



End of Year Report: The Sandhu Charitable Foundation

(Year to 31 December 2011)

The generous donation of £20,000 made by The Sandhu Charitable Foundation has successfully enabled the expansion of Magic Bus Delhi operations in 2011. This report outlines the achievements of Magic Bus in 2011 and demonstrates in detail how The Sandhu Charitable Foundation funds have been used to achieve expansion, allowing us to reach many more vulnerable children in Delhi.

About Magic Bus

In 2011 we made great progress using sport to create equal opportunities for vulnerable children and young people in India. Our mission is to empower children and young people to make effective choices for themselves in the areas of education, gender equality, health, leadership and livelihood, using a unique Sport for Development (S4D) approach. Having seen the dramatic impact Magic Bus can have on entire communities, we have now set ourselves the challenge to reach 1 million children by 2015, across 10 states in India.

2011 Highlights

Reaching out to 200,000 children

By March 2012, 200,000 children living in poverty in seven Indian states will be engaged in weekly Magic Bus sessions at a cost of just £10 per child per year, compared with 120,000 children in 2010-11. To date, we have trained over 5,000 young people to run the programme and act as leaders in their communities.

Magic Bus now has over 20 offices across India and employs 690 people, over 90% of whom are directly involved in delivering our programmes and training youth leaders. These dedicated people have created a unique curriculum that uses sports and activity based learning to deliver developmental messages and impact social change.

Measuring our impact in 2011:

- 🚌 **Health:** 7 out of 10 Magic Bus children improve their health, fitness and nutrition levels
- 🚌 **Gender:** 4 out of 10 Magic Bus children are girls, as are 40% of youth volunteers
- 🚌 **Education:** 7 out of 10 Magic Bus children who have dropped-out of school, re-enrol and finish school
- 🚌 **Livelihood:** 85% of Magic Bus youth enrol in Connect, our employability programme; 90% of these young people go on to further education

Financial highlights of 2011

Income

In the financial year 2010-11, Magic Bus grew its income by 58% to £1,150,695 (2009-10, £730,047). This increase was due almost entirely to the fundraising efforts of our offices outside India and reflects the success of our efforts to enter into long-term, strategic financial partnerships with major international organisations such as Nike, Comic Relief, Premier League and Barclays.

Expenditure

As anticipated and in line with our development plan, our expenditure grew by 80%, as we extended Magic Bus' programmes to reach an additional 58,585 children. This scaling up has been successfully achieved whilst maintaining a best-practice administration/programme delivery ratio. Currently 83p in every £1 is spent on programme delivery. The success of Magic Bus' expansion has attracted the

interest of a number of new funding organisations, with whom we are actively pursuing the opportunity to develop additional long-term relationships and continuity of funding.

Awareness-raising highlights of 2011

- ⊕ A Memorandum of Understanding was signed between Magic Bus and the Indian Government Ministry of Youth Affairs and Sports, to acknowledge Magic Bus as a knowledge partner in the implementation of the National Rural Sports Programme.
- ⊕ Magic Bus successfully organised a number of major conferences throughout the year:
 - The 'Corporate Social Responsibility, Changing Life Through Sports' conference was held in Delhi in February, in collaboration with FICCI. The British Council and Magic Bus acted as knowledge partners with the Australian Sports Commission as the strategic partner.
 - The second conference on "Sports as a catalyst for Social Change" was held in October 2011. The chief guest was the noted social activist, Ms Amala Akkineni.
 - More than 200 practitioners, policymakers and individuals attended The Maidan Summit in Delhi in December, the second annual international conference on S4D. The objectives included sharing ideas, insights and experiences on how sport can make a difference to lives today and how it can be a medium to achieve social development, especially for the marginalised.
- ⊕ In September 2011, Magic Bus held its first fundraising gala in India.

Why are we expanding our operations?

India – the facts:

- ⊕ India contains 22% of the world's population and 46% of the world's illiterate
- ⊕ Only 1% of girls graduate from high school
- ⊕ India houses 42% of the world's malnourished children
- ⊕ 4 children die every minute, mostly from preventable diseases
- ⊕ Over 11 million children live in slums or on the streets
- ⊕ Of these 11 million, over 50% are physically or sexually abused

By empowering whole communities, Magic Bus aims to break the poverty cycle that delivers these statistics. Our goal of reaching one million children by 2015 has been set as we believe that, in such a large country, only by working at scale can we bring about long term, sustainable social change.

How have The Sandhu Charitable Foundation funds been used?

The Sandhu Charitable Foundation has funded our expansion in Delhi. To date, Magic Bus has reached 77,666 children in Delhi and has trained 2,010 youth as Community Sports Coaches (CSCs) to deliver programmes in marginalized communities. We are striving to achieve a 1:1 male female ratio. Progress has been made in this area and, currently, 39% of the children reached and 35% of the youth volunteers engaged are female. We have also engaged 121 Youth Mentors and 27 Training cum Monitoring Officers (TMOs) as part of the Delhi expansion. The CSCs involved in this programme are being given the opportunity to participate in the Magic Bus Connect programme, designed to give them the skills to find and remain in full-time employment.



As part of their Magic Bus development, children, Community Sports Coaches and Youth Mentors participated in 14 Community Sports Tournaments during the year.

Snapshot of the Magic Bus Delhi Programme

Outreach:

Staff →	TMOs	Youth Mentors	CSCs	Children
Locations ↓				
Delhi				
South Central	8	36	623	24563
North West	9	37	635	22354
East	10	48	752	30749
Total	27	121	2010	77666

Gender Ratio:

Staff →	TMOs (%)	Youth Mentors (%)	CSCs (%)	Children (%)
Locations ↓				
Delhi	19	37	35	39

*Table depicts female ratio in the programme

Capacity building:

TMOs (paid staff)	Undergo 75 days of intensive training at Mumbai, outdoor experiential learning centre at Karjat and respective state districts.
Youth Mentors (paid staff)	Undergo 10 days of residential training at respective districts followed by six days of refresher training.
CSCs (volunteers)	Undergo seven days of residential training at respective districts followed by one day of refresher training every month.

Bringing your funding to life

The following stories from Delhi illustrate the benefits your funds are delivering to children and their communities.

Community involvement and motivation

A key element of the Magic Bus programme is engaging with and actively involving the entire community. A notable example of this was the cricket tournament organised by Magic Bus, from 25 May to 5 June 2011, in Badarpur. The tournament was a joint initiative between the Community Sports Coaches and local community leaders. A total of 16 teams from South Delhi participated in the event.



Sponsorship was gained for the prizes and all other expenditure was jointly borne by the local community. The success of this and other similar tournaments is highly motivational for the volunteer Community Sports Coaches and reinforces the relationship between Magic Bus and the communities in which it operates.

Bringing education to marginalised communities

One of the most important outcomes of the Magic Bus programme is getting children into full-time education. The North Delhi team was instrumental in enrolling some of the children participating in the



Magic Bus programme into a school in Bhalaswa. This is an area of extreme poverty, where the majority of the population are migrants with few employment opportunities. The nearest school is quite some distance from the community and children are not encouraged by their parents to attend, instead they spend their days rag picking. The North Delhi team focused their efforts on generating awareness among the community of the importance of education, with the result that 83 children, including 30 girls, from nursery age to grade 11, enrolled in full-time education in April. After the two-month summer break, all the children returned

to school. The team also facilitated the enrolment of one of the older students on to a Delhi University correspondence course.

Thank you so much for making this possible

