



# MAGIC BUS INDIA FOUNDATION ANNUAL REPORT 2014-15



# A BALL CAN CHANGE THE WORLD



On October 5, 2014, Magic Bus was featured on Satyamev Jayate, India's leading talk show on social issues, in the launch episode of Season 3. A deluge of popular response hit us the moment the words 'Magic Bus' appeared on the screen.

Over the next months, we received more than 77,000 calls on the number flashed on screen. Many of the callers wanted to initiate Magic Bus programmes in the areas they live in. Hundreds of others emailed or left messages on our social media channels, and on the Satyamev Jayate site, asking to be associated with us in some way.

The most touching among these were some messages from parents. "My child is a bit slow in learning new things. I am hopeful that with activity-based engagement will help him learn better and grow up well," wrote a parent from Mumbai. What Satyamev Jayate taught us was also the huge scale of the problem: we work with nearly half a million children, but compared with more than 400 million, that is, the total child population of this vast country, we are touching just a fraction.

Our life after the programme is now about how to do our job better. We believe that if people will know more about our work, they will come forward to support us more. And Satyamev Jayate created the large-scale awareness about the fact that our approach is credible, and it gets results.

*(Satyamev Jayate is hosted by popular actor and producer Aamir Khan, and reportedly reaches an astounding 700 million viewers on the Star and Doordarshan networks. It is also translated into several other languages.)*





# FROM THE FOUNDER'S DESK



Over the course of the last three years, our organisation has almost trebled in size. It has become bigger and much more complex and we have put in all our energy into ensuring that every child we work with moves from poverty.

Given where we are, this year we recognise the need to create a plan and structure that ensures we are working together to deliver high impact programmes at scale. Along with our size, we realized that it is crucial that we now focus on deeper impact.

16 years ago, when I started Magic Bus, it was to provide young people with the ability to be successful in adult life. We know now where Magic Bus can have most impact. Going forward, this will mean focusing on fewer areas but with greater, deeper impact within the work we do already.

With this as a focus, we started the Change Initiatives (see page #6) this year, to develop a team of more accountable, innovative and collaborative employees and volunteers.

While this very important initiative was going on, we were also working hard on fulfilling our yearly goals for 2014-15. And I am very happy to report that we achieved much of the objectives we set before us (see page #5).

By the end of the financial year, we were reaching 294440 children, 46.3% of which were girls.

This is perhaps the best year we have had so far to upgrade our organisation's expectations from ourselves, in order to make a dent on poverty in India and deprivation everywhere.

Matthew Spacie  
Founder, Magic Bus India Foundation

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## FIRST INDIVIDUAL FUNDRAISER'S CAMPAIGN



Kaustubh Khade's campaign was featured as a top campaign in the Ketto.org's year-end newsletter.

30-year-old Kaustubh Khade paddled hard to get the Magic Bus individual fundraiser's campaign going. This avid kayaker took a single kayak all the way from Mumbai to Goa.

After 18 challenging days on open seas, Kaustubh reached Goa on March 3, 2015.

This incredible feat has helped us enroll 95 underprivileged children on our programme to raise the much needed funds and visibility for Magic Bus.

# KEY HIGHLIGHTS OF THE YEAR



Finalist at Schwab Social Entrepreneur of the Year Awards



Crossed the 1000 employee mark



Entered the space of individual fundraising



Sustainability corpus received from 4 major donors to aid fundraising for the cause



A substantial increase in support from corporate houses in India



The US Office increased its contribution substantially



Revamped Livelihoods Programme launched

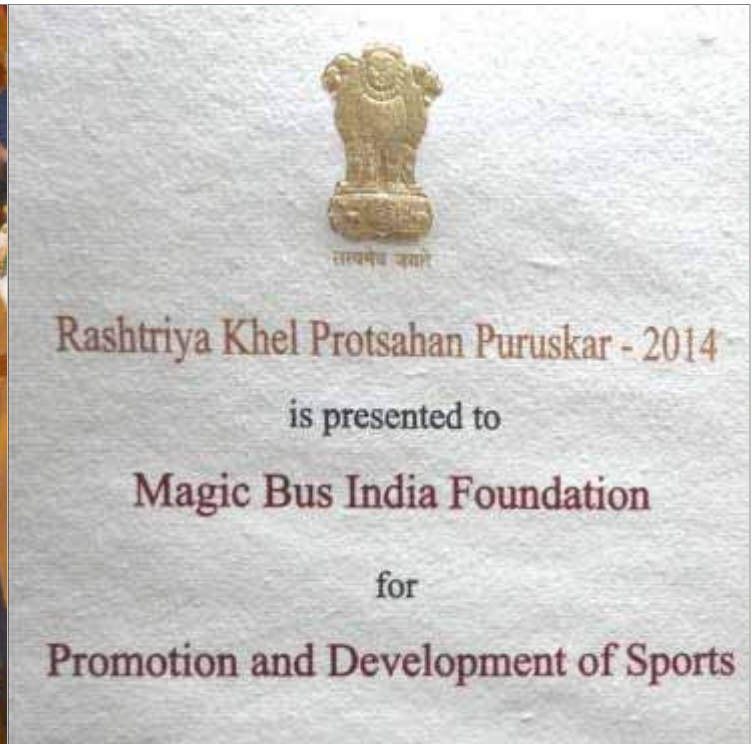


Sport for development programme launched in the UK



Maidan Summit 2015, an annual sport for development conference, hosted in Guwahati, Assam in February

# ACHIEVEMENTS



Magic Bus won the prestigious Rashtriya Khel Protsahan Award (the national award for promotion and development of sports), presented to Pratik Kumar, CEO, by the Honourable President of India, Pranab Mukherjee.

In 2014-15, Magic Bus focused on the following key objectives:

- Improving programme quality and impact metrics
- Developing and sustaining key partnerships in India and abroad
- Increasing focus on the youth development and livelihoods programme
- Strengthening the sustainability base through new funding
- Building Magic Bus' visibility in India

In light of the set objectives, Magic Bus' performance for the year is noted below:

- Three research papers were submitted, and the standard operating procedure for quality monitoring was revamped
- The 3ie (International Initiative for Impact Evaluation) study on Magic Bus' impact is under full swing
- Plans for expansion in UK, Nepal and Sri Lanka were initiated
- The Livelihoods programme was substantially upgraded, with 18 centers set up in the year
- A corpus fund to grow Sustainability was started, thanks to the support of 4 major donors
- There was a substantial increase in support received from Indian corporate houses and donors based in the US
- Magic Bus received good coverage across mainstream (including online) media



## The Culture Change Initiative

Using the model of competing values framework, the current culture was mapped and the need for change articulated.

A series of anticipatory workshops involving all senior staff led to five projects under the culture change initiative:

- Promoting accountability and responsibility
- Establishing an evidence-based culture
- Promoting innovations
- Encouraging collaboration
- Developing people





BY THE  
END OF 2014-15  
MAGIC BUS WAS REACHING OUT TO  
**294440**  
**CHILDREN**  
46.3% OF WHICH  
ARE GIRLS





# MAGIC BUS OUTREACH DATA 2014-15

Name of the State	Children			Youth		
	Boys	Girls	Total	Male	Female	Total
Delhi	31680	26344	58024	707	331	1038
Rajasthan	1884	994	2878	56	20	76
Jharkhand	815	630	1445	35	25	60
Bihar	341	193	534	14	10	24
Haryana	1484	1212	2696	26	25	51
Uttar Pradesh	1534	592	2126	55	27	82
Himachal Pradesh	292	298	590	0	0	0
Mizoram	1370	1281	2651	0	0	0
Andhra Pradesh	24469	24047	48516	977	647	1624
Telengana	25398	26157	51555	1197	295	1492
West Bengal	598	417	1015	20	12	32
Chhattisgarh	215	205	420	14	0	14
Odisha	1295	1057	2352	45	29	74
Punjab	610	41	651	0	0	0
Maharashtra	36326	25689	62013	934	520	1454
Madhya Pradesh	1405	1353	2758	57	22	79
Gujarat	1044	1065	2109	52	37	89
Karnataka	15651	14964	30615	402	320	722
Tamil Nadu	7550	6383	13933	198	69	267
Goa	1502	1284	2786	25	41	66
Kerala	2606	2167	4773	48	53	101
<b>Grand Total</b>	<b>158069</b>	<b>136373</b>	<b>294440</b>	<b>4862</b>	<b>2483</b>	<b>7345</b>

# THE LIVELIHOODS PROGRAMME

Magic Bus strongly believes that youth, if mentored and trained well, have the power to change their lives and that of their families. The youth development programme has been a natural culmination of the children's programme, by making sure children grow up to be able to choose a poverty-free future. The initiative was started in 2004, and consisted of 36 training sessions, besides qualitative inputs such as self-assessments.

The newly revamped Magic Bus Livelihoods Programme is a crucial part of the journey from childhood to livelihood for each child on the programme. It is an end-to-end delivery model that combines employability and life skills training and ensures individuals achieve their targets and career pathways. Using one-to-one need assessment, information-advice-guidance and personal development plans, youth are empowered to take ownership of their own development. The offer is youth-centric and has been created with a sharp focus on the desired outcomes of youth entering and sustaining employment or choosing further education or job based trainings in order to start their chosen career. Through this, Magic Bus will create a new generation of economically independent citizens who are fully equipped to participate in, contribute to, and even shape tomorrow's India.

Status of the Magic Bus livelihoods-related initiative		
Region/Zone	Number of youth who completed the training	Number of youth who are employed or were placed
Delhi	266	95
Pradesh Andhra	311	176
Maharashtra	652	77
Karnataka	442	8
Total	1671	356

Status of the Magic Bus Livelihoods Programme as on March 31, 2015				
Region	Livelihood centres established	Registered candidates	Male	Female
North	3	89	61	28
South	2	148	61	88
East	2	54	34	20
Total	7	292	196	136





# THE AFFILIATE PROGRAMME

The Magic Bus Affiliate Programme aims to widen the reach of our approach to children and youth we do not work with directly. In this year, we have worked with partner organisations in 11 areas, or 9944 children. 50.5% of these children are girls, as per the larger agenda of ensuring that the programme addresses deep-set gender-based differences.

At the end of March 2015:

S. No.	States /Clusters	Districts	Children				
1	Affiliate Programme	SRH (Action Aid Vishakhapatnam) Move The Wheel	Total		Grand Total	% of Boys	% of Girls
			Boys	Girls			
RDF schools		0	252	252	0.0%	100.0%	
2		Plan India (Prakasham)	276	317	593	46.5%	53.5%
3		Plan India (Vizag)	461	440	901	51.2%	48.8%
4		Plan India (Hyderabad )	294	307	601	48.9%	51.1%
5		Plan India (Adilabad)	228	372	600	38.0%	62.0%
6		Plan India (Medak)	390	442	832	46.9%	53.1%
7		Natco Trust	265	335	600	44.2%	55.8%
8		Aizawl	272	328	600	45.3%	54.7%
9		Jalandhar (Rurka Kalan)	755	908	1663	45.4%	54.6%
10	Mizoram	SRH (Action Aid Vishakhapatnam)	1370	1281	2651	51.7%	48.3%
11	Punjab	Move The Wheel	610	41	651	93.7%	6.3%
Grand Total			4921	5023	9944	49.5%	50.5%

# THE SPORTS FOR EXCELLENCE PROGRAMME

The Magic Bus Sports for Excellence programme provides marginalized children a platform to excel in sports, opportunities to participate at competitive levels, and an option to choose sport as career. The football and handball programmes uses a sports-specific curriculum for children below 12 years of age.

State/District	Number of Children	Sport Played
North, South, East Delhi, Jaipur, Ranchi, Rohtak, Kasna, Medak, Hyderabad, Vizag, Kurnool, Mysore, Mumbai, Pune	3958	Football
Mysore	144 Children 60 Community Youth Leaders 18 Children	Kabbadi Kabbadi Ultimate Frisbee
Thane	72	Kabaddi
Siwan, Ludhiana, Lucknow, Kolkata, Rajmundry, Bangalore, Chennai, Mumbai	600	Football
Palghar-Talasari (School Project)	768 768 64 128 128	Kabaddi Kho-kho Athletics Running Long jump

# MAGIC BUS USA

2014-2015 was a year of substantial growth for Magic Bus USA. Major milestones reached in the past year include:

- Added two new members to the Board of Directors
- Welcomed Georgina Chapman as Magic Bus USA Ambassador
- Added Marchesa as a Strategic Partner, in addition to TOMS
- Hosted our first Charity Concert and Benefit Gala in the United States in Houston
- Continuing our valuable partnership, TOMS donated over 150,000 shoes to Magic Bus children and youth across India

In Houston, our new Board Member Amit Bhandari anchored the Magic Bus Houston Council, which hosted two large-scale events and put together a committee of fantastic local volunteers. In April 2014, the Magic Bus Houston chapter held a benefit concert featuring Bollywood's Farhan Akhtar to raise funds for Magic Bus and MARD (Men Against Rape and Discrimination).

In October 2014, Magic Bus held its first-ever Benefit Gala, emceed by the ESPN Sports Center anchor, Kevin Negandhi, with a keynote from Magic Bus USA Board Member, Ram Shriram.

Another key addition to the Board was Anurag Bhargava. Anurag is Chairman and Co-Founder of IREO, one of the largest investment funds focused on real estate in India. Shortly after joining the board, Anurag hosted an introduction to Magic Bus at the rooftop of his beautiful home for 100 guests. With his support, Magic Bus will implement the New York strategy of raising awareness and funds for the cause.

Bringing the bright lights to Magic Bus, Georgina Chapman, co-founder of the luxury fashion label Marchesa, joined Magic Bus as both as a strategic partner and as an Ambassador. Georgina will personally support 2400 children in Mumbai for the next three years with a specific focus on girls' education and gender equality.

Ongoing programmes and partnerships with Magic Bus USA continue to thrive. In 2014-15, more than 30 runners ran for Magic Bus in the LA and NYC Marathons, including former Olympian Gold Medalist, Women's World Cup Winner, and Magic Bus Ambassador Julie Foudy, while raising much-needed resources to support programmes in India.





2014-15 was an exciting and successful year for Magic Bus UK with long-term strategic partnerships with Barclays and the Bernard Lewis Family Charitable Trust strengthened and extended. Magic Bus UK also secured significant new strategic partnerships with British Airways, ICAP Charity Day and the Wimbledon Foundation and continued to develop existing partnerships with Bloomberg, Comic Relief, Laureus Sport for Good Foundation and Premier League.

The Magic Bus Gala Dinner, the UK's flagship event, thrived with the support of the gala committee and UK Ambassadors. In addition, we held a series of fundraising and engagement events with supporters over the course of the year. These included a panel discussion on employability hosted by Nomura, an evening reception hosted by Hans and Jovanka Porsche at their home, a dinner hosted by The Canadian High Commissioner Gordon Campbell at his residence and a pledge dinner at the House of Lords, hosted by Lord Bilimoria. Magic Bus UK, in partnership with the National Theatre, held a reception and post show party in celebration of the production of ***Behind the Beautiful Forevers*** to raise funds Annawadi community in Mumbai, where the play is set and Magic Bus runs a programme. Magic Bus UK also benefited from a BBC Radio 4 Appeal and from the City Funding Network.

The highlight and major milestone of 2014-15 was the launch of the UK pilot programme in the London Borough of Lambeth.

Lambeth is the 8th most deprived Borough in London and 14th most deprived Borough in England. 35.5% children live in poverty and there are a higher proportion of residents, including children and young people, experiencing poor health and well-being than the national average. Children and young people in Lambeth have higher rates (39.3%) of obesity than the England average (19.1%) and 54% children participate in three hours of sport a week (vs. the recommended seven hours). A high number of young people are engaged in gang activity, drugs and alcohol misuse. Lambeth has one of the highest rates of teenagers with severe mental health needs and long-term health conditions in the country, which is worse than the England average.

In line with the ethos of our India programme, our plan is to ensure that the UK programme pilot is embedded within communities and schools, delivered by local young people and scalable. We have identified a schools programme, which will reach 300 children in two primary schools, to address local need in Lambeth over one year from January to December 2015.

The planned outcomes are:

- Increased mental and emotional well-being and social competency
- Improved attitudes of pupils towards taking better care of their bodies
- Increase in pupils adhering to 60 minutes daily activity for better health and fitness
- Increase in pupils having healthy eating practices
- Increase in pupils having improved and healthy peer relationships
- Reduction in bullying activities in schools
- Reduction in violent, aggressive behaviour and other disciplinary issues in schools





# ON THE WEB

## Top Tweet



105,208 impressions  
932 engagements

## Top Posts





18 shares  
10,012 people reached  
419 likes



36 shares  
7784 people reached  
308 likes

## Highlights

<p>Facebook Likes as on 31<sup>st</sup> March 2015: 25351</p>	<p>Increase in Facebook Likes: 19787</p>	
<p>Followers on Twitter as on 31<sup>st</sup> March 2015: 5387</p>	<p>Increase in followers: 1682</p>	

# KEY DONORS

**Asian Paints** is partnering with us across six Indian states for 16,100 children. The programme aims at promoting education, gender equity and healthy practices among children and their communities.

**BMW India** has adopted 300 Magic Bus communities across Delhi, Chennai and Mumbai for 15000 children.

**Coca Cola** is in partnership with us to support 3500 children across West Bengal, Andhra Pradesh, Punjab and Uttar Pradesh. The programme teaches children the importance of healthy and active living.

**Nestle India** is partnering with us in line with the Nestle Healthy Kids Global programme. The project reaches out to 50,000 students, aged 10-17 years through government schools across five states in India. The project intends to enhance the quality of life by creating awareness regarding nutritional health and active living.

**Herbalife** supports 3000 children from Bangalore, Chennai and Pune as well as 150 children and 25 youth as part of our sports for excellence programme.

**Comic Relief** is partnering with Magic Bus in Chennai, Tamil Nadu for 1400 children.

**HSBC** is partnering with us to support 3200 children in Hyderabad, and 3000 children and 450 youth in Pune.

**Bernard Lewis Charitable Trust** is partnering with us to support 12000 children across Mysore and Bangalore. The project aims at promoting a child's right to play, foster gender equity, and encourage children to go to school.

**Marchesa** supports the implementation of the programme for 2400 children in Mumbai. The programme aims at promoting education, gender equity and good health practices among children and the community.

**Vodafone** is partnering with Magic Bus in Pune, Maharashtra. The programme benefits 9500 children.

**eClerx** is partnering with us to support 2400 children in the Thane and Pune districts of Maharashtra.

**Laureus Sport for Good Foundation** supports Programme Development at Magic Bus including advocacy events (workshops and conferences), international partnerships, incubation projects, academic work and the State Government partnerships.

**Mondelēz International Foundation** partners with us under their community initiative Shubh Aarambh. The initiative is in partnership with Save the Children to promote healthy and active living and works in 41 habitations across Himachal Pradesh, Madhya Pradesh, Maharashtra and Tamil Nadu.

Magic Bus is also partnering with Mondelēz India Foods Private Limited on a youth skill development and livelihood project in Madhya Pradesh and a sport for development project in Sricity.

**Barclays** is partnering with us to support 2340 youth under our livelihood programme among marginalised communities of Pune, Mumbai, Chennai, Delhi and NCR.

**ICRW/McArthur** is partnering with Magic Bus to implement the Planning Ahead for Girl's Empowerment and Employment (PAGE) project. PAGE is a research intervention to create a comprehensive school-based programme for the empowerment and employability of adolescent girls from low income families with a special focus on building an understanding on gender. The project seeks to enable 4000 adolescent girls studying in Government schools of Delhi to make an effective transition from education to employment.

**Reliance Foundation** is partnering with Magic Bus in the Agar district of Maharashtra to implement the programme for 2500 children.



**Bachi Shoes Limited** is partnering with us to implement our Sport for Development programme in Ranipet and Tamil Nadu, for 2000 children. The programme aims at promoting a child's right to play, foster gender equity, encourage children to go to school regularly and promote healthy living habits.

**Bank of America** is partnering with us to support our livelihood programme for 1800 youth across three districts of Hyderabad.

**Football for Hope** is partnering with us in Karnataka, for 1712 children. The programme imparts valuable insights to children and their communities on the importance of education and hygiene.

**Franklin Templeton** is in partnership with us in Telangana to support 1500 children. The programme teaches children the importance of education, healthy living and gender equity.

**Rio Tinto** is partnering with Magic Bus in Odisha. The programme aims at promoting children's right to education and good health. The programme benefits 2000 children.

**Studiosus Foundation e.V** is supporting us in Jaipur, Rajasthan. The programme benefits 2000 children.

**TOMS** shares a special partnership with Magic Bus. For every shoe that TOMS sells, it donates a pair to Magic Bus children. TOMS has been a giving partner with us since 2013.

**Hinduja Global Solutions** is in partnership with us to support 1800 youth in Mysore, Siliguri, and Guntur under our livelihood programme and 5000 children at Siliguri and Guntur.

**GAIL India Limited** is partnering with us in Delhi. The programme benefits 3000 children and 120 youth across 30 marginalised communities.

**Mahanagar Gas** is partnering with us in Thane, Maharashtra. The programme benefits 1500 children.

**Robert Bosch Engineering and Business Solutions Private Limited (RBEI)** is supporting Magic Bus for a programme reaching out to 1200 children in Central Bangalore for a period of three years.

**Prudential** is partnering with us in the Dahanu and Palgarh districts of Maharashtra. The programme benefits 1300 children.

**Oracle corporation** has partnered with us to support 5000 children across three locations – Bangalore, Chennai and Hyderabad.

**ICAP** is partnering with us to support 10000 children in Karnataka and Goa.

**Nomura** is partnering with us in Thane and Mumbai. The programme benefits 2800 children in Thane and 3800 children in Mumbai.

**Temasek** is partnering with us to support our livelihood programme for 600 youth in Kalyan, Maharashtra.

**Bloomberg** is partnering with us to support our livelihood programme in Maharashtra for 450 youth.

# FINANCIAL STATEMENT

## MAGIC BUS INDIA FOUNDATION

Statement of Income And Expenditure for the year ended 31 March 2015

Particulars	Notes	Year ended March 31, 2015 Rupees	Year ended March 31, 2014 Rupees
<b>INCOME</b>			
Donations and Contributions	11	362,318,467	226,153,905
Other Income	12	3,229,064	1,866,415
<b>TOTAL</b>		<b>365,547,531</b>	<b>228,020,320</b>
<b>EXPENDITURE</b>			
Expenses On Activities	13	321,579,594	201,840,952
Depreciation And Amortization Expense	14	8,929,657	5,287,517
Other Expenses	15	33,980,864	19,164,703
<b>TOTAL</b>		<b>364,490,115</b>	<b>226,293,172</b>
Surplus Before Exceptional And Extraordinary Items And Tax (I-II)			
Surplus Before		1,057,416	1,727,148
Exceptional Item		-	-
Extraordinary Items And Tax (III-IV)		1,057,416	1,727,148
Extraordinary Items		-	-
Tax Expense		1,057,416	1,727,148
Surplus Before Tax		-	-
Current tax		-	-
Deferred tax charge / (Benefit)		-	-
Income Tax of earlier years		-	-
Total tax expense		1,057,416	1,727,148
Surplus after tax		1,057,416	1,727,148
Surplus for the year from operations		1,057,416	1,727,148
<b>Significant Accounting Policies</b>	<b>1&amp;2</b>		

The accompanying notes form an integral part of the financial statements.

As per our report of even date attached.

For M/s SLM & CO LLP  
Chartered Accountants  
Firm Regn No:W-100030

Sanjay Makhija  
Partner  
Membership No: 042150  
Date: 20 August, 2015

For And On Behalf Of Board of Directors

Deval Sanghvi  
Director

Shaneen Parikh  
Director

Neeraj Gupta  
Chief Financial Officer

Date: 20 August, 2015



# STORY OF CHANGE

“The magic happened 12 years ago,” says Ravi. “When I first saw the rugby ball, I thought it was some sort of an inflated egg!” Meet Ravi, Magic Bus’ energetic, young trainer, who might have been one of the several underemployed in the country, had he not come across Magic Bus.

Ravi belongs to the Banjara community, who are among the most disadvantaged groups in India. His childhood was spent in a slum in the bylanes of Colaba. His parents were daily wage labourers who worked tirelessly to make ends meet. They never attended school. By the time he was 13, Ravi was already working.

In his words, the turning point in his life was his introduction to Magic Bus. He played rugby for the first time in the Magic Bus sessions; the bond was instantaneous and irresistible. He soon started taking an hour off on Sundays from work to participate in the programme. “I wanted to involve myself as much as I could”, he recalls. With the help of the Magic Bus’ youth mentor, he quit his job as a salesman in the alcohol shop and became more involved in the rugby programme.

Soon his dedication showed in his performance. He was selected to represent India in the Indo-Pak Beyond Boundaries meet - a meet which fostered cross cultural dialogue between youth from sporting backgrounds from both the nations. For the first time in his life, he could step out of his familiar surroundings and meet people his age who were from different cultures and socio-economic groups.

From there on, it has been onwards and upwards for Ravi. He became an employee at Magic Bus soon after his 19th birthday. With the support of the Magic Bus staff, he studied for and completed his graduation. Last year, he was promoted to Assistant Trainer in the National Training team.

A combination of circumstances – poverty, lack of education, poor peer and parental support pushed Ravi into working at a young age. The Magic Bus programme arrived at just the right time for him, and provided him with an opportunity to develop his skills as a facilitator, trainer and mentor for underserved young people.

He now has big dreams for his siblings. He doesn’t want them to struggle the way he has, and doesn’t want them to get trapped into child labour. As soon as he started working with Magic Bus in 2009 (as a Youth Mentor), he also began contributing to the family income, that went some way in ensuring that his siblings complete their schooling.

Today, as an Assistant Manager in the National Training team, Ravi trains others in how to work with children and adolescents. The one key thing he brings to all his work – the right intervention must be available at the right time, in order to truly change children’s lives.



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