

Everyday Magic



One of the many original backdrops created for storytelling sessions

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Everyday Magic

*Bringing Fun, Language, Story & Song
to London Primary Schools*



Report & Financial Statements for Academic Year 2020/21

Registered CharityNo: 1148659

Everyday Magic

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In This Report

Our Offer	1
Our Track Record, Artists & How we work with Schools	2
Let the Children Speak	4
What the Schools say: Feedback from Early Years Teachers	6
Resources for Schools	8
Participating Schools 20/21, Funders & Looking Ahead	10
Our Governance & our Financial & Funding Model	11
Independent Examiner's Statement	12
End of Year Accounts for Academic Year Ended 31/8/21	13

Everyday Magic - Our Offer

We are a collective of storytellers, musicians, writers & artists

We specialise in working with state primary schools in London
to enrich the curriculum & stimulate children's language & learning

We respond to schools' priorities to develop fortnightly

sessions for all ages for teachers to build on, which:

- Introduce a treasure trove of stories & songs from around the world
- Absorb the attention & inspire the imagination of children
- Grow their confidence in using and extending their language
- Encourage fun in performing stories, songs, riddles & rhymes
- Engage with the diversity of cultures, languages & special needs
- Tune to the curriculum & help it to come alive

We also create banks of original songs, & illustrated stories for
teachers available from YouTube & their school's intranet

We're attentive to schools' concerns & children's needs in the
wake of Covid & deliver our programmes sensitively & safely

Our Track Record

- ◆ **We've been working fortnightly in primary schools for 20 years**
- ◆ Our programmes – bringing fun, creativity and 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 June Peters Nell Phoenix Sef Townsend Tuup



Sound Recording
Instrumentalist
& Social Media:
Michele
Chowrimootoo



We choose our artists
for their excellence
& total commitment to
tune with children
& teachers

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

Singer & Harmonies
on Recorded
Stories:
Nella
Novy-Johnson



How we Work with Schools



2 Storytellers run ½ day sessions fortnightly working to the school's priorities with a choice of:

- 3 to 6 classes selected for each ½ day session
- Both storytellers working with each class *or* separately with 2 groups
- Each storyteller working with a different class

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
- Loads of original songs celebrating & informing about Nature, London history etc - fun to sing & easy to remember

Our Impact & Affordability

- To maximise our impact we put a premium on building long-term relationships between teachers, artists and children
- We fundraise from charitable trusts to make our programmes affordable & to provide a 50% subsidy to schools - p11



Let the Children Speak

This was the third and final year of our 3 year programme **Let the Children Speak** supported by John Lyon's Charity and run in partnership with 5 Ealing schools: **Gifford, Lady Margaret** and **Perivale** primary schools and **Dormers Wells** and **Berrymede** infants schools. The focus of the programme was on:

- Establishing a daily ethos of lively language learning with Early Years
- Developing an ongoing bank of fresh, original, diverse language materials for schools

It was another strange year due to Covid & the Spring term '21 lockdown, challenging Everyday Magic to see how we could best help the schools by maximising our resources and our flexibility, which we did:

- By sending in 2 storytellers, each with musical abilities (instead of one story and one musician as formerly), we were able to work with double the number of classes in each fortnightly half day session (up to 6 instead of 3 as previously) across Nursery, Reception & Years 1 & 2.
- By recording 20 new storytelling videos with accompanying songs, sounds and images and creating 30 new rhymes and songs to support the stories and the curriculum, we continued to develop our bank of fresh original language material (pp 8 & 9). This gave the schools resources to use with children and parents during lockdowns and then, when back in school, to supplement the fortnightly visits from our storytellers.

In each session, stories, games, rhymes and songs were tuned to class topics and teachers and TAs were actively involved. Because of COVID it wasn't possible to run parent or family sessions but parents were able to access the bank of videos we created via links e-mailed by the schools.

Let the Children Speak

Peter Simpson, Assistant Head Teacher, Dormers Wells Infants told us: **"The project has been a tremendous boost for the 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. The interest in singing songs and listening to stories has greatly increased, the different cultures and genders in the classes that have taken part in the sessions have immersed themselves completely in the sessions. It has been amazing for them to be able to share some of their own knowledge and culture in school."**



Laura Murray, Early Years Lead, Perivale told us: **'Our children absolutely love the videos you have made for them. Each week they always thank me for sharing them. So thank you.'**

In Summer Term '21 we also worked with:

- **St Mary's Primary School** in North Kensington, after a two term break from them due to Covid. We ran fortnightly sessions with Nursery, Reception & Year 1 with stories and songs covering themes about *Seasons & Animals, Life Cycles & Minibeasts* and *Away We Go*
- **Kensington Preparatory School** in Hammersmith & Fulham where we ran afternoon sessions on the theme of *Bees & Minibeasts*



What the Schools Say

Children are absorbed & inspired

"We could never offer the children the excitement that Everyday Magic brings, the beautiful songs, the musical instruments and the backdrop really make the children and teachers believe that they are in another world."

The whole class is engaged

"Year 1 and 2 absolutely love listening to stories from the team. They are so engaging and have a lovely manner with the children. Children who struggle with storytelling often refer back to the stories they have heard from the storytellers. All of the children are involved in the sessions and the storytellers ensure this by using wonderful rhymes, songs and riddles to engage them. They always ask what topics we are doing so that they generate stories around them. They are always so welcoming and friendly and we love their visits!"

Children have fun performing & participating

"The children absolutely love Everyday Magic. It has encouraged them to speak freely. They remember the songs & the stories from Reception. The stories are great, easy to understand and enjoy! The children enjoy taking part in the storytelling & are comfortable participating. Children who have special needs take part freely."

Feedback from Early Year Teachers

Speaking & Listening standards are raised

"Everyday Magic is one of the initiatives that we are using to try and raise standards in Speaking & Listening. I have already seen the positive impact that it has had on my children: their listening skills have improved, they are becoming more vocal and they love to sing and dance. The backdrops are amazing and always linked to our current theme or topic. I would recommend Everyday Magic to every school."

Children Grow their Confidence with Language

"Everyday Magic provide an experience that encourages children to play and participate in oral storytelling, playing with language, building prosody & developing confidence in a way that few other activities can in the current situation."

Vocabulary is extended & retained

"What I like about the songs is that they are topic related and based on actual facts using the technical terms and correct vocabulary and as it's all done through the magic of song it further supports the children to remember what they have learnt."

The Curriculum is supported

"Every week has been a fantastic storytelling session which excites and engages the children. The stories have been linked to the curriculum which has helped solidify the children's learning. It is one of the most engaging & interesting programmes that the school takes part in. I cannot recommend this enough."



Resources for Schools

STORY VIDEOS

with Visuals, Sound Effects & Choruses narrated by Everyday Magic Storytellers for Early Years and Key Stages 1 & 2:

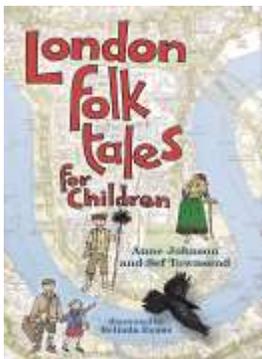
- | | | |
|---------------------|---------------------|----------------------------|
| The Ugly Duckling | Ticky Ticky Boom | Persephone |
| Sun, Moon & Water | Teeny, Tiny Man | Wise Doll |
| Ten Little Chickens | Princess & the Frog | Singing Sack |
| Forest Spirit | Farmer's Birthday | Stone Cutter |
| 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 | Tiddlylink | Anansi's Common Sense Drum |
| | | Strawberries in Winter |



For Downloading Go to: <https://everydaymagic.bandcamp.com/>

For Streaming Go to: <http://www.everydaymagic.org.uk/>

BOOKS OF ORIGINAL TALES



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

available from all bookshops & amazon



Resources for Schools

Fun to Sing ORIGINAL SONGS *Easy to Remember*
Great Way to Absorb Information

Song Compilations with on-screen words & images

Forest Songs - *Songs Celebrating Nature*

Nature Up Close - *Caterpillar / Garden Snails/ Signs of Winter*

We Are Londoners - *12 Songs on London themes & times past*

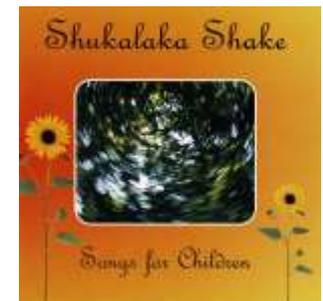


Song Compilations

Shukalaka Shake - *35 Original Songs to Celebrate a Child's Day—Book & CD also published by A&C Black*

Heard on the Wind - *6 original songs on themes of woods and trees, earth, sea & sky*

Rhymes, Poetry & Movement - *6 original lyrics based on poems & traditional rhymes*



Bank of Songs for Class Topics

- | | | |
|-----------------------|-------------------------|---------------------------|
| 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 Swams 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 2020/21

In Ealing:

Berrymede Infants School, W3 Dormers Wells Infant School, 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 Hammersmith & Fulham: Kensington Preparatory School, SW6

Our Funders

We are extremely grateful and beholden to the charitable trusts who support us and enable us to make our programmes affordable to schools. During the year:

John Lyon's Charity supported us with a third grant of £30,000 for the third and final year of our **Let the Children Speak** project with the 5 Ealing primary schools

Fagus Anstruther Memorial Trust generously gave a £5,000 grant towards our work

Thomas's Foundation provided a £940 grant for our Summer Term programme with St Mary's, North Kensington

Looking Ahead to 2021/22

- ◆ Starting in January 2022, John Lyon's Charity has most generously approved a further 3 year grant of £30,000/year for our new programme **Nature's Here in Town** which we will be running in all the 6 schools with whom we've been working this year.
- ◆ We will also be looking to develop new partnerships with schools in other boroughs

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 (currently online due to the pandemic). 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 Financial & Funding Model

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

Due to COVID and the Spring '21 lockdown, fees from schools were just £10,380 while income from grants increased to £37,708. Together these funded expenditure of £37,165 on artists working in schools, the 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 £48,718, of which £38,718 was 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 her work & made a full disclosure of all relevant information.

This report was approved by trustees on _____ and signed on their behalf by:

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 2021. 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.

Jill Keehan, FCA
Britt & Keehan
Chartered Accountants
33 Grimwade Avenue,
Croydon CRO 5DJ

Date:

End of Year Accounts for Academic Year Ending 31/8/2021

INCOME	2021	2020
	£	£
Charitable Trusts		
John Lyon's Charity	30,000.00	30,000.00
Fagus Anstruther Memorial Trust	5,000.00	-
Thomas's Schools Foundation	940.00	1,880.00
	<u>35,940.00</u>	<u>31,880.00</u>
Fees, Commissions & Sales		
Fees from Schools – Autumn & Summer Terms	10,380.00	18,545.00
Sales of Everyday Magic Songs	200.00	15.57
	<u>10,580.00</u>	<u>18,560.57</u>
TOTAL INCOME	46,520.00	50,440.57
EXPENDITURE	2021	2020
	£	£
Artists' Payments for Schools Programme	20,155.00	25,192.50
Creative Development/ School & Artist Liaison/ Evaluation/Feedback/ Reports	6,000.00	10,450.00
Project promotion, recording, website, ma	10,674.05	9,671.60
Independent Examiner	336.00	336.00
TOTAL EXPENDITURE	<u>37,165.05</u>	<u>45,650.10</u>
Excess of Income Over Expenditure for Period	9,354.95	4,790.47
Funds Carrying Forwards at 1 st Sept: - <i>Restricted</i>	11,768.00	10,000.00
- <i>Unrestricted</i>	27,595.51	24,573.04
TOTAL FUNDS CARRIED FORWARDS	48,718.46	<u>39,363.51</u>
of which:		
- Restricted Funds: John Lyon's Charity	10,000.00	11,768.00
- Unrestricted Funds	38,718.46	27,595.51
REPRESENTED BY:		
Cash at Bank at 31 August	49,968.46	41,243.51
<i>Late payments</i>	<u>-1,250.00</u>	<u>-1,880.00</u>
	48,718.46	39,363.51

Approved by the Trustees on _____

and signed on their behalf by:

Jessica Finer, Chair