



ANNUAL REPORT
2013-2014





"We would meet as strangers, but by the end of the project we were like family. Normally we would never have had the opportunity to meet."

Older Participant

ABOUT MAGIC ME

"When looking for projects to fund we look for things that really make a difference to people's lives and can demonstrate that they do; projects that are well managed and make good use of volunteers, and most importantly are delivered with enthusiasm, heart and compassion. Magic Me's Cocktails in Care Homes project ticks all those boxes many times over and we are pleased to support them"

**Andrew Winders,
Henry Smith Charity**

Magic Me brings the generations together to build a stronger, friendlier community.

Our projects often link unlikely partners. Young people aged 8+ and adults aged 60+ team up through shared, creative activity. Intergenerational groups meet on a weekly basis in schools, museums, older people's clubs, care homes, community and cultural organisations.

Projects are led by our team of freelance creative artists: musicians, visual artists, photographers, printmakers, writers and drama specialists. They design activities to stimulate conversation and an exchange of ideas. As well as coming from a wide age gap participants are often diverse in culture and faith.

Our annual programme combines tried and tested models with trialling new ideas and projects. A lot of our work takes place in Tower Hamlets, East London, but a growing desire for intergenerational work has pushed our boundaries further afield, with national and international consultancy and training work.

CHAIR'S REPORT

Autumn 2014 brings Magic Me's 25th Birthday, a time to celebrate many achievements and to reflect on the journey so far.

Our first projects back in 1989 brought together school pupils and older people living in care homes, working with artists to bring creativity, excitement, colour and fresh ideas into old-fashioned institutions. Today Magic Me still connects residents with their wider community through arts projects, our Award-winning *Cocktails in Care Homes*, and concerts hosted by our corporate partners.

New projects now serve independent older adults, keen to stay connected and keep learning, or those battling social isolation. Younger participants learn with them, gaining vital creative, social and teamwork skills.

I hope you enjoy reading about their successes in this report.

Without the support of our generous donors, funders and volunteers, nothing would be possible. Thank you so much for supporting Magic Me and the many benefits you bring to our young and older people. We look forward to working with you for many more fruitful years.

Jacqui Christian, Chair of Trustees



THIS YEAR WE WORKED WITH

825

audience members saw
our work

329
participants

222
volunteers

14

care workers
& activities
organisers

15
artists

18

teachers &
teacher
assistant's

16

funders

9

schools

9

student
placements

8

corporate
partners

8

care
homes

1

older
people's
centre

1

project
intern

2

universities

2

community
organisations

4

cultural
institutions

7

trustees

HOW WE WORK

54%
of older people in the borough live alone; the national average is 36%



Tower Hamlets is a culturally diverse area where the traditional East End meets the City of London and the Canary Wharf business districts. Despite pockets of great wealth, the Borough is one of the most deprived in England and half the population live below the poverty line. High levels of unemployment, poverty, long term ill-health and disability mean life is a daily struggle for many people.

Soaring property prices and not enough public housing mean younger generations move away to find affordable homes; family and community networks suffer. 54% of older people in the borough live alone; the national average is 36%. A recent study by Age UK suggests being isolated from family and friends is linked to a higher death risk.

Our Approach

Magic Me provides opportunities and places for strangers to meet and become good neighbours and friends. Working together in creative ways, participants learn from one another, making connections which strengthen their community, building resilience to cope with tough times. Projects are developed with participants, so we address real needs and aspirations.



International Reach

Lessons learned in Tower Hamlets inform the way that we work with our partners across London and beyond. Through publications, training and collaborative projects, Magic Me's experience benefits communities nationwide. Our expertise is in demand.

Requests for training and contributions to conferences enable us to share our expertise and learn from other communities and cultures. In April 2013 we trained managers and front-line staff of SESC, in Sao Paulo, in partnership with the British Council.

"London is a highly diverse city, often referred to as a 'melting pot'. However our research found Londoners are less integrated by social grade, ethnicity and age than the rest of Britain, when taking into account the amount of potential interactions."

Social Integration Commission, 2014

WHAT WE DO

PROJECTS



"During Out Spoken we learnt so much from watching Magic Me patiently and pro-actively build bridges between the younger and older participants. Week by week the bonds grew stronger and there was real learning and understanding taking place across the generations"

**Michelle Johansen,
Bishopsgate Institute**



Our projects link young people aged 8+ and adults aged 60+ through shared creative activity. The groups meet every week working together towards a final artistic product. Our pool of freelance artists lead the workshops and are experienced practitioners from a range of disciplines. We work with multiple partners every year: from the BFI, to Housing Associations, Spitalfields Music to the V&A Museum of Childhood and Bishopsgate Institute.





BIN AGEISM

"It was enlightening. There is a sense of integration. I used to be happy to sit indoors, but coming here has forced me to talk to people, to meet people, which is better." **Older Participant**

Young and older people tell us that they often feel ignored and underestimated. Our ongoing campaign, *Bin Ageism*, unites young and old with a shared mission to debunk ageist myths and stereotypes. Working with artists from Magic Me, the BFI and Stitches in Time, 6th Form students and older people designed and created *Bin Ageism*, a powerful animated film. They encouraged people to join the campaign, through social media and screenings in local community venues, at the BFI and Capital Age Festival.

"When I joined the project I had no confidence. Planning the final presentation I didn't need persuading and I was the first speaker!"
Student

60% of older people in the UK agree that age discrimination exists in the daily lives of older people

53% of adults agree that once you reach very old age, people tend to treat you as a child

76% of older people believe the country fails to make good use of the skills and talents of older people

Age UK Later Life Factsheet

#Bin Ageism

Visit magicme.co.uk to watch the Making Of Bin Ageism and the Bin Ageism Animation

SHARED VIEWS

Tower Hamlets Homes wanted to challenge negative stereotypes of young and older people and send positive messages amongst their tenants and communities. They commissioned Magic Me to work with 5 Youth Ambassadors and 4 Older People's Champions to share their own perspectives and design and create a set of striking photographs which were exhibited at Oxford House.



"I felt quite emotional at the end of the project as I could see the clear bond between the two groups"

**Rassel Miah,
Tower Hamlets Homes**



DIGITAL INTIMACY

How do different generations interact online? Do social media platforms make us feel more connected or enhance feelings of loneliness? Always keen to try new ways of working, from April to May 2013 we delivered our first all-male project partnering with Gendered Intelligence and Opening Doors London. An intergenerational group of adults, who identify as gay and male, worked together to express their views and personal experiences of online dating through movement, dance and photography. They showcased their work at a performance at the Central School for Speech and Drama in May, to much acclaim.

"My word is surprised. I feel pretty amazed that I have done some pretty amazing things while I've been here."

Young Participant

"What I found fascinating was the harmony that we had as a group which was great and I will miss not coming here on a Saturday and having that friendship."

Older Participant



SONGLINES

Have you ever wondered what a journey through Tower Hamlets would sound like in song? From January to June 2013, 60 young and older people worked together taking inspiration from the indigenous Australian practice of recording the narrative and history of a place through music. They reimagined the East End using song, film, music, photography and storytelling. In June they performed in Hoxton Hall as part of the Spitalfields Music Summer Festival, 2013. View our *Songlines* documentary on our website.

"I thought the older people were going to be weak, but when I first met them they were so energetic!"

Young Participant



CELEBRATE

Following from the success of *Songlines*, this year a cast of 39 celebrated the power of music. How does it make us feel? What sounds trigger certain emotions? How can we get to know each other through music? The group composed their own score and lyrics and performed a collage of songs including a musical experiment premiered to a live audience at Richmix in June 2014.

"When they are doing things together it helps that conversation to just flow a bit better"

Bethan Gill, Teacher

"I was really impressed and touched by the relationships that developed between the children and adult participants. There seemed to be real affection on both sides and, as their teacher, I was proud of how the children responded to people from different backgrounds and generations."

**Kieran Baker, Teacher,
Shapla Primary
School**



This year

We trained **96** new volunteers & **60** current volunteers about dementia.

We ran **59** parties for **173** residents of **8** care homes with **218** volunteers.

Cocktails has been included on the 2014 New Radicals list, compiled by Nesta, the UK's innovation foundation, and The Observer.

NEW
RADICALS

COCKTAILS IN CARE HOMES

Residents in care homes told us they missed evening activities, so we started throwing cocktail parties. Working with volunteers and care homes across London, we host monthly parties for older people, their families and staff. A range of grants and donations are enabling us to spread the idea further to reach more people.

Parties give residents an occasion to look forward to, a reason to get dressed up and an opportunity to make new friends. The parties are themed and offer a range of entertainment: from live music, to karaoke and games nights. We actively challenge stereotypes about older people and the entertainment they want, and cater to a wide range of tastes.

Once volunteers get involved they want to do more, and find all kinds of ways to enhance the lives of residents beyond the parties: through one to one befriending, fundraising events and running a monthly Craft Club.

"Whenever I come here, I always see an improvement in the people that live here. People seem more engaged, more positive, more lively and more active." **Volunteer**



Creative Partners

Building on our relationship with **John Lewis Stratford**, in March 2014 we started working with **John Lewis Oxford Street**. Their Haberdashers and Visual Merchandise Team invent themes and use in-store props and materials to design and build decorations.

This year John Lewis designed 6 party themes.

Floral Angels redistribute beautiful flower arrangements that are left over from corporate events and weddings.

This year Floral Angels bouquets were enjoyed at 11 cocktail parties.

Corporate Tea Parties

As well as bringing visitors into care homes, we also actively support residents to go out. Clifford Chance LLP and Barclays host champagne tea parties with musical performances for residents of all our partner homes. Staff host the parties, joining the older people for a chat over afternoon tea.

"When they (volunteers) come, you realise it is not so bad outside" **Care Home Resident**



Hardy Unit
St George Mason Lodge
Leytonstone

11 June 2014

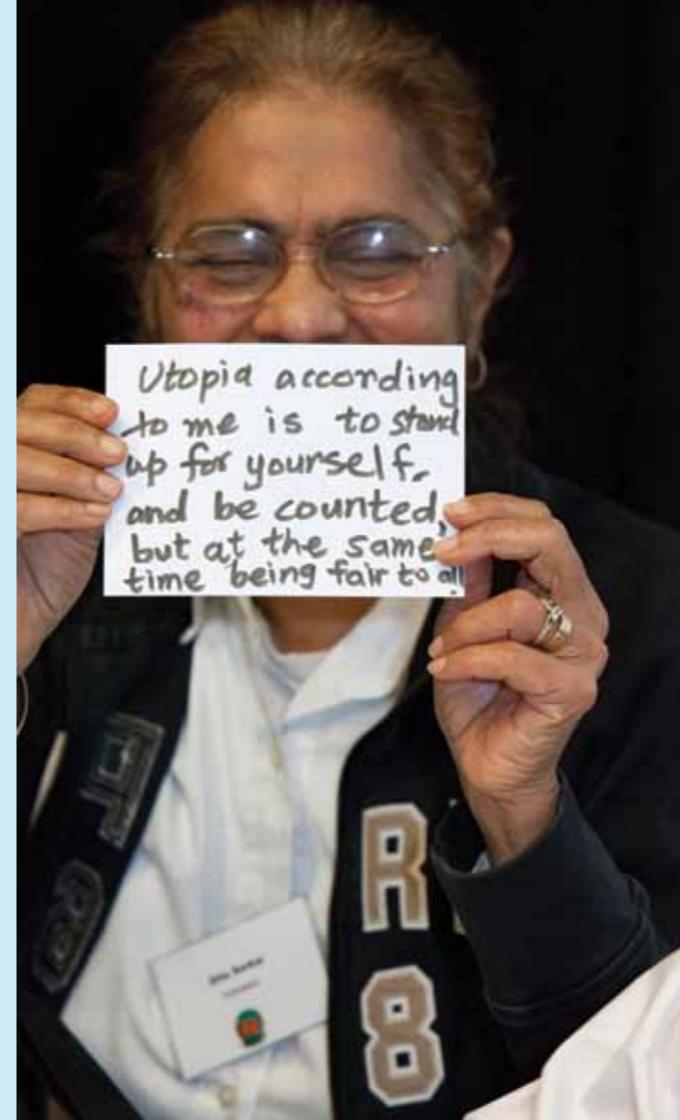
Dear Lorisha

Thank you so much for inviting me to the Barclays gathering in Canary Wharf on 10 June. The event was excellent and it was great meeting Barclays Managers over tea.

A smashing do!

Thank you

David



Utopia according to me is to stand up for yourself, and be counted, but at the same time being fair to all.

TEN YEAR'S AT THE WOMEN'S LIBRARY

"I learned that being a woman is not a burden. We are actually special and can achieve so much without the help of men, without the help of others." **Young Participant**

In 2013 we celebrated ten years of arts projects at The Women's Library with Mulberry School for Girls. Since 2004 secondary school students and local older women have teamed up for an annual project exploring the library's rich archive and collection. Led by Magic Me Associate Artist, Sue Mayo, and many other artists, groups have used the library's resources as inspiration for a range of projects on themes from beauty, to visions of utopia, to tales of the heart. The projects have attracted the interest of BBC Women's Hour and The Sunday Times, as well as contributing to the prestigious LIFT (London International Festival of Theatre).

3,442 people
downloaded
Wild Wild Women

10,000 people
downloaded Reports
from our website



“Magic Me was a place where we were free to talk without restrictions, it was where our voices were heard without any reluctance and it was where we met some of the most amazing women in the world.”

Young Participant

“I think it is important to do a project with older and young people because you get two completely different perspectives. It also makes both groups realise that there is more to each other than the stereotypes”

Young Participant

Wild Wild Women, a research report by Dr. Caoimhe McAviney and Sue Mayo describes the ten projects and the learning acquired over a decade of intergenerational work. Visit magicme.co.uk for links to the report, a project timeline, and short films where participants describe what the projects meant to them.

OUTSPOKEN

“You mustn’t let the words get stuck inside you, they build up and they’ll burn you up.”

Out Spoken Group

In late 2013 The Women’s Library moved to LSE, Holborn, too far away for our weekly workshops. We were thrilled to develop a new partnership for our all women group at the Bishopsgate Institute. They were inspired by the archives and the recent exhibition *Sounds from the Park* about Speakers Corner, where anyone can speak. Struck by the small number of women taking to their soapboxes, the group discussed why and when women speak out. They used drama, photography and energetic discussion and discovered how powerful and celebratory speaking out can be, when they recreated Speakers Corner in the Bishopsgate Library with a live *Oratory Jam*. An exhibition of their powerful photographs was on display at Bishopsgate, from May to August 2014.

20,000 visitors to
Bishopsgate Institute saw
the *Out Spoken* Exhibition

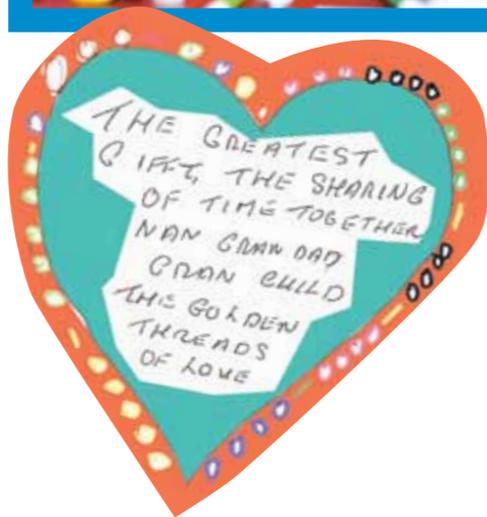


A SENSE OF PLACE

A Sense of Place built on the *Wild Wild Women* research. The project explored intergenerational arts practice within cultural collections, identifying principles and practices of current work to uncover key skills needed by artists and organisations to work in this capacity. The work included a Magic Me artist CPD day run by Sue Mayo, Dr McAvinchey and Susan Langford, and a CPD day held at the Bishopsgate Institute for professionals and artists from other cultural collections.

GRAND EXPLORERS

Grandparents and their grandchildren came together at the V&A Museum of Childhood over four years (October 2009 – July 2013) to work with Magic Me artists. Inspired by the collections at the Museum, families have made puppets, designed memory trees, built mini museums and explored *Art from the Kitchen Cupboard*. Groups also drew on their personal experiences, family stories and objects to create beautiful artworks. Commissioned by the Museum, the programme was funded by the Big Lottery Fund.



KEEPING IN TOUCH

Over **2/3** of lone pensioner households in Tower Hamlets have no access to transport

43% of older Londoners live on their own

East London NHS Foundation



Older participants asked us for ways to keep in touch in between Magic Me projects, so we set up a monthly programme providing regular contact and outings. Help with transport is provided where needed.

FILM CLUB

We meet every month at Rich Mix to watch a film, have a coffee and chat. To get involved contact Clea on 020 3222 6064.

MEET & GREET

Imagine getting no cards on your birthday? Or only one? We designed a special range of greetings cards, kindly printed by Allen & Overy, to keep in touch with our participants and to celebrate their special occasions. Care home residents enjoy getting a birthday card; it is especially important for those with no families. Volunteers also love receiving cards. With interactions increasingly online, a personal, old fashioned approach goes a long way.

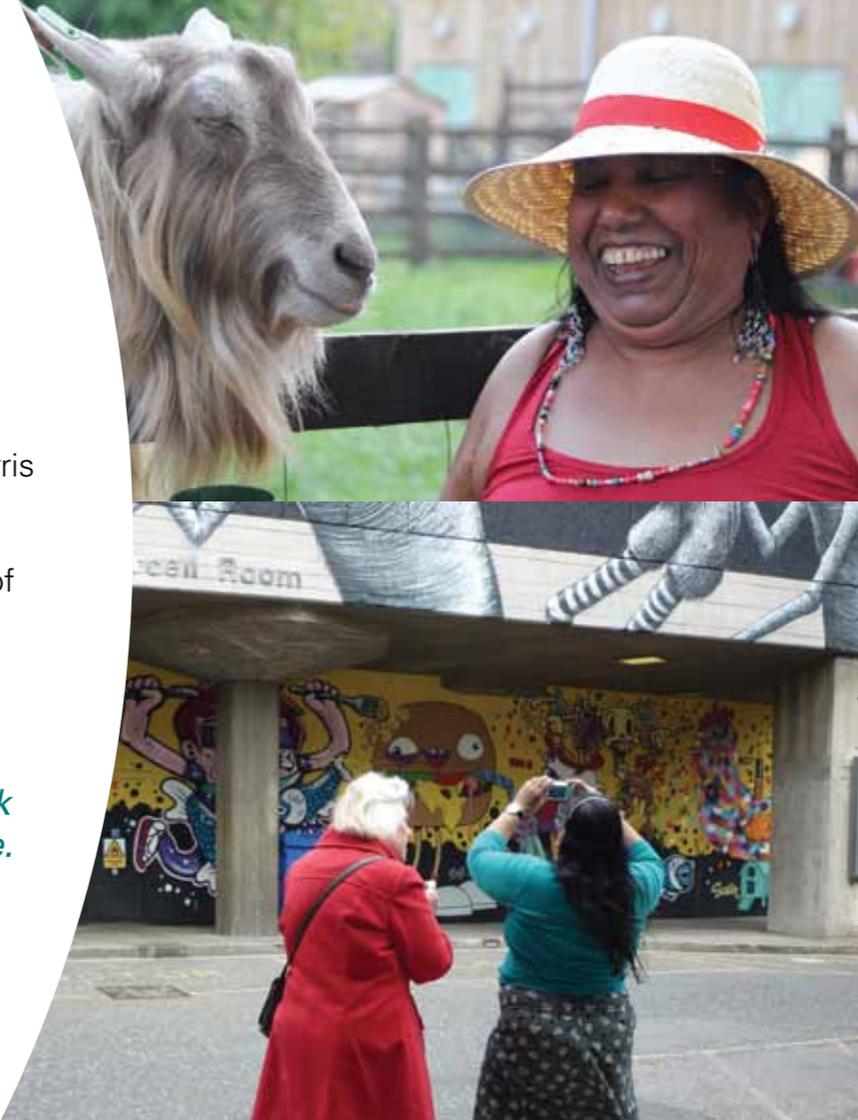
"Thank you all for my lovely birthday card – really made me smile receiving this in the post! What a lovely bunch you are."

GO & SEE

"It's been a brilliant learning experience and worth-while just for getting to know so many interesting people!" **Go & See Volunteer Manager**

This year the group visited the South Bank, Sir John Soane's Museum, the William Morris Gallery, Kew Gardens and Leighton House. Our programme is varied, often organised by participants. The group documented all of their trips and hosted an exhibition of their photographs at Stepney City Farm in June.

*Magic Me lived up to its name
As it filled the day with pleasure,
Another adventure to pen in my book
To keep with the memories I treasure.*
Extract from a poem by Sally Flood



PEOPLE WHO MAKE IT HAPPEN

Artists

"It was incredibly beautiful on Thursday, seeing all the parts; imaginations and creations brought together in such an amazing way – Verity, Kate; you are two very wonderful practitioners!"

Project Coordinator, Bromley by Bow Centre

Magic Me artists are skilled professionals with a broad range of experience and knowledge from the performing, visual, literary and media arts. All our artists are experienced in using their artforms in community group settings and many also have training and skills in education, social work, conflict resolution and working with people who have dementia.

Partners

All Magic Me projects are done in partnership. Whether with a care home, school, day centre or museum, our projects are by nature collaborative and involve a range of different people from carers, to teachers, to arts education officers to family members. Clear communication and good relationships are essential to the healthy development of a project. Our heartfelt thanks to all our partners this year!



Volunteers

Volunteers have a crucial role at Magic Me. Without them we could not reach as many people as we do or produce large scale events. Our volunteers range from project assistants, to admin support, *Cocktails in Care Homes* party hosts to specialists (e.g. photographers and media specialists), and corporate volunteers.

"On one table we had four residents who have very limited or no ability to speak and one person who spoke no English. They were having a great game of dominos with two volunteers – for a good hour – all completely engaged. Usually they don't engage well with people due to their inability. It was great to see."

Activities Coordinator, extra care facility

This year volunteers have:

Supported
329
Magic Me
participants
during **165**
project
sessions

Hosted
59
Cocktail parties
at **8**
care homes

We estimate that
volunteers gave
3,369
hours of support,
valued at over
£58,000

To become a Magic Me volunteer contact Clea on 020 3222 6064.

PEOPLE WE WORK WITH



Directors & Trustees

Jacqui Christian, *Chair*
Cynthia Edwards Wilson,
Secretary
Sanjay Vyas, *Treasurer*
Fahad Abdi, *Trustee*
Sue Clive, *Trustee*
Akthar Hussain *Trustee*
(Until Feb 2014)
Helen Kenney, *Trustee*
Paul Shaw, *Trustee*

Core Staff

Susan Langford, *Director*
Charlotte O'Dair,
Programme Director
(Maternity leave from
Sept 2012)
Sarah Wickens, *Programme*
Manager (Maternity Cover
Sept 2012-Oct 2013)
Clea House, *Development*
& Volunteer Manager
David McCleery,
Administrator (Until
May 2014)
Sarah Dean, *General*
Manager
Ellie Watmough, *Programme*
Assistant (from May 2014)
Lika Abdalla, *Intern, Project*
Phakama (Feb – June 2014)

Associates

Sue Mayo,
Associate Artist
Dr Caoimhe McAvinchey,
Researcher, Queen Mary,
University of London
Anna Scrine,
Development Consultant

Freelance Artists Pool

Ali Campbell
Amanda Westbury
Anita McKenzie
Bhavesh Hindocha
David Pollendine
Douglas Nicolson
Ellie Rees
Emma Higham
Gloria Ojulari Sule
Julian West
Kate Lovell
Kathryn Gilfoy
Kieran Sheehan
Larry Achiampong
Lehni Lamide Davies
Lesley Pinder
Liane Harris
Madhumita Bose
Miles Openshaw
Polly Beestone
Sara Clifford
Sue Mayo
Surya Turner
Verity Standen
Zoe Palmer



Thanks to:

Professional Volunteers

Stephen Davies,
Accountancy
Alison Harvie,
Communications

Professional Partners

Chloe White, *Film Maker*
Lucidica
R-ink Design
Williams Murray Hamm
The Young Foundation and
all our good neighbours
in 17 & 18 Victoria Park
Square

Students on Placements

Sarah Anne Bedford
Alkistis Dimaki
Brioni Gallagher
Anniken Jensen and
colleagues



Jess Mills
Ellie Watmough
Jemima Wilson

Cocktails in Care Homes Volunteers

Thanks to all 218 of you!

Annual Report Photography

Chiara Ceolin
Tamara Hussain
Helen Jermyn
Anita McKenzie
Douglas Nicolson

Wild, Wild Women

The Women's Library,
Mulberry School for Girls
and local older women
Sue Mayo, *Writer and*
Theatre Practitioner



Polly Beestone, *Puppeteer*
and Visual Artist
Zoe Palmer, *Singer*
Kate Treadell, *Volunteer*
Project Assistant

Outspoken

Bishopsgate Institute,
Mulberry School for Girls
and local older women
Sue Mayo, *Writer and*
Theatre Practitioner
Anita McKenzie,
Photographer
Anna Bosworth, *Volunteer*
Assistant Facilitator

Digital Intimacy

Gendered Intelligence, *Age*
UK Camden, Opening
Doors, Central School for
Speech and Drama



Kieran Sheehan, *Movement*
Artist
Douglas Nicolson,
Photographer
Jake Kelly, *Gendered*
Intelligence Facilitator
Eduardo De Oliveira,
Volunteer Project
Assistant

Grand Explorers

St John's Primary School,
Globe Primary School
and St Elizabeth's
Primary School pupils &
grandparents at The V&A
Museum of Childhood
Miles Openshaw, *Writer*
Polly Beestone, *Puppeteer*
and Visual Artist
Niamh Linnane, *Volunteer*
Project Assistant



Bin Ageism

Oaklands School campus students, Cambridge Heath Sixth Form and older people

BFI

Stitches in Time

Surya Turner, Writer/
Creative Facilitator

Douglas Nicolson,
Photographer/Creative
Facilitator

Tamara Hussain, Volunteer
Project Assistant

Shared Views

Tower Hamlets Homes
Liane Harris, Photographer

Kate Lovell, Writer

Lehni Lamide Davies
Volunteer Assistant
Facilitator



Go & See and Film Club at the Rich Mix

Magic Me participants and volunteers

Ida Casilli, Volunteer *Film Club* Manager

Jemima Wilson, Volunteer
Go & See Manager

Various locations. Special thanks to Stepney Green City Farm

Songlines

John Scurr Primary School and Pat Shaw House; Shapla Primary School and Sonali Day Centre; Osmani School and The Sundial Centre

Julian West, Musician
Ellie Rees, Film Maker
Liane Harris, Photographer



Verity Standen, Musician
Surya Turner, Writer/
Creative Facilitator
Roshi Nasehi, Musician

Celebrate

Shapla Primary School and Glamis Hall; Old Palace Primary School and Bromley by Bow Centre
Verity Standen, Musician
Musical Director

Kate Lovell, Writer and
Drama practitioner
Sara Clifford, Writer and
Drama practitioner

Lynn Morris, Volunteer
Project Assistant



Cocktails in Care Homes

Volunteers and residents from Pat Shaw House, Silk Court Care Home, Hawthorn Green, Westport Care Centre, Mildmay Extra Care Services Nos 73 & 20-26, Rose Court Care Home and George Mason Lodge.

Chris Ali, Helen Lidis, Helen O'Kelly, Jo Pearce and Dyra Triikka Volunteer Party Organisers

Thanks to our Corporate Partners Bank of England, Clifford Chance LLP, Floral Angels, John Lewis Stratford, John Lewis Oxford Street, Schrodgers and Standard Chartered.

PEOPLE INVOLVED IN 2013/14

167
male

380
female

353
white

24
black

97
asian

14
other

59
not stated

Some partners will not share data due to data protection reasons

We ran **106** workshops and **59** parties in LB Tower Hamlets, Hackney and Islington.

547 people participated, including **218** *Cocktails in Care Homes* volunteers. Some individuals participated in more than one project.

We had **2,500** downloads of our artworks; **10,000** downloads of our online Reports.



84
age 5-17

246
age 18-64

58
age 65-74

112
age 75+

47
not stated

FINANCIAL SUMMARY

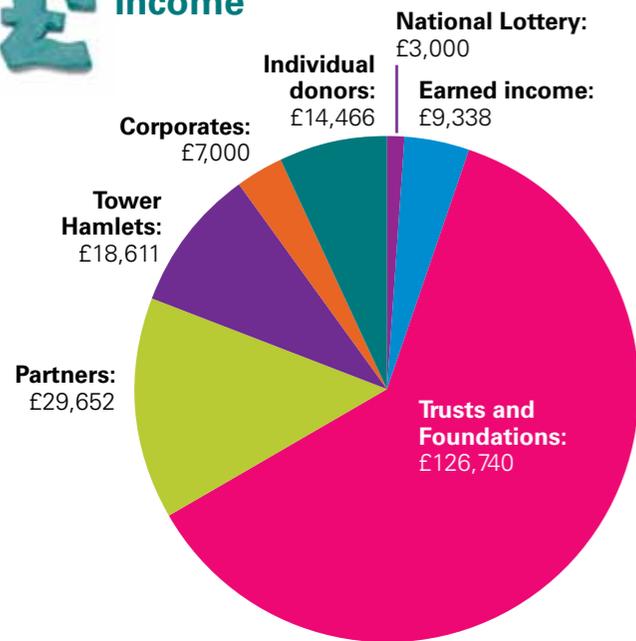
For the year ending March 2014

This summary is taken from Magic Me's full independently examined accounts, a copy of which is available upon request.

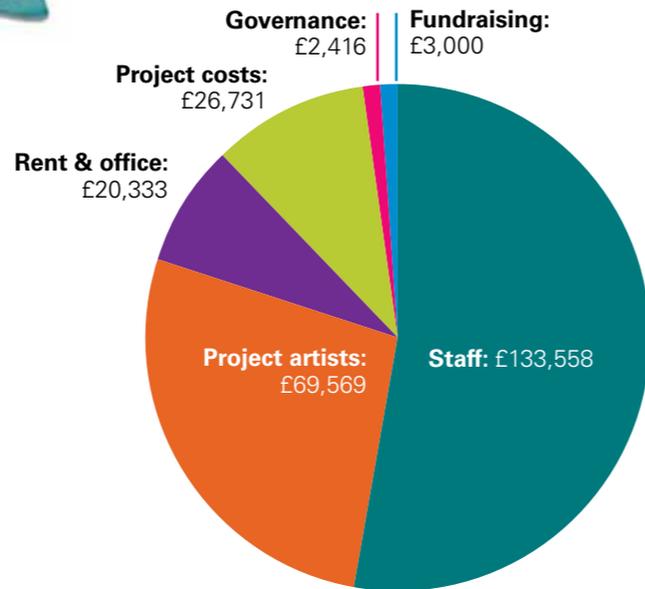
The Auditor's report contained no qualifications.



Income



Expenditure



Incoming Resources

Donations and legacies
Activities for generating funds
Investment income

	Unrestricted funds	Designated funds	Restricted funds	Total 2014	Total 2013
Donations and legacies	12,974	-	691	13,665	38,904
Activities for generating funds	233	-	-	233	492
Investment income	600	-	-	600	1,595
	13,807	-	691	14,498	40,991
Incoming resources from charitable activities	65,454	-	120,636	186,090	222,182
Other incoming resources	8,220	-	-	8,220	4,811
Total incoming resources	87,481	-	121,327	208,808	267,984

Incoming resources from charitable activities
Other incoming resources
Total incoming resources

Resources Expended

Costs of generating donations and legacies
Net incoming resources available

Intergenerational charitable activities
Training & development activities
Total charitable expenditure
Governance costs
Total resources expended
Net income/expenditure for the year

	Unrestricted funds	Designated funds	Restricted funds	Total 2014	Total 2013
Costs of generating donations and legacies	3,000	-	-	3,000	3,000
Net incoming resources available	84,481	-	121,327	205,808	264,984
Intergenerational charitable activities	98,864	2,000	134,996	235,860	236,783
Training & development activities	2,111	-	12,538	14,649	19,156
Total charitable expenditure	100,975	2,000	147,534	250,509	255,939
Governance costs	2,100	-	-	2,100	943
Total resources expended	106,075	2,000	147,534	255,609	259,882
Net income/expenditure for the year	(7,594)	(13,000)	(26,207)	(46,801)	8,102
Fund balances at 1 April 2013	11,020	31,734	97,678	140,432	132,331
Fund balances at 31 March 2014	3,426	18,734	71,471	93,631	140,433

Fund balances at 1 April 2013
Fund balances at 31 March 2014

WHAT WE ACHIEVED WITH YOUR HELP

Speaker of LB Tower Hamlets raises **£10,000**

Cllr. Lesley Pavitt chose Magic Me as one of two charities to support during her year as Speaker. She hosted a ball in the Canary Wharf East Wintergardens in December 2013 with Magic Me providing performances from *The Fabulettes*, a troupe of older dancers, and an intergenerational choir with John Scurr pupils and older people.

Kind individuals raised **£13,379**

Thank you to the kind individuals that give us a regular donation, from £5 to £200 a month. You make a real difference to people's lives and help Magic Me plan ahead.

This year our Corporate neighbours gave over **£5,800**

Thank you to the Bank of England, John Lewis LLP, Schrodgers and Standard Chartered.

Cheers folks!

Over **£1,400** raised for Cocktails

Carolyn Caie, a long-standing *Cocktails in Care Homes* Volunteer, ran the Hackney Half Marathon this June 2014 and donated the funds to the project.

We also would like to thank all our generous donors who supported our *Top up Jean's Shandy* Christmas Campaign.





HOW YOU CAN HELP

During times of financial hardship individual donations are vital.

You can help us reach more people each year. Donating is simple. Visit our website www.magicme.co.uk to donate online, or give the old fashioned way and send a cheque to "Magic Me", 18 Victoria Park Square, London, E2 9PF.

Hail a cab!
Help a frail older person join in for
£10



Host a **cocktail party** in a care home for
£100

Take 10 older people for a **great day out** for
£50



Treat a young person to a **two hour workshop** with an older friend for
£20

THANK YOU

ALLEN & OVERY

CLIFFORD
CHANCE

THE WAKEFIELD & TETLEY TRUST

CREATIVE
WORKS
FOR DON



Funders & Donors

AB Charitable Trust
Aldgate & Allhallows Foundation
Big Lottery Fund
Creative Works
East End Community Foundation
Lucas Tooth Trust
The Expat Foundation
The Haberdashers' Company
The Henry Smith Charity
The May and Stanley Smith Charitable Trust
The Mercers Company
The National Lottery through Arts Council England
The Redwing Trust
Touchstone Trust
Young Philanthropy
Wakefield & Tetley Trust

Corporate Support

Allen & Overy Foundation
Bank of England
Barclays Bank
Clifford Chance Foundation
Halfords Media
John Lewis Partnership
Schroders
Standard Chartered

Partners who funded or part funded

Anchor Trust
Centre for Public Engagement, Queen Mary
Mulberry School
Tower Hamlets Homes
V&A Museum of Childhood

Funders in 2014/15

Esmée Fairbairn Foundation
Lloyds Bank Foundation for England and Wales
The Tudor Trust

WE REMEMBER

Albert Pateman

Alfred Jones

Alma White

Audrey Graham

Doreen Palmer

Doris Flannaghan

Edward Regan

Eileen Stuart

Ellen Whitmore

Henry Beech

Joan Hill

Joanna Judge

John Black

Joseph Murphy

Mark Ponnampalam

Mary Elsley

Oscar Ricketts

Sarah Hendrick

Winnie Roberts

A photograph showing two women from behind, looking out a window at a cityscape. The woman on the left has short, wavy grey hair and is wearing a dark blue top and glasses. The woman on the right is wearing a red headscarf and a brown and tan patterned hoodie. The window is covered in condensation, and the city buildings outside are slightly blurred.

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