

# EVERYDAY MAGIC

England & Wales · Charity number 1148659

## Details

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**Status** Registered

**Legal form** Trust

**Registered** 2012-08-21

**Register** [View on the Charity Commission register](#)

## Contact

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London  
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**Website** [www.everydaymagic.org.uk](http://www.everydaymagic.org.uk)

## Activities

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**Objects:** TO ADVANCE THE EDUCATION OF CHILDREN AND YOUNG PEOPLE FOR THE PUBLIC BENEFIT IN SUCH WAYS AS MAY BE THOUGHT FIT INCLUDING: 1) SUPPORTING THE PERFORMING AND VISUAL ARTS; 2) ENRICHING THE LANGUAGE AND ENABLING THE CREATIVE DEVELOPMENT OF CHILDREN AND YOUNG PEOPLE - THROUGH DEVISING AND DELIVERING PROGRAMMES IN PARTNERSHIP WITH SCHOOLS AND OTHER ARTS AND EDUCATION PROVIDERS; 3) SHARING AND PROMOTING BEST PRACTICE IN APPLYING THE ARTS TO ADVANCE THE EDUCATION OF CHILDREN AND YOUNG PEOPLE, INCLUDING: RESEARCH, RECORDING AND DOCUMENTATION, PUBLICATIONS AND THE PRODUCTION OF PROMOTIONAL MATERIALS, TRAINING AND EXHIBITIONS.

**Activities:** WE WORK WITH ARTISTS AND TEACHERS IN STATE PRIMARY SCHOOLS IN LONDON TO DEVELOP AND DELIVER PROGRAMMES WHICH:- ABSORB AND INSPIRE CHILDREN'S IMAGINATION- INTRODUCE THEM TO A TREASURE TROVE OF STORIES AND SONGS FROM AROUND THE WORLD - DEVELOP THEIR SKILLS IN PERFORMANCE AND VISUAL ARTS - GROW THEIR CONFIDENCE, SELF-EXPRESSION AND ENJOYMENT IN USING AND EXTENDING THEIR LANGUAGE.

## Classification

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- **How:** Provides Services, Sponsors Or Undertakes Research
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People

## Geography

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- **Area of benefit:** THROUGHOUT LONDON
- Throughout London

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-08-31	£74,000	£49,145	-	-
2024-08-31	£63,240	£64,896	-	-
2023-08-31	£60,210	£56,508	-	-
2022-08-31	£50,500	£53,648	-	-
2021-08-31	£46,520	£37,165	-	-

## Trustees

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Name	Role	Appointed
JESSICA FRANCES FINER MA	Chair	2012-08-19
Helen Rai MA		2013-06-22
Sarah Wilson B.Ed		2015-03-21

**EVERYDAY MAGIC**

England & Wales - Charity number 1148659

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# Accounts

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**EVERYDAY MAGIC**  
**Bringing Stories & Songs & Fun with Language**  
**& Passing On Skills & Resources**  
**To London Primary Schools**



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**[www.everydaymagic.org.uk](http://www.everydaymagic.org.uk)**  
**[www.facebook.com/everydaymagicstorytelling](https://www.facebook.com/everydaymagicstorytelling)**  
**[twitter.com/EverydayMagic3](https://twitter.com/EverydayMagic3)**  
**[www.instagram.com/everydaymagicstorytelling/](https://www.instagram.com/everydaymagicstorytelling/)**

**Registered Charity No 1148659**

**Report & Financial Statements**  
**Academic Year 2024/25**



## **In This Report**

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**Registered Charity No 1148659**

## **Our Offer - We:**

- ◆ **Are storytellers, musicians, writers & artists**
- ◆ **Have worked in primary schools for 20 years**
- ◆ **Share stories & songs from around the world**
- ◆ **Inspire children's attention & imagination**
- ◆ **Grow their confidence in using & extending their language, performing & having fun**
- ◆ **Devise bespoke fortnightly programmes, enriching the curriculum**
- ◆ **Engage the school's diversity of cultures, languages & special needs**
- ◆ **Actively involve teachers & TAs & run INSETS each term, sharing interactive skills & resources**
- ◆ **Create a bank of materials for schools: videos of songs & stories & practical aids for teachers for stimulating children's oracy**
- ◆ **Make long term relationships with schools & fundraise to make our programmes affordable**

## HOW WE WORK WITH SCHOOLS

- Each term, each school prioritises 3 classes & topics for their half day, fortnightly sessions
- Bespoke programmes are devised for each school & their selected classes (any age group from Nursery to Year 6) and then delivered by one of our storytellers every fortnight throughout the year
- We create an ever varying range of interactive stories, songs, rhymes, riddles & language games

- Teachers & TAs are actively involved & build between sessions & from September 2025 onwards, a termly INSET will be run to support them in developing their interactive skills
- We support teachers with a bank of online original video resources, continuously developed - 100s of Original Songs, Rhymes, Poems for Class Topics + Story Videos + Training Videos [https://www.youtube.com/channel/UCI2TMw590d5xA7k1\\_uhfnVA/playlists](https://www.youtube.com/channel/UCI2TMw590d5xA7k1_uhfnVA/playlists)

## OUR ARTISTS

Storytellers <i>with national &amp; international profiles - providing exciting role models</i>					Sound Recording, Instrumentalist & Social Media	Singer & Backdrop Artist	Talk Box Facilitator
Anne Johnson	Kate Corkery	Nell Phoenix	Sef Townsend	Xanthe Tuup Gresham- Knight	Michele Chowrimootoo	Nella Novy- Johnson	Louise Cielecki



# Participating London Primary Schools in 2024/25

**Ealing:** ♦ Dormers Wells ♦ Durdan's Park ♦ Gifford ♦ Lady Margaret ♦ Perivale (*Autumn term only*)

**Southwark:** St James the Great ♦ St John's ♦ Redriff (*one off*) **Greenwich:** ♦ Invicta (Deptford & Blackheath)

## PROGRAMMES OF WORK IN ACADEMIC YEAR 24/25

**Nature's Here in Town** In Autumn Term we completed the 3 year project, generously funded by John Lyons Charity in partnership with our 5 Ealing Schools. It has been a great opportunity for getting Early Years and Key Stage 1 closer to Nature by:

- ♦ Bringing nature alive through stories & songs and role playing human and animal characters in the stories
- ♦ Getting children looking at the natural world about them
- ♦ Animating curriculum nature topics, ranging from: Minibeasts and Seasonal Changes to Nature Cycles and Light & Dark

It has also been an opportunity for Everyday Magic to include a nature theme in all its schools and programmes

**Traditional Tales** These are the core of the stories we tell and also - as myths, folk tales and fairy tales – were increasingly requested by our schools in Ealing, Greenwich and Southwark, enabling children from Nursery to Year 3 and from different cultures and backgrounds to explore shared themes and life issues. As above, we told stories showing the importance of looking after nature & the environment. Stories promoting care, compassion and co-operation were specially requested - and have been since the isolating experience of Covid - through curriculum themes such as Friendship & Kindness, Family & Friends & People Who Help Us. Fairy tales often have fairness as a central theme: in the tales we tell the younger children, the young hero or heroine, who is often



seen as the quiet one, or the not so clever one, takes on the challenges and wins through. Good always overcomes evil and it is important that it should be so for the younger child. There's also magic, imagination, suspense & amazing characters in the tales we've been telling: mermaids, dragons, heroes and heroines. The characters may be fantastical but the problems & feelings dealt with are real and true to life, giving form to fears and dreams. Another essential feature of the stories we've told and put into song are their memorability – providing little jewels for children to hold throughout their lives.

**Nursery & Traditional rhymes** With words adapted to engage a contemporary urban child's experience, these were woven into our storytelling and were a special session run for Nursery & Reception at the request of St James the Great. The rhymes are easy to learn and a good stepping stone to composing & enjoying poetry.



**Talk Box 2** of our Ealing Schools have continued selecting small groups of children for sessions with drama trained actor, Louise Cielecki, providing children needing support with a safe space to develop their confidence and speaking at their own pace through conversation & play. This is an initiative we will be extending to other schools in our new programmes from September.

# GROWING OUR SPECIAL OFFER TO EARLY YEARS

## Our Focus on Early Years

This year our schools have wanted Everyday Magic to have a particular focus on Early Years, as an increasing number of children are starting school with very limited English and spoken language.

Under the Department for Education's Early Learning Goals, Communication & Language is a key priority, providing the foundation for children's progress. But many Early Year's teachers lack the confidence and haven't had the teacher training for putting themselves forwards to be the one personally interacting with children, telling and acting out stories, singing songs, sharing poems, playing with rhymes and role play - key activities for getting young children



engaged with language, speaking out & developing their vocabulary - all activities prioritised in those Early Learning Goals & all activities which Everyday Magic specialises in bringing to schools.

Everyday Magic has always looked to involve teachers and T.As in the sessions it runs and is now looking to promote further initiatives to help Early Years teachers get those interactive skills & activities into their daily practice.

## This Academic Year we piloted:

- INSETS with 2 Ealing schools, Gifford & Lady Margaret, which have been much appreciated, as illustrated in teachers' feedback: *"Thank you for providing lots of fun, engagement and practical ideas for bringing storytelling to life". "The songs are very catchy & have ambitious vocabulary. I will definitely use them in class."* *"The stories with repetitive refrains are perfect for our SEND group who need that repetition and rhythm to develop their language."*
- Running a training session at Roehampton University for Year 2 students on the BA in Primary Education course leading to Qualified Teacher Status. We then provided school placements for them to see *Everyday Magic* in action, with positive feedback: *"I enjoyed watching you capture all the children's attention and loved how engaged they were throughout"* *"An eye-opening experience for me when thinking about developing strategies for teaching through storytelling"*



## Next Academic Year, starting September '25

Thanks to funding from John Lyon's Charity and the Paul Hamlyn Foundation, passing on those interactive skills and activities to Early Years Teachers and running termly INSETS will henceforth be integral to our practice.

## WHAT THE SCHOOLS VALUE

### Oracy & Having Fun 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.”*

*“The project gives our children the skills needed to enrich their language development and oracy skills, ensuring their creativity and imagination are developed at an early age.”*

### Covering All the Bases

*“The session yesterday was very engaging and the children were involved throughout. The different stages of the storytelling were all valuable (Listening, singing, acting, and actions), the pace was good and the content was accessible to all. The children were repeating lines from the story with great prosody, modelled for them, learning new vocabulary & enthusiastically joining in with singing & acting. They had lots of questions and were interested in the story and songs, especially when they saw links to our curriculum.”*

### Total Absorption!

*“Reception love Everyday Magic . The way children are engaged in the stories is incredible. The children remember the games and songs and they build upon these each session. The children wait on their every word and you can see they are following the stories with their imaginations. They are transfixed on the storytellers for the entire session. It is always a highlight of our week.”*

### Nurturing confidence

*“Everyday Magic provide an experience for children which fully involves them. They ask the children questions and always respond positively to their contributions which instils confidence and self-worth. Children are encouraged to offer ideas which are then included in future lessons. The school’s oracy leader reported “The children absolutely love EDM & children who are sometimes hard to engage are also captivated.”*

## FEEDBACK ON OUR NEW INITIATIVES

### Involving Parents

*“The parent sessions went extremely well and the parents were delighted by the stories. A couple of mothers asked if they were invited to come all the sessions! ‘Is it every 2 weeks then?’ they asked!”*

*“A number of our parents have been keen to find out about the songs and stories we have covered and links to their own cultures. We have been able to encourage the children to practice the songs and re-tell the stories at home and school, helping us to further develop their language development.”*

### INSETS for Early Years Teachers

*“Thank you for providing lots of fun, engagement and practical ideas to bring storytelling to life. It is clear to see how these opportunities for oracy will build the children’s confidence. I look forward to engaging with your resources in my classroom.”*

*“Inspirational fun. Lots of brilliant and creative ideas to promote oracy and engagement in students. Nice range of online resources. Thank you.”*

### Placements for BA Primary Education QTS Students

*“A highlight of our storytelling focus was when students on the BA Primary programme benefitted from an opportunity to go into schools and see storytelling in action courtesy of Anne Johnson from Everyday Magic.” - Roehampton University Newsletter*

## FINANCES, FUNDING & LOOKING AHEAD

**Our Financial Focus This Year** 3-year funding from John Lyon's Charity for our *Nature's Here In Town* programme ended in December '24. The Charity has been a terrific funder for *Everyday Magic* for over a decade and had asked us to take a break. So our focus has been to look ahead to obtain multi-year funding for new programmes starting with the new Academic Year '25/'26 in September '25. Over the year, in lieu of grants, we've drawn on our reserves to supplement the termly fees from our 8 regular schools to continue running our programmes with them through Spring & Summer terms '25.

**24/25 Finances** So without any new grant funding over the year (last year £30K) and to meet our Expenditure of £49K (last year £65K) we relied on (i) £10K of grant funding from John Lyon's Charity carried over from Academic Year 23/24 (ii) £24.5k income from schools (£33K last year) and (iii) £14.5K from our reserves (£2K last year). Expenditure on schools & schools income was lower than last year due to 2 schools ceasing to be in the programme and 2 schools having to halve their number of sessions due to financial restraints. As in previous years, funding was expended on 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 £23K of unrestricted funding (*last year £38K*) plus £49,500 from 2 grants in advance, received at the end of the year (*see below*).

**With New Programmes & Funding Starting September '25** we are extremely grateful to John Lyon's Charity for 2-year funding for our 4 Ealing Schools through their Cultural Capital Fund and to the Paul Hamlyn Foundation through their Arts Based Learning Fund for 3-year funding for 6 other primary schools (2 of them new & 5 in south London) for Years 1&2 and for all 10 schools in Year 3.

## GOVERNANCE

We have 3 trustees all of whom are experienced educationists - two headteachers & a recently retired head - who act in a voluntary capacity & 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 & reviewed and fresh programmes & 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.

## FINANCIAL SUSTAINABILITY

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.

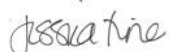
As its reserves policy, *Everyday Magic* aims to hold a minimum of one term's funds and fee commitments to ensure continuity in its ability to plan and deliver its programmes and activities. As its risk management policy, *Everyday Magic* budgeting is done on an annual basis with programme commitments 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 will be achieved.

## 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 3/9/2025 & 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 2025. 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.

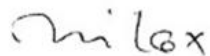
I have no concerns & have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Tom Wilcox, Counterculture LLP

23 St Leonards Road

Bexhill-on-Sea

East Sussex TN40 1HH




Date: 4th September 2025

## END OF YEAR ACCOUNTS FOR ACADEMIC YEAR ENDING 31/8/2025

INCOME	2025	2024
	£	£
<b>Charitable Trusts</b>		
John Lyon's Charity	18,000.00	30,000.00
Paul Hamlyn Foundation	31,500.00	-
	<b>49,500.00</b>	<b>30,000.00</b>
<b>Fees, Commissions, Sales &amp; Donations</b>		
Fees from Schools	<b>24,500.00</b>	<b>33,240.00</b>
<b>TOTAL INCOME</b>	<b>74,000.00</b>	<b>63,240.00</b>
<b>EXPENDITURE</b>	<b>2025</b>	<b>2024</b>
	£	£
Artists in Schools	29,275.90	46,997.90
Creative Development/ School & Artist Liaison/ Evaluation/ Feedback/ Reports	10,575.00	8,725.00
Project promotion, recording, website, materials	8,682.48	8,812.80
Independent Examiner	612.00	360.00
<b>TOTAL EXPENDITURE</b>	<b>49,145.38</b>	<b>64,895.70</b>
<b>Excess of Income Over Expenditure for Period</b>	<b>24,854.62</b>	<b>-1,655.70</b>
<b>Funds Carrying Forwards at 31st August '24: - Restricted</b>	10,000.00	13,600.00
<b>- Unrestricted</b>	37,617.04	35,672.74
<b>TOTAL FUNDS CARRIED FORWARDS</b>	<b>72,471.66</b>	<b>47,617.04</b>
of which:		
<b>- Restricted Funds:</b> John Lyon's Charity	18,000.00	10,000.00
Paul Hamlyn Foundation	31,500.00	
<b>- Unrestricted Funds</b>	22,971.66	37,617.04
<b>REPRESENTED BY:</b>		
Cash at Bank at 31st August 2025	<b>74,593.52</b>	<b>47,617.04</b>
Late payments	-2,121.86	
	<b>72,471.66</b>	

Approved by the Trustees on 3rd September 2025 and signed on their behalf by



Jessica Finer, Chair

**EVERYDAY MAGIC**

England & Wales - Charity number 1148659

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# Accounts

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# Everyday Magic

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



**Enquiries: [johnsonannef@gmail.com](mailto:johnsonannef@gmail.com)**  
**[www.everydaymagic.org.uk](http://www.everydaymagic.org.uk)**  
**[www.facebook.com/everydaymagicstorytelling](https://www.facebook.com/everydaymagicstorytelling)**  
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**[www.instagram.com/everydaymagicstorytelling/](https://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

### In This Report

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**Registered Charity No 1148659**

# 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

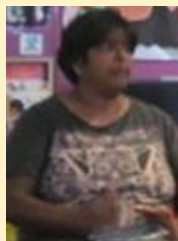


**We choose our artists for their excellence & rapport with children & teachers**

*See more on our website :*  
[www.everydaymagic.org.uk](http://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*

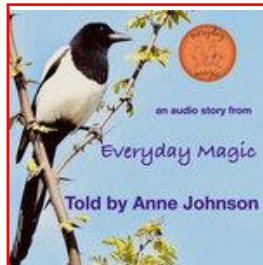
### Supporting the Curriculum

"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:**



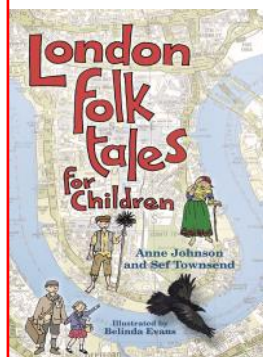
## Everyday Magic Storytellers for Early Years & Key Stages 1 & 2

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

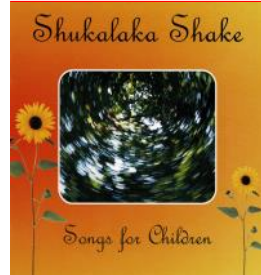


by storytellers  
**Anne Johnson & Sef Townsend**  
published by  
the History Press @ £9.99

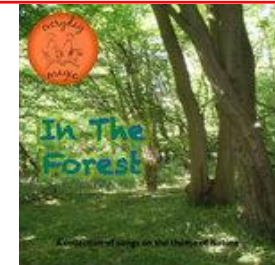
available from all  
bookshops & amazon



# 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](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.

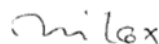
## INDEPENDENT EXAMINERS'S STATEMENT

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

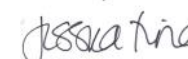


Date: 6 October 2024

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

INCOME	2024	2023
	£	£
<b>Charitable Trusts</b>		
John Lyon's Charity	30,000.00	36,000.00
	<b>30,000.00</b>	<b>36,000.00</b>
<b>Fees, Commissions, Sales &amp; Donations</b>		
Fees from Schools	33,240.00	24,160.00
Doantion from Global Warriors		50.00
	<b>33,240.00</b>	<b>24,210.00</b>
<b>TOTAL INCOME</b>	<b>63,240.00</b>	<b>60,210.00</b>
<b>EXPENDITURE</b>	<b>2024</b>	<b>2023</b>
	£	£
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
<b>TOTAL EXPENDITURE</b>	<b>64,895.70</b>	<b>56,507.85</b>
<b>Excess of Income Over Expenditure for Period</b>	<b>-1,655.70</b>	<b>3,702.15</b>
<b>Funds Carrying Forwards at 31st August '23: - Restricted</b>	13,600.00	10,000.00
<b>- Unrestricted</b>	35,672.74	35,570.59
<b>TOTAL FUNDS CARRIED FORWARDS</b>	<b>47,617.04</b>	<b>49,272.74</b>
of which:		
- Restricted Funds: John Lyon's Charity	10,000.00	13,600.00
- Unrestricted Funds	37,617.04	35,672.74
<b>REPRESENTED BY:</b>		
Cash at Bank at 31st August 2024	<b>47,617.04</b>	<b>49,272.74</b>

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



Jessica Finer, Chair

**EVERYDAY MAGIC**

England & Wales - Charity number 1148659

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# Accounts

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# Everyday Magic



*One of the many original backdrops created for storytelling sessions*

Enquiries: [johnsonanef@gmail.com](mailto:johnsonanef@gmail.com)

[www.everydaymagic.org.uk](http://www.everydaymagic.org.uk)

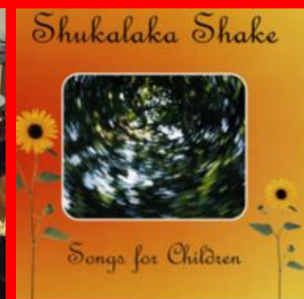
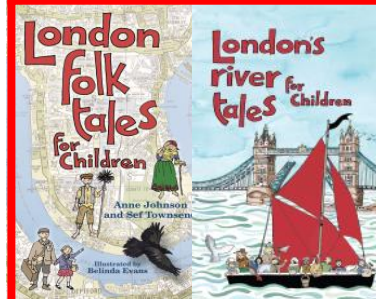
[www.facebook.com/everydaymagicstorytelling](https://www.facebook.com/everydaymagicstorytelling)

[twitter.com/EverydayMagic3](https://twitter.com/EverydayMagic3)

[www.instagram.com/everydaymagicstorytelling/](https://www.instagram.com/everydaymagicstorytelling/)

# Everyday Magic

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



**Report & Financial Statements: Academic Year 2022/23  
Registered Charity No 1148659**

# Everyday Magic

Director: Anne Johnson

E-mail: [johnsonannef@gmail.com](mailto:johnsonannef@gmail.com)

Mobile: 07889 505 608

[www.everydaymagic.org.uk](http://www.everydaymagic.org.uk)

[www.facebook.com/everydaymagicstorytelling](https://www.facebook.com/everydaymagicstorytelling)

[twitter.com/EverydayMagic3](https://twitter.com/EverydayMagic3)

[www.instagram.com/everydaymagicstorytelling/](https://www.instagram.com/everydaymagicstorytelling/)

## In This Report

Our Offer	1
Our Track Record, Our Artists & How we work with Schools	2
'Nature's Here in Town' - Year 2	4
Talk Box	5
What the Schools say	6
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Our Governance, Finances & Funding	11
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End of Year Accounts for Academic Year Ended 31/8/23	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 - made available on 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 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

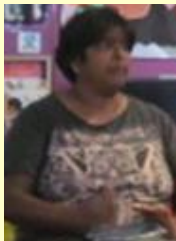


**We choose our artists for their excellence & rapport with children & teachers**

*See more on our website :*  
[www.everydaymagic.org.uk](http://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 prioritises 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



## 'Nature's Here in Town' -Year 2



All year with our 6 partnership schools (see p10) we told traditional stories, woven in with class topics & complemented with original songs & rhymes - which:

- ◆ Encouraged children to use their eyes & ears to notice what was around them - weeds in the cracks of pavements, birds in nearby gardens, foxes disappearing around street corners.



- ◆ Told of harvests, shorter days, longer nights & creatures looking for beds in winter.
- ◆ Captured the wonder of sun, moon, stars, planets and the vastness of the night sky.
- ◆ Celebrated the connection of human life & the natural world



- ◆ Included fairy tales from the dark, deep forests, full of mystery and enchantment



- ◆ Drew attention to the magic of plants growing from seed & mini beasts and their life cycles
- ◆ Introduced them to all the creatures living in the branches and on and under the ground

## New School, New London Borough

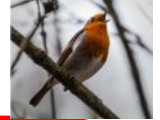
Over the Spring & Summer Terms at St John's RC Primary School, Rotherhithe we have devised & performed stories and songs for all the year groups from Nursery to Year 5 linking to a range of class themes from Once Upon a Time to Lovely London to Extreme Earth and will be continuing to run programmes over the coming academic year.

## The Interactive Sessions Enabled Children to:

- ◆ Have fun with language - repetition, rhyming & word play
- ◆ Learn stories and songs bringing nature alive
- ◆ Role play the 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.



## Talk Box



Talk Box is for children who need particular help or support with their language, confidence or participation in class, including refugees and children in temporary accommodation.

While the main programme is running 2 of our schools – Gifford & Lady Margaret - have taken up Everyday Magic's offer of selecting small groups of students for Talk Box sessions with drama trained actor Louise Cielecki.

Louise uses a range of activities all focused on providing a fun, creative & safe space where children can develop their social skills at their own pace through conversation & play.

- ◆ She may introduce a character, put that character in a situation & ask the children what that character might next do.
- ◆ Or she might tell a story and ask children to draw a picture of their favourite part in it and tell the group about it.
- ◆ Louise uses a lot of movement, acting out a story with both mime & words and encouraging children to do likewise
- ◆ She has been impressed with the level of confidence and engagement the children have developed.

# 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 or Infant School." - *Peter Simpson, Assistant Head, Dormers Wells Junior and infants, Southall*

## Engaging with Diversity & Special Needs

"The sessions are really beneficial for our children with SEN as they are so theatrical, they really do enjoy them. Even the children who often struggle to sit for short periods are gripped by the little sprinkling of magic." - *Paula Mc Clean, Reception class teacher, Perivale Junior & Infant School, Ealing*

"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 School, Southall*

## Connecting with Nature

"We like taking part in the 'Nature's Here in Town' project, as it gives our children the skills needed to enrich their vocabulary and helps their language development and their oracy skills, ensuring that their creativity and imagination are developed at an early age." - *Loredana Beurthe, Assistant Headteacher, St Mary's RC Primary School, Kensington & Chelsea*

"The song about the ants was fantastic. The children were really engaged. They love all the action and the props. They really help as well. We love Everyday Magic. We are learning lots, especially about the birds, and the seasons. Brilliant." - *Zoe Parke, Reception, Lady Margaret Primary School, Southall*

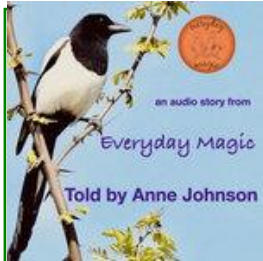
## Encouraging Participation & Extending Language

"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*

## Providing Schools & Homes with Resources

I can't tell you how much joy your music brings to both home and my classroom; my daughter often hums it which suggests it's time to play. My children in Nursery love them, in recent days we've been role playing the 'Degede' tune during circle time while passing a drum and calling each child's name, it's just lovely. We've also established the 'Tidy up' song as our cue for preparing for home time, and guess what! children respond so well! - *Enrique Sanguino, Nursery teacher St Johns R>C> Primary School, Rotherhithe*

# Resources for Schools



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

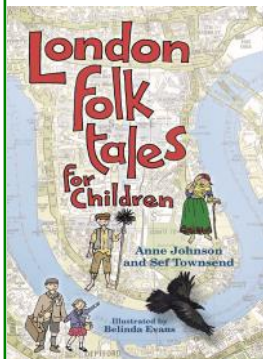


## Everyday Magic Storytellers for Early Years & Key Stages 1 & 2

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

For Downloading & Streaming Go to: [Everyday Magic's bandcamp](#) and:  
[Music and Stories for Streaming & Downloading and on CD | Everyday Magic](#)

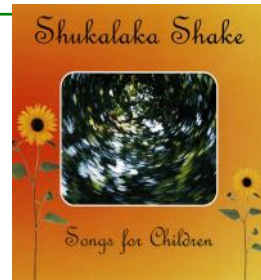
## 2 BOOKS OF ORIGINAL TALES



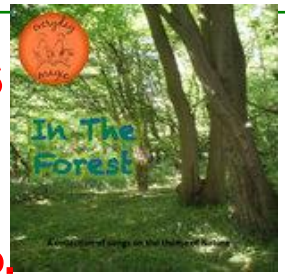
by storytellers  
Anne Johnson & Sef Townsend  
published by  
the History Press @ £9.99  
available from all  
bookshops & amazon



# Resources for Schools



**100 ORIGINAL SONGS**  
Fun to Sing  
Easy to Remember  
Great Way to Absorb Info.



## Song Compilations with on-screen words & images

**Forest Songs** - Go to: [Forest Songs](#)

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

**We Are Londoners** - Go to: [We Are Londoners](#)

## Original Song & Lyric Compilations

**Shukalaka Shake** - 35 Songs to Celebrate a Child's Day

Go to: [Shukalaka Shake from Everyday Magic Storytelling](#)

**Rivers & Seas** - 12 songs on Spotify

Go to: <https://share.amuse.io/eWMAJQendTHD>

**Heard on the Wind** - Go to: [Heard on the Wind](#)

**Rhymes, Poetry, Movement** - 6 lyrics based on poems & trad 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 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 2022/23

### In Ealing:

- ◆ Acton Gardens Primary School, W3 (*Autumn term 2022*)
- ◆ Durdan's Park Primary School, UB1 (*from Spring 2023*)
- ◆ 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 Southwark:

St John's R.C. Primary School, SE16 (*Spring & Summer 2023*)

## Many Thanks to a Key Funder

We are extremely grateful and beholden to John Lyon's Charity for the 2nd year of a 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 and the generous addition of a cost of living supplement

## Looking Ahead to 2023/24

- ◆ As well as delivering Year 3 of *Nature's Here in Town* with our 6 partnership schools, we will continue introducing *Everyday Magic* to primary schools in other London 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. 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 a steady growth in activities and income £60,210 (*last year £50,500*) and fees from schools amounted to £24,160 (*last year £20,500*). This was the second year of generous grant funding from John Lyon's Charity for our *Nature's Here in Town* programme which this year amounted to £36,000 – a main grant of £30,000 and £6,000 as a cost of living supplement. Expenditure for the year was £56,508 (*last year £53,648*) 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 £49,273 (*last year £45,571*), 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 her work & made a full disclosure of all relevant information.

This report was approved by trustees on 16/10/2023 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 2022. 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.

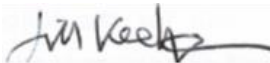
## INDEPENDENT EXAMINERS'S STATEMENT

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

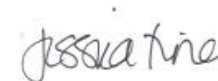


Britt & Keehan, Chartered Accountants Date: 17/10/23  
33 Grimwade Avenue, Croydon CRO 5DJ

## End of Year Accounts for Academic Year Ending 31/8/2023

INCOME	2023	2022
	£	£
<b>Charitable Trusts</b>		
John Lyon's Charity	36,000.00	30,000.00
	<b>36,000.00</b>	<b>30,000.00</b>
<b>Fees, Commissions, Sales &amp; Donations</b>		
Fees from Schools	24,160.00	20,500.00
Doantion from Global Warriors	50.00	
	<b>24,210.00</b>	<b>20,500.00</b>
<b>TOTAL INCOME</b>	<b>60,210.00</b>	<b>50,500.00</b>
<b>EXPENDITURE</b>	<b>2023</b>	<b>2022</b>
	£	£
Artists' Payments for Schools Programme	39,515.00	37,050.00
Creative Development/ School & Artist Liaison/ Evaluation/Feedback/ Reports	8,975.00	8,700.00
Project promotion, recording, website, materials	7,657.85	7,549.87
Independent Examiner	360.00	348.00
<b>TOTAL EXPENDITURE</b>	<b>56,507.85</b>	<b>53,647.87</b>
<b>Excess of Income Over Expenditure for Period</b>	<b>3,702.15</b>	<b>-3,147.87</b>
<b>Funds Carrying Forwards at 31st August:</b>		
- <i>Restricted</i>	10,000.00	10,000.00
- <i>Unrestricted</i>	35,570.59	38,718.46
<b>TOTAL FUNDS CARRIED FORWARDS</b>	<b>49,272.74</b>	<b>45,570.59</b>
of which:		
- Restricted Funds: John Lyon's Charity	13,600.00	10,000.00
- Unrestricted Funds	35,672.74	35,570.59
<b>REPRESENTED BY:</b>		
Cash at Bank at 31st August 2023	49,272.74	<b>47,020.59</b>
<i>Late payments</i>		-1,450.00
	<b>49,272.74</b>	<b>45,570.59</b>

Approved by Trustees on 16/10/2023 and signed on their behalf by:



Jessica Finer, Chair

**EVERYDAY MAGIC**

England & Wales - Charity number 1148659

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# Accounts

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# Everyday Magic



*One of the many original backdrops created for storytelling sessions*

Enquiries: [johnsonanef@gmail.com](mailto:johnsonanef@gmail.com)

[www.everydaymagic.org.uk](http://www.everydaymagic.org.uk)

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[twitter.com/EverydayMagic3](https://twitter.com/EverydayMagic3)

[www.instagram.com/everydaymagicstorytelling/](https://www.instagram.com/everydaymagicstorytelling/)

## Everyday Magic

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



Report & Financial Statements for Academic Year 2021/22

*Registered Charity No: 1148659*

# Everyday Magic

**Director: Anne Johnson**

**E-mail: [johnsonannef@gmail.com](mailto:johnsonannef@gmail.com)**

**Mobile: 07889 505 608**

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**[www.facebook.com/everydaymagicstorytelling](https://www.facebook.com/everydaymagicstorytelling)**

**[twitter.com/EverydayMagic3](https://twitter.com/EverydayMagic3)**

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## In This Report

Our Offer	1
Our Track Record, Our Artists & How we work with Schools	2
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<b>Independent Examiner's Statement</b>	12
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## 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—**made available on 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 & 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



Sound Recording  
Instrumentalist  
& Social Media:

Michele  
Chowrimootoo



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

*See more on our website:*  
[www.everydaymagic.org.uk](http://www.everydaymagic.org.uk)

Singer & Harmonies  
on Recorded  
Songs & 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
- 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 we can provide a 50% subsidy to schools - p11



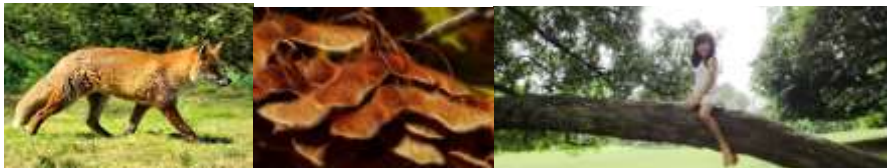
# Nature's Here in Town

## The Year's Programme

In the Autumn we prepared our 6 schools (*see p10*) for our new 3-year project 'Nature's Here in Town' which started in January, generously supported by John Lyon's Charity.

Throughout the school year:

- ◆ Each term there were planning sessions with each school and workshops with storytellers to develop fresh material.
- ◆ Nature themes were linked to class curriculum topics.
- ◆ Each school chose classes to be prioritised each term, which ranged from Nursery & Reception to Years 1 & 2.
- ◆ 2 storytellers ran 6 half day sessions/term with each school.
- ◆ To reach more children, each storyteller worked with separate classes, occasionally bringing their classes together.



The Interactive Sessions Enabled Children to:

- ◆ Have fun with language - repetition, rhyming & word play
- ◆ Learn stories and songs bringing nature alive
- ◆ Role play the human & animal characters in the stories
- ◆ Enlarge their vocabulary & develop their verbal skills
- ◆ Get to know the natural world about them
- ◆ Learn about our dependence on the natural world and the need for its protection, about farming and where our food comes from, how it's grown & what's good to eat

# Nature's Here in Town

## What the Stories Covered



The traditional stories woven in with class topics & complemented with original songs and rhymes:

- ◆ Encouraged children to use their eyes and ears to notice what was around them - weeds in the cracks of pavements, birds frequenting nearby gardens, parks and trees, foxes disappearing around street corners.
- ◆ Told of harvests, of shorter days and longer nights and creatures looking for beds in winter.
- ◆ Captured the wonder of the sun, the moon, stars, planets and the vastness of the night sky.
- ◆ Celebrated the connection between human life and the natural world
- ◆ Included fairy tales from the dark, deep forests, full of mystery and enchantment
- ◆ Drew attention to the magic of plants growing from seed and mini beasts and their life cycles
- ◆ Walked children through imaginary woods, looking up at the trees, smelling the earth and the leaves



# 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 or Infant School." - Peter Simpson, Assistant Head, Dormers Wells Junior and infants**

## Engaging with Diversity & Special Needs

**"The sessions are really beneficial for our children with SEN as they are so theatrical, they really do enjoy them. Even the children who often struggle to sit for short periods are gripped by the little sprinkling of magic." - Paula Mc Clean, Reception class teacher, Perivale Junior & Infant School.**

**"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 School**

## Connecting with Nature

**"We like taking part in the 'Nature's Here in Town' project, as it gives our children the skills needed to enrich their vocabulary and helps their language development and their oracy skills, ensuring that their creativity and imagination are developed at an early age." - Loredana Beurthe, Assistant Headteacher, St Mary's RC Primary School**

**"The 'Nature's Here in Town' project links very well to one of our school's key curriculum themes of Sustainability and complements developing a love of the natural world in our pupils. We want our pupils to leave with a connection to nature and to be 'good stewards' for the planet." - Helen Rai, Head teacher, Lady Margaret Primary School**

## Encouraging Participation & Extending 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**

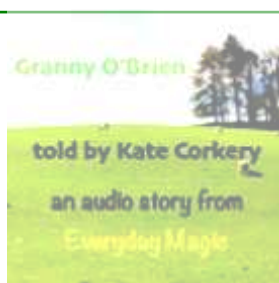
## Providing Schools with Ongoing Resources

**"The video stories are very beneficial to our children and are an excellent way of continuing to develop our children in the weeks when there are no storytellers in school. The songs are very helpful as extra time and space in the curriculum is limited so any songs that link and develop with the work that already happens in school is great. This enables us to maximize opportunities for learning." - Dormers Wells infants & Junior School staff**

## 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	Anansi's Common Sense Drum

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

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

## 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  
Fun to Sing  
Easy to Remember  
Great Way to Absorb Info



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 Pet-als?	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
	Spiders from Tiny Eggs	

## Participating Schools in 2021/22

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

## 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 most generously approved a further 3 year grant of £30,000/year for our new programme *Nature's Here in Town* which started in January and is running in all 6 participating schools.
- ◆ We were able to draw on the £5,000 grant generously provided by Fagus Anstruther Memorial Trust in the previous academic year in order to subsidise costs for one of our schools unable to afford the termly fee.

## Looking Ahead to 2022/23

- ◆ We will be seeking to develop new partnerships with schools in other London 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. 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

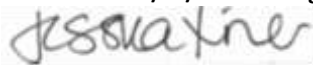
This year, in the wake of Covid we were able to run programmes through all 3 terms (Autumn '21, Spring & Summer'22) and fees from schools amounted to £20,500. Generous grant funding from John Lyon's Charity amounted to £30,000 - £10,000 for the final term of 'Let the Children Speak' and £20,000 towards the first two terms of our new programme 'Nature's Here in Town', starting January '22. Expenditure for the year was £53,648 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 £45,571, of which £35,571 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 her work & made a full disclosure of all relevant information.

This report was approved by trustees on 24/10/2022 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 2022. 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

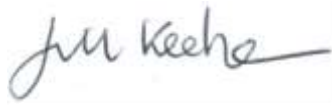
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- 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: 24/10/22

## End of Year Accounts for Academic Year Ending 31/8/2022

INCOME	2022 £	2021 £
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
	<u>30,000.00</u>	<u>35,940.00</u>
Fees, Commissions & Sales		
Fees from Schools – Autumn, Spring & Summer Terms	20,500.00	10,380.00
Sales of Everyday Magic Songs		200.00
	<u>20,500.00</u>	<u>10,580.00</u>
TOTAL INCOME	50,500.00	46,520.00
EXPENDITURE	2022 £	2021 £
Artists' Payments for Schools Programme	37,050.00	20,155.00
Creative Development/ School & Artist Liaison/ Evaluation/Feedback/ Reports	8,700.00	6,000.00
Project promotion, recording, website, materials	7,549.87	10,674.05
Independent Examiner	348.00	336.00
TOTAL EXPENDITURE	<u>53,647.87</u>	<u>37,165.05</u>
Excess of Income Over Expenditure for Period	-3,147.87	9,354.95
Funds Carrying Forwards at 31st August: - <i>Restricted</i>	10,000.00	11,768.00
- <i>Unrestricted</i>	38,718.46	27,595.51
TOTAL FUNDS CARRIED FORWARDS	45,570.59	48,718.46
of which:		
- Restricted Funds: John Lyons Charity	10,000.00	10,000.00
- Unrestricted Funds	35,570.59	38,718.46
REPRESENTED BY:		
Cash at Bank at 31st August 2022	47,020.59	49,968.46
Late payments	-1,450.00	-1,250.00
	<u>45,570.59</u>	<u>48,718.46</u>

Approved by the Trustees on 24/10/2022 and signed on their behalf by:



Jessica Finer, Chair

**EVERYDAY MAGIC**

England & Wales - Charity number 1148659

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# Accounts

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# Everyday Magic



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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

**Director: Anne Johnson**

**E-mail: [johnsonannef@gmail.com](mailto:johnsonannef@gmail.com)**

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## In This Report

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- ◆ 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](http://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 & Perivale** primary schools and **Dormers Wells & 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*

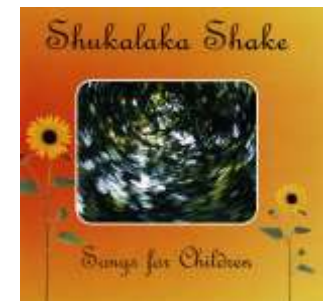


## Song Compilations

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 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 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 in Ealing and Kensington & Chelsea.
- ◆ 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 6th June 2022 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 2022. 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' 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



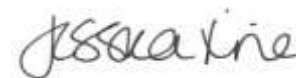
Date:

6/6/22

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

INCOME	2021	2020
	£	£
Charitable Trusts		
<b>John Lyon's Charity</b>	30,000.00	30,000.00
Fagus Anstruther Memorial Trust	5,000.00	-
<b>Thomas's Schools Foundation</b>	940.00	1,880.00
	<u>35,940.00</u>	<u>31,880.00</u>
Fees, Commissions & Sales		
<b>Fees from Schools – Autumn &amp; Summer Terms</b>	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>
<b>TOTAL INCOME</b>	<b>46,520.00</b>	<b>50,440.57</b>
EXPENDITURE	2021	2020
	£	£
<b>Artists' Payments for Schools Programme</b>	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
<b>TOTAL EXPENDITURE</b>	<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 <sup>st</sup> Sept: - <i>Restricted</i>	11,768.00	10,000.00
- <i>Unrestricted</i>	27,595.51	24,573.04
<b>TOTAL FUNDS CARRIED FORWARDS</b>	<b>48,718.46</b>	<b>39,363.51</b>
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>	-1,250.00	-1,880.00
	<u>48,718.46</u>	<u>39,363.51</u>

Approved by the Trustees on 6th June 2022 and signed on their behalf by:



Jessica Finer, Chair