



MAGIC FOR SMILES

Report of the Trustees for the Year Ended 31st December 2024

Charity:	Magic for Smiles (MFS)
Registration number:	1182676
Address:	77 Percy St, Oxford OX4 3AD
Trustee names:	Nick Roseveare (Chair, appointed 16 th April 2025) Sioned Jones (Chair until 16 th April 2025) Anne Cooper (Resigned 4 th November 2024)

The Trustees present their report for the year ended 31 December 2024

1. Structure, Governance, Management

Structure

Magic for Smiles (MFS) is a charitable incorporated organisation constituted under the foundation model and registered on 28 March 2019.

Governance

For the reporting period the charity had two trustees and a technical adviser. Anne Cooper resigned November 2024, and Nick Roseveare was recruited and appointed April 2025. On his appointment Nick also took the role of Chair with Sioned remaining as a Trustee (Treasurer). It is felt that for the time being two Trustees, with the experience and skills Nick and Sioned bring, are sufficient for the charity.

The trustees met during the year to monitor the activities of the charity against its strategic objectives and review and amend these, as well as providing support, advice and governance of the charity. Meetings were attended by Jamie Balfour-Paul, the Founder and de-facto CEO of the charity.

Management

Day to day management of the charity is carried out, by Jamie Balfour-Paul. He is also the charity's humanitarian magician and for this work he is employed by the charity on a consultancy basis and is remunerated. He is supported in the charity's management by the Trustees.

2. Objectives and Activities

The charitable objects of Magic for Smiles are: *the relief and assistance of refugees and other vulnerable children in the Lebanon and other countries of the Middle East and beyond through the provision of magic as a form of entertainment and psychosocial support, with a view to the relief of stress and trauma and improving the lives of such persons.*

The objectives in place for the year were:

Objective 1: MFS to become more established regionally and in the UK

Objective 2: MFS to focus down on sustained partnerships as well as further consolidation of its spread in the region.

Objective 3: Successful sustained funding secured from at least two trusts or foundations

Objective 4: A response to new regional crises where MFS could add value (through campaigning and programming), and a more compassionate and fairer policy environment for asylum seekers to the UK

The Trustees confirm they have given due regard to the Charity Commission's published guidance on public benefit when determining the charities activities.

3. Achievements and Performance,

Objective 1: Strengthened establishment in region and UK

The Gaza crisis has had a significant impact on our work in the Middle East region. We did undertake a trip to Jordan to deliver 8 workshops rather than magic shows which didn't feel appropriate considering the situation for the Gazan refugees. The workshops were attended by medical evacuee children from Gaza to Jordan. We also gained new partnerships in Egypt and undertook a trip that delivered 8 magic shows for Gazan and Sudanese refugees. It should be noted that as we account on a cash (receipt & payments) basis the expenditure for this trip to Egypt undertaken in December 2024 will be shown in our 2025 accounts but the activity is reported within this report. Finally, a visit to Turkey was possible for the first time since 2022, but the legacy of the tragic earthquake in 2023 meant the most funding remained cut other than for life saving work

In the UK there were changes in political policy over the treatment of refugees and asylum seekers which significantly impacted demand for our work. This was mainly due to the dispersal of refugees and asylum seekers away from their group accommodation and insufficient resource with our partners, many of whom are staffed by volunteers, who were supporting the refugees and asylum seekers both with their applications to stay and handling evictions. This reduced demand in the UK.

Overall, we conducted 46 events made up of 37 shows and 9 workshops (and 1 fundraiser). 20 of these were in the UK (19 shows, 1 workshop), and 26 in Turkey/Jordan (18 shows, 8 workshops) – numbers were slightly down on 2023 due to the factors described above.

By way of comparison, previous FYs saw the following:

FY 2023 54 events (including 4 workshops) for 3560 children (plus 2 fundraisers)

FY 2022 64 events (including 7 workshops) for 3575 children (plus 5 fundraisers)

FY 2021 33 events (including 1 workshop) for 1515 children

FY 2020 40 events (28 shows, 12 workshops) for 1574 children

FY 2019 62 events (57 shows, 5 workshops) for 4055 children (plus 9 networking & fundraising events)

We have not yet managed to find a partner organisation to conduct research to generate impact evidence – this is primarily due to funding limitations. Nevertheless, we continue to receive very positive feedback from attendees and partners. The shows impacted particularly on emotional benefits (especially entertainment, de-stressing and happiness), cognitive benefits (concentration, analysis and imagination) and social benefits (especially interaction, and self-confidence) even if one off which was the majority of cases. And as regards workshops (and with the increased number), an emphasis was made on social benefits (self-confidence and self-esteem) gained through at least half the training on performance.

Review from a partner in UK:

We were so glad to get the fabulous Jamie Jibberish to perform for the refugees [in a Croydon Hotel]. The parents enjoyed the magic just as much as the little ones! Everyone responds to magic with surprise & delight. We were all one! Huge thanks and gratitude to Jamie, who engaged everyone in the room & helped us create a really FUN & exciting atmosphere for everyone who was there that day. He added a special something!!

MFS continued to strengthen its profile through its visibility and networking events (magic conventions). It has also been active in the advocacy and campaigning in regard to the war in Palestine.

Objective 2: Sustained partnerships

Funding cuts persist in the region – in particular with humanitarian funds being diverted to Ukraine and in Turkey there is still a focus still on lifesaving work after the earthquake of almost two years ago. Lots of staff contacts have therefore left their employers and there is often no programme for children. Furthermore, the war in Gaza and the plight of the those in the country and fleeing is putting pressure on organisations working near the borders who are focussing on life saving support. However, partnerships in Jordan grew with our visit there, and new partnerships emerged in a new country, Egypt. In the UK, there was some shift away from asylum seekers towards refugees reflecting the difficulty of operating in asylum seeker hotels (focused on evictions), and with refugees it is harder to convene children once their parents get refugee status and find their own accommodation. Nevertheless, a new partner Calais Light approached us and have become valued partner.

Objective 3: Grant funding from two trusts and increased awareness

No regular trust was found to provide substantive ongoing funding. However, some trusts from 2023 were able to contribute in 2024 as laid out below.

Objective 4: Asylum seeker and other policy influencing as the situation dictates

The main development during the year was the war on Gaza which started in October 2023 and continues well into 2025. Key messages have been the sanctity of adherence to international humanitarian law, stopping all arms and arms components sale to Israel, and an unconditional permanent ceasefire.

On asylum and refugees, as part of the Together with Refugees coalition, we launched the [Fair Begins Here](#) campaign calling for a compassionate, fair and well managed asylum system. A win of this coalition and others was the scrapping of the Rwanda scheme after which the campaign promise was updated. Preparation was made for advocacy on the misplaced Border Security and Immigration Bill introduced into the House of Commons by the government at the start of 2025.

4. Financial review

Total income for the year 2024 was £13,659 as opposed to £12,755 for 2023.

Expenditure for the year 2024 was £13,564 as opposed to £14,954 for 2023. The charity does not have a reserves policy but strives to manage expenditure so that there is always at least £200 in the charity account. As of 31st December 2024 there was £4,633 cash in the bank.

Fundraising:

Magic for Smiles raised the majority of its funds, from donations from the general public, through its online presence on Justgiving (also on our website) via an ongoing appeal and presence.

The remainder of funds came from 3 small donation grants from Trusts of 2022 totalling £2000 – Stanton Ballard Charitable Trust (£500), Lord Faringdon Charitable Trust (£500), and Leslie Farrer Brown Trust (£1000).

We do not work with professional fundraisers.

5. Details of any funds held as a custodian trustee

No funds are held as a custodian trustee.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Magic for Smiles

1182676

Receipts and payments accounts

CC16a

For the period
from

Period start date
01/01/2023

To

Period end date
31/12/2023

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Grants	2,000		-	2,000	2,000
Donations	9,969	-	-	9,969	8,632
Earned income (donations from shows)	1,690	-	-	1,690	2,124
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	13,659	-	-	13,659	12,756
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	13,659	-	-	13,659	12,756
A3 Payments					
Humanitarian Magician	9,000		-	9,000	9,094
IT, administration and membership	579	-	-	579	2,643
Magic supplies	236	-	-	236	130
UK travel and expenses	760	-	-	760	1,610
International travel	2,989	-	-	2,989	1,478
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	13,564	-	-	13,564	14,955
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	13,564	-	-	13,564	14,955
Net of receipts/(payments)	95	-	-	95	- 2,199
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	4,539	-	-	4,539	6,738
Cash funds this year end	4,634	-	-	4,634	4,539

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	At bank	4,634	-	-
		-	-	-
		-	-	-
	Total cash funds	4,634	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	S M Jones	Sioned M Jones	5th Oct 2025	