

Everyday Magic



One of the many original backdrops created for storytelling sessions

Enquiries: johnsonannef@gmail.com

www.everydaymagic.org.uk

www.facebook.com/everydaymagicstorytelling

twitter.com/EverydayMagic3

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

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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 over 20 years
- ♦ Our programmes - bringing fun, creativity & language development - are tried & tested
- ♦ Our talented artists - with national & international profiles - provide exciting role models
- ♦ Feedback from heads, class teachers & children has invariably been positive - pp 6 & 7

Our Artists

Storytellers

Anne Johnson Kate Corkery Nell Phoenix Sef Townsend Tuup



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

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

Sound Recording, Instrumentalist & Social Media:

Michele Chowrimootoo



Singer on Recorded Songs & Stories & Back-drop 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

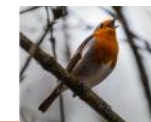
Over the Spring & Summer Terms at St John's RC Primary School, Rotherhithe we have devised & performed stories and songs for all the year groups from Nursery to Year 5 linking to a range of class themes from Once Upon a Time to Lovely London to Extreme Earth and will be continuing to run programmes over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

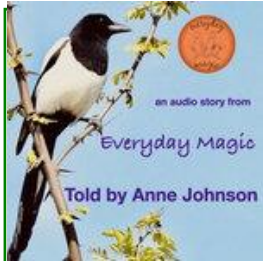
Encouraging Participation & Extending Language

"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:

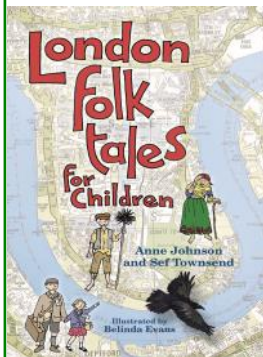


Everyday Magic Storytellers for Early Years & Key Stages 1 & 2

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](#)

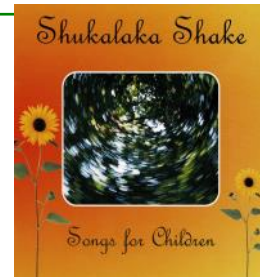
2 BOOKS OF ORIGINAL TALES



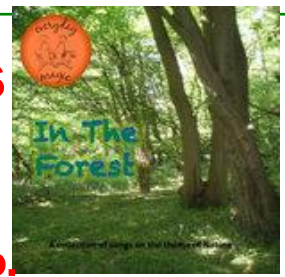
by storytellers
Anne Johnson & Sef Townsend
published by
the History Press @ £9.99
available from all
bookshops & amazon



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

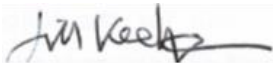
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- 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 £
Charitable Trusts		
John Lyon's Charity	36,000.00	30,000.00
	36,000.00	30,000.00
Fees, Commissions, Sales & Donations		
Fees from Schools	24,160.00	20,500.00
Doantion from Global Warriors	50.00	
	24,210.00	20,500.00
TOTAL INCOME	60,210.00	50,500.00
EXPENDITURE	2023 £	2022 £
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
TOTAL EXPENDITURE	56,507.85	53,647.87
Excess of Income Over Expenditure for Period	3,702.15	-3,147.87
Funds Carrying Forwards at 31st August: - Restricted	10,000.00	10,000.00
- Unrestricted	35,570.59	38,718.46
TOTAL FUNDS CARRIED FORWARDS	49,272.74	45,570.59
of which:		
- Restricted Funds: John Lyon's Charity	13,600.00	10,000.00
- Unrestricted Funds	35,672.74	35,570.59
REPRESENTED BY:		
Cash at Bank at 31st August 2023	49,272.74	47,020.59
Late payments		-1,450.00
	49,272.74	45,570.59

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



Jessica Finer, Chair