



Everyday Magic

Bringing Fun, Language, Story & Song
To London Primary Schools



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www.everydaymagic.org.uk
www.facebook.com/everydaymagicstorytelling
twitter.com/EverydayMagic3
www.instagram.com/everydaymagicstorytelling/

Registered Charity No 1148659

Report & Financial Statements
Academic Year 2023/24



EVERYDAY MAGIC

Our Offer - We:

- ◆ Are storytellers, musicians, writers & artists
- ◆ Have been working in primary schools for over 20 years
- ◆ Share stories & songs from around the world
- ◆ Absorb children's attention & inspire their imagination
- ◆ Encourage them to perform & have fun
- ◆ Grow their confidence to use & extend their language
- ◆ Devise bespoke programmes for schools
- ◆ Develop fortnightly sessions for all ages
- ◆ Engage the diversity of cultures, languages & special needs
- ◆ Actively involve teachers & TAs who then build on sessions
- ◆ Enrich the curriculum & create lasting resources:
 - *Original songs & traditional stories illustrated in videos*
 - *Available for children, teachers & parents on Youtube*
- ◆ Maximise Impact: regular sessions & long-term relations

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OUR TRACK RECORD

- ◆ We've been working fortnightly in primary schools for over 20 years
- ◆ Our programmes - bringing fun, creativity & language development - are tried & tested
- ◆ Our talented artists - with national & international profiles - provide exciting role models
- ◆ Feedback from heads, class teachers & children has invariably been positive - pp 6 & 7

OUR ARTISTS

Storytellers

Anne Johnson Kate Corkery Nell Phoenix Sef Townsend Tuup

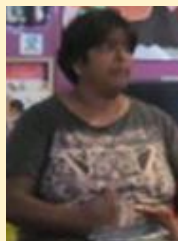


We choose our artists for their excellence & rapport with children & teachers

See more on our website :
www.everydaymagic.org.uk

Sound Recording, Instrumentalist & Social Media:

Michele Chowrimootoo



Singer on Recorded Songs & Stories & Backdrop Artist

Nella Novy-Johnson



Talk Box Facilitator

Louise Cielecki



HOW WE WORK WITH SCHOOLS



Depending on schools' finances: either 1 or 2 Storytellers run ½ day sessions fortnightly

- Each term, schools prioritise the classes for the sessions from Nursery to Year 6
- Programmes are then devised and delivered to from between 3 to 6 classes at each fortnightly session throughout the year.

We Devise Bespoke Programmes for Each School - pp 4 & 5

- We design projects & programmes for all age groups & class topics
- We create an ever varying range of interactive stories & songs
- Teachers & TAs are actively involved & build between sessions

We Create Online Resources for Teachers & Parents - pp 8 & 9

- Over 30 stories which we've filmed & recorded - with songs, poetry, rhyme, sound effects and images
- Over 100 original songs celebrating & informing about History, Nature, London etc - fun to sing & easy to remember

Maximising Impact & Affordability

- We put a premium on running regular sessions & building long-term relationships between teachers, artists and children - to maximise impact
- We fundraise from charitable trusts to make our programmes affordable so that whenever we are able to we provide a 50% subsidy to schools - p11



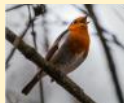
Programmes in 23/24: Nature's Here in Town



This has been the 3rd & final year of our project with our 6 partnership schools in Ealing & Kensington & Chelsea (see p10) generously funded by John Lyon's Charity, which will be

finishing in December. In their fortnightly sessions, the schools' focus this year has been with their Early Years and Key Stage 1 and the project has enabled plenty of opportunities for the children to:

- ◆ Have fun with language - repetition, rhyming & word play
- ◆ Learn stories and songs bringing nature alive
- ◆ Role play human & animal characters in the stories
- ◆ Get to know the natural world about them
- ◆ Engage with their school's initiatives - some now have gardens where the children can grow vegetables & some have outdoor spaces where stories are told around an open fire.



◆ Engage with their schools' curriculum themes whose nature topics this year have included: *From Field to Table*, *Creatures that Live Around Us* & *The Turning Year*

Talk Box

While the main programme is running, 2 of our Ealing schools have continued selecting small groups of children for Talk Box sessions with drama trained actor Louise Cielecki. Talk Box provides children needing particular help or support with their language, confidence or participation in class, with a creative & safe space where they can develop their social skills at their own pace through conversation & play.

Linking Stories to Class Topics

With our schools in Southwark & Greenwich this year we have worked with classes from Nursery to Year 6, telling stories and devising songs which link with a broad variety of curriculum themes and class topics, including:

Rivers and Seas Drawing on the countless traditional stories from all over the world that put the search for water, the life-giving properties of water, the magic and the mystery of rivers and seas at the centre of human preoccupation, along with tales of monsters, mermaids, selkie people, wrecks and treasures of the deep. Also the stories of floods and drought and the mysteries of rivers in the least expected places - under the streets of London for example. And the stories and songs from people who have lived and worked upon the water: sailors, barges, lightermen, river pilots, waterside characters.



Extreme Earth Drawing on the amazing myths and world mythology of Gods and Goddesses that our ancestors attributed to explain the unpredictable movements of the earth, the shift of tectonic plates, tsunamis, floods, avalanches, eruptions of volcanoes and earthquakes that we are still subject to in the 21st century.



London An opportunity to share stories, true and fictional, songs and rhymes, both old and new to give children a taste of the long and fascinating story that is the story of London and its many peoples - with all those original Everyday Magic songs available on YouTube at:



[We Are Londoners](#)

WHAT THE SCHOOLS SAY

Growing Confidence & Participation

"The programme has been a tremendous boost for our children, they have found that their self-confidence has developed, they are more prepared to join in with new and unfamiliar experiences, contribute to whole class activities and share their thoughts. Everyday Magic take time to find out specific topics we may be covering in school and then match sessions, songs and stories accordingly. I would thoroughly recommend 'Everyday Magic' to any Primary School." - *Peter Simpson, Assistant Head, Dormers Wells Primary School, Southall*

Engaging with Diversity

"The Everyday Magic approach of selecting stories, songs, poetry and rhymes from around the world and presenting them with a multisensory approach captures the imagination of all children, including those who find it hard to focus in lessons." - *Helen Rai, Head teacher, Lady Margaret Primary, Southall*

Engaging with Special Needs

"We have a large population of EAL children, especially in the Early Years and Key Stage 1. Everyday Magic, through the actions and the tellings, gives these children the opportunity to access the stories. Further, children with special learning difficulties often find the oral stories, accompanied by music and gestures, enjoyable as they do not have to worry about accessing meaning through the written word, which some may find difficult." - *Literacy Co-ordinator*

Stimulating Writing

"The children have the rich modelled language in their minds and the writing that follows the storytelling sessions is excellent. I can think of many boys who were extremely reluctant writers suddenly writing pages retelling the stories they have heard and using beautiful descriptive language." - *Literacy Co-ordinator*

Enriching Children's Language

"Everyday Magic has been a wonderful addition to our day. The children wait for the storyteller with focused attention as they know something magical is about to happen. The way in which the stories are told helps develop their imagination and the addition of music creates another layer. The sessions help develop speaking skills and the children have developed their confidence as they ask questions about the origins of the music and story. The rhyming element has helped the children as they recall the rhyming words from the story. It has been wonderful to hear them singing the songs and creating their own stories on the stage in the outdoor classroom".
- *Selina Atwal, Gifford Primary School, Northolt*

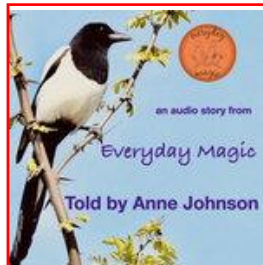
Supporting the Curriculum

"The storytellers always tie into our topics, so we are able to use what the storytellers do in our work throughout the rest of the week." - *Year 4 Teacher*

Progression through the year groups

"As the storytellers work with all age groups, we see the benefits as the youngest children progress through the school. These children approach their new year groups with a bank of stories and rich language already in place, which aids their love of language and ability in literacy." - *Literacy Co-ordinator*

RESOURCES FOR SCHOOLS



30 STORY VIDEOS
with Visuals, Sound
Effects & Choruses
narrated by:



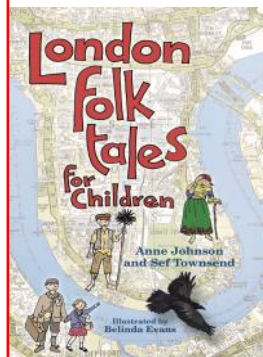
Everyday Magic Storytellers for Early Years & Key Stages 1 & 2

The Ugly Duckling	Ticky Ticky Boom	Persephone
Sun, Moon & Water	Teeny, Tiny Man	Wise Doll
Ten Little Chickens	Princess & the Frog	Singing Sack
Forest Spirit	Farmer's Birthday	Stone Cutter
Buonita	King Crab	Musicians of Bremen
Rainbow Snake	Wee Doll	Lion, Vulture & Hyena
Charlie Chicken	Tiger's Whiskers	Bouki
Granny O'Brien	Stone Soup	Little Bird & the Raja
Magpie Story	Baby Crocodile	Animals & the Waterhole
Papa Gee	Tiddylink	

1. For Streaming from YouTube - for a taster of 6 stories go to:
<https://www.youtube.com/watch?v=m2uOwadVHjI>

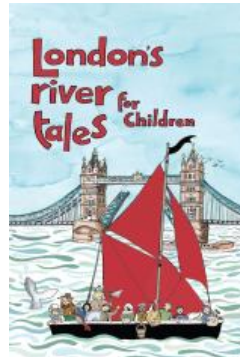
2. For Downloading stories go to: [Everyday Magic's bandcamp](#)

2 BOOKS OF ORIGINAL TALES

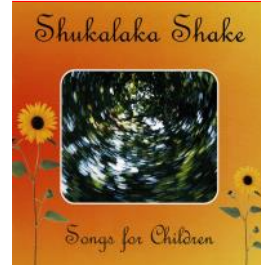


by storytellers
Anne Johnson & Sef Townsend
published by
the History Press @ £9.99

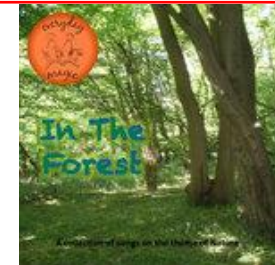
available from all
bookshops & amazon



RESOURCES FOR SCHOOLS



100 ORIGINAL SONGS,
RHYMES & POEMS
for accompanying
stories & topics



Fun to Sing * Easy to Remember * Great for Taking in Info

SONG COMPILATIONS - with on-screen words & images

1. For Streaming from YouTube go to:

https://www.youtube.com/channel/UCI2TMw590d5xATk1_uhfnVA/playlists

for Compilation themes including: Rivers & Seas/ Nature All
Around Us/ Dinosaur Songs/ Nature's Here in Town/ Forest,
Woods & Trees/ Bird Songs/ London Songs/ Rhymes & Poetry/
Shukalaka Shake - 35 Songs to Celebrate a Child's Day

2. For Downloading:

for Rivers & Seas / Nature's Here in Town from Spotify go to:

<https://share.amuse.io/eWMaJQendTHD>

for Heard on the Wind from bandcamp go to: [Heard on the Wind](#)

BANK of SONGS for CLASS TOPICS - available on request

The Tiger has Stripes	Song for Francis Drake	Over in the Meadow
Daughter Dear	Horses like to eat Hay	Oats, Beans & Barley grow
Full Moon	Song of Night & Morning	I like the Snowdrops
How do you do?	Then we can go Dancing	Hungry caterpillar
Blackberry Song	Hungry, Hungry	The Swallow
Roads go ever on	I love the Mountains	Hide & Seek
Who saw the Petals?	Seven Swans Swimming	Mother Earth, Father Sky
Under a Web	Song of the Corbids	River flow
Song of the Seasons	Song of the Tadpoles	Look after the Trees
Dinosaur Song	Spiders from Tiny Eggs	

PARTICIPATING SCHOOLS IN 2023/24

In Ealing:

- ◆ Durdan's Park Primary School, UB1
- ◆ Dormers Wells Primary, UB1
- ◆ Gifford Primary School, UB5
- ◆ Lady Margaret Primary School, UB1
- ◆ Perivale Primary School, UB6

In Kensington & Chelsea:

St Mary's R.C. Primary School, W10

In Southwark:

St John's R.C. Primary School, SE16
St James the Great Primary School, SE15

In Greenwich:

Invicta Primary School, Deptford Site SE8 & Blackheath Site SE3

MANY THANKS TO OUR KEY FUNDER

We are extremely grateful and beholden to John Lyon's Charity for the 3 year grant of £30,000/year for our *Nature's Here in Town* programme running in our 6 partnership schools in Ealing & Kensington & Chelsea, which will come to an end in December 2024.

LOOKING AHEAD TO 2024/25

As well continuing to provide programmes to our existing schools we will be looking to make new partnerships and funding arrangements

OUR GOVERNANCE

We have 3 trustees all of whom are experienced educationists - two headteachers and a recently retired head - who act in a voluntary capacity and hold a meeting with the Director once a term. At those meetings the activities, finances, policies, strategies, feedback and impact of the charity are reported and reviewed and fresh programmes and projects agreed for the coming term.

The trustees are satisfied that the activities undertaken by *Everyday Magic* during the year have been in furtherance of its charitable objectives and complied with the duty in Section 4 of the Charities Act 2006 to have due regard to the guidance on public benefit published by the Charity Commission.

OUR FINANCES & FUNDING

Thanks to the generosity of charitable trusts, whenever we can, we make our programmes affordable to schools and provide a 50% subsidy. With minimal overheads *Everyday Magic* has in-built flexibility to grow or contract, according to available funding from fees from schools and grants from trusts. All artists are engaged on a freelance basis, there are no office or premises costs or employer liabilities & the charity's admin, financial management & fundraising are carried out on an unpaid voluntary basis.

As its reserves policy, *Everyday Magic* aims to hold a minimum of one term's funds and fee commitments to ensure continuity in its ability to plan and deliver its programmes and activities. As its risk management policy, *Everyday Magic* budgeting is done on a termly basis and programme commitments are only made for the following term where school fees have been confirmed and all necessary additional funds have been secured to ensure a positive working balance is achieved.

FINANCIAL SUMMARY - HOW WE PERFORMED THIS YEAR

This year saw an increase of activities with fees from schools amounting to £33,240 (*last year £24,160*). However total income at £63,240 was just 3K above last year (£60,210) due to last year's grant income including a one-off £6K cost of living supplement. This was the third & last year of generous grant funding from John Lyon's Charity for our *Nature's Here in Town* programme amounting to £30,000 (*last year £36,000*). Due to the increased activity, expenditure for the year was £64,896 (*last year £56,508*) which funded artists working in schools, the ongoing creative development of programmes and the creation of a resource bank of recorded stories and songs for teachers and parents. Funds carrying forwards at the end of the year were £47,617 (*last year £49,273*) of which £35,673 were unrestricted, helping us to achieve our Reserves Policy.

STATEMENT OF TRUSTEES' FINANCIAL RESPONSIBILITIES

In accordance with their responsibilities, trustees have:

- Prepared a financial account and statement for the charity's financial year which fairly represents the receipts and payments for the period and are on a going concern basis.
- Selected suitable accounting policies and applied them consistently.
- Made judgements & accounting estimates that are reasonable & prudent.
- Ensured proper accounting records are kept and internal controls to ensure their accuracy.
- Regularly reviewed financial and operating performance.
- Made available to the charity's Independent Examiner all the charity's accounting records & related information necessary to carry out his work & made a full disclosure of all relevant information.

This report was approved by trustees on 30th September 2024 and signed on their behalf by:



Jessica Finer, Chair

RESPECTIVE RESPONSIBILITIES OF TRUSTEES & EXAMINER

I report to the trustees on my examination of the accounts of *Everyday Magic* for the period ended 31 August 2024. The trustees are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 (the Act).

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commissioners under section 145(5)(b) of the Act.

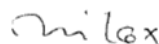
INDEPENDENT EXAMINERS'S STATEMENT

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not in accordance with section 130 of the Act; and
- the accounts do not accord with the accounting records.

I have no concerns & have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Tom Wilcox, Counterculture LLP
Bank Chambers
Main Street, Hawes
North Yorkshire DL8 3QL




Date: 6 October 2024

END OF YEAR ACCOUNTS FOR ACADEMIC YEAR ENDING 31/8/2024

INCOME	2024	2023
	£	£
Charitable Trusts		
John Lyon's Charity	30,000.00	36,000.00
	30,000.00	36,000.00
Fees, Commissions, Sales & Donations		
Fees from Schools	33,240.00	24,160.00
Doantion from Global Warriors		50.00
	33,240.00	24,210.00
TOTAL INCOME	63,240.00	60,210.00
EXPENDITURE	2024	2023
	£	£
Artists' Payments for Schools Programme	46,997.90	39,515.00
Creative Development/ School & Artist Liaison/ Evaluation/ Feedback/ Reports	8,725.00	8,975.00
Project promotion, recording, website, materials	8,812.80	7,657.85
Independent Examiner	360.00	360.00
TOTAL EXPENDITURE	64,895.70	56,507.85
Excess of Income Over Expenditure for Period	-1,655.70	3,702.15
Funds Carrying Forwards at 31st August '23: - Restricted	13,600.00	10,000.00
- Unrestricted	35,672.74	35,570.59
TOTAL FUNDS CARRIED FORWARDS	47,617.04	49,272.74
of which:		
- Restricted Funds: John Lyon's Charity	10,000.00	13,600.00
- Unrestricted Funds	37,617.04	35,672.74
REPRESENTED BY:		
Cash at Bank at 31st August 2024	47,617.04	49,272.74

Approved by the Trustees on 30th September 2024 and signed on their behalf by:



Jessica Finer, Chair