



## **English Football Club Manchester City Supports Magic Bus Childhood to Livelihood Programme for Children Living in Poverty, in Bangalore**

- *City Football Foundation of City Football Group which owns Manchester City is funding Magic Bus Childhood to Livelihood Programme for 5000 children in the next three years in Bangalore*
- *34 Young Leaders will be trained by Manchester City to deliver the sports activity based sessions to children in the communities*

**Bangalore, February 16, 2019:** City Football Foundation has extended its support to Magic Bus in its commitment towards helping children of India come out of poverty, by funding the Childhood to Livelihood Programme for 5000 children in Bangalore, over the next three years.

The Childhood to Livelihood Programme uses a sports activity based approach to equip children with the life skills and knowledge they need to grow up and move out of poverty. They become resilient and confident, enabling them to fight the challenges they face in their community. This ensures they finish their schooling and delay their age at marriage. 34 Young Leaders will also be trained by Manchester City to deliver the sports activity based sessions to children in the communities to efficiently engage with them and create change in the communities. 4 young leaders and 1 facilitator will be selected to represent Magic Bus in the Manchester City Summit and Leadership Programme in Manchester in June 2019.

**Natasha Ramarathnam, Regional Director - South for Magic Bus,** said, “Magic Bus understands the effectiveness of sports and activity based learning to facilitate a long-term engagement with participants enabling them to develop an understanding of life skills which help them fight challenges and move out of poverty. The young leaders play the most important role of delivering the Childhood to Livelihood Programme directly to the impact group of children through regular sessions. They are trained young people who belong to the same community as the children they work with, acting as their role models who can then develop a rapport with them and their parents to build their belief in Magic Bus. These young leaders also help us identify destabilisers in the community, to help us better approach the issues we are trying to resolve. We are grateful to City Football Foundation to help us reach out to 5000 children and train our young leaders as they are our foremost change agents in the communities.”



On 14 February, Magic Bus completed 20 years of its mission to bring children and young people out of poverty in India, through its Childhood to Livelihood programme.

### **About Magic Bus**

Since 1999, Magic Bus has transformed over ten lakh children and young people, helping them move out of poverty. Magic Bus is one of the largest poverty alleviation programmes in India, impacting more than 3,75,000 children and young people in 22 States and 77 districts of India in FY 17-18. Since the Livelihood programme began in 2015, we have 42 Livelihood centres. We have placed 10,000 young people in jobs in the organized sector. We have 7000 trained Community Youth Leaders who deliver the sports activity-based sessions in communities and across 798 schools. Magic Bus works with children and young people living in poverty, taking them from a childhood full of challenges to a life with meaningful livelihoods. We also work in Nepal, Bangladesh and Myanmar.