne Hale (resigned)

Denise Leander

Stewart Lund (resigned)

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Current Staff

Susan Langford MBE Director

Kate Hodson Programme Director

Phoebe Grudzinskas *Cocktails in Care Homes* Project Manager

Imogen Duffin Fundraising Coordinator

Katherine Eves Project Coordinator

Deborah Mason Communications Manager

Mark Bixter General Manager

Staff who joined in 2017/18

Catherine Connell Schools & Communities Project Manager

Sarah Watson Project co-ordinator *Cocktails in Care Homes*

Ex staff working during 2017/18

Rosie Goldsmith Project co-ordinator *Cocktails in Care Homes*

Associates

Louise Alexander Accountant

WE REMEMBER

Magic Me participants who passed away in 2017 and 2018

Elizabeth Bennett
John Bishop
Elsie Brooks
Lorna Calder
Hugo Clarke
Ronald Colley
Caroline Curley
Alfred Daley
Miniae Daniel
Richard Davis
Christophine Farley
Patricia Farr
Florence Flynn
Colin Foster
Anthony Hager
Ann Harris
Fazul Haque
Michael Hogan
Emmine Husbands
Ronald James
David Jones
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Roberta Stewart

MAGIC ME

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