

Everyday Magic



One of the many original backdrops created for storytelling sessions

Enquiries: johnsonannef@gmail.com

www.everydaymagic.org.uk

www.facebook.com/everydaymagicstorytelling

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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

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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

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*

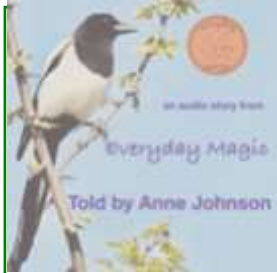
Encouraging Participation & Extending Language

"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*

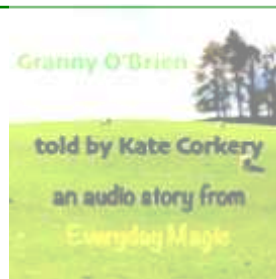
Providing Schools with Ongoing Resources

"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:



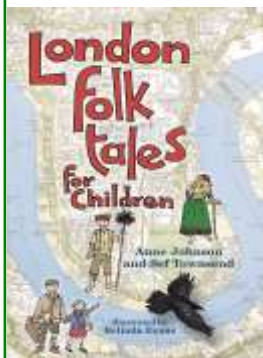
Everyday Magic Storytellers for Early Years & Key Stages 1 & 2

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

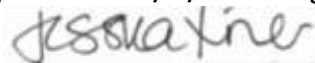
This year, in the wake of Covid we were able to run programmes through all 3 terms (Autumn '21, Spring & Summer'22) and fees from schools amounted to £20,500. Generous grant funding from John Lyon's Charity amounted to £30,000 - £10,000 for the final term of 'Let the Children Speak' and £20,000 towards 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

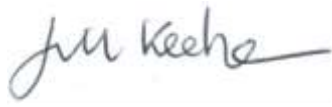
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- 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