At Magic Bus, our objective is to ensure that India’s poorest children move out of poverty. Our programme works with children and their communities over a long term, to enable them on a journey from childhood to livelihood.
Magic Bus will help that we create a new generation of economically independent citizens who are fully equipped to participate in, contribute to, and even shape tomorrow’s India.
In 2014 January, we had a very special day: our fifteenth birthday. In our fifteen years’ journey, some very special people and organisations have been pillars of support and deserve a round of applause. Reaching this milestone would not have been possible without you:

- Australian Sports Outreach Program
- Barclays Spaces for Sports
- Bernard Lewis Charitable Trust
- Bloomberg
- BMW Foundation Herbert Quandt
- Comic Relief
- Football For Hope
- HSBC
- Laureus Sport for Good Foundation
- Lakshmibai National University of Physical Education
- NIIT Foundation
- Nike
- Premier League
- Reliance Foundation
- Rio Tinto Iron Ore
- Studiosus Foundation
- UK Sport
- Vodafone India Foundation
- Wipro Ltd.

In a fortuitous turn of events, Laureus, one of our oldest and strongest believers, chose Magic Bus for their prestigious Sport for Good award this very year. Receiving the award was a very emotional moment for me and Parvati, one of the oldest Magic Bus children. In many ways, the award is one of our biggest acknowledgements from the global community that our approach is actually changing lives for some of India’s and world’s poorest children.

And this is what also gave us the encouragement to move out of the national borders and into other parts of the world where our approach can help bring about better futures. We are now exploring neighbouring countries with similar challenges where the approach can be used by partner organisations working with children and youth.

While on the subject of children and youth, the need for innovations is greater than ever before and this was the upshot of the Next Step Conference, that brought together organisations and policymakers from all across the globe.

With 450+ participants, the Next Step Conference turned out to be the most important meet of the year in the subcontinent.

The year ended on a very special note: Laureus, one of our oldest partners, honoured us with the Laureus Sport for Good Award.

While all this news was personally very encouraging for me and my colleagues at Magic Bus, in many ways it reminded us of the responsibility — of how much work is left to be done, and why we all must hurry up.

My special gratitude to Magic Bus’ Adopt a Community donors, who are taking charge of reducing poverty, one community at a time.

Matthew Spacie
Founder and Executive Chairman,
Magic Bus India Foundation
<table>
<thead>
<tr>
<th>From the Founder's Desk</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achievements</td>
<td>6</td>
</tr>
<tr>
<td>Magic Bus Reach Out</td>
<td>7</td>
</tr>
<tr>
<td>Magic Bus Community</td>
<td>9</td>
</tr>
<tr>
<td>Programmes</td>
<td>11</td>
</tr>
<tr>
<td>Magic Bus Livelihoods</td>
<td>13</td>
</tr>
<tr>
<td>Programmes</td>
<td>14</td>
</tr>
<tr>
<td>What the Media is saying</td>
<td>14</td>
</tr>
<tr>
<td>Our Key Donors</td>
<td>15</td>
</tr>
<tr>
<td>Strategic Partners</td>
<td>16</td>
</tr>
<tr>
<td>Magic Bus USA</td>
<td>17</td>
</tr>
<tr>
<td>Magic Bus UK</td>
<td>18</td>
</tr>
<tr>
<td>Next Step 2014</td>
<td>19</td>
</tr>
<tr>
<td>Magic Bus on the Web</td>
<td>20</td>
</tr>
<tr>
<td>Shanti’s Story</td>
<td>21</td>
</tr>
<tr>
<td>Financials</td>
<td>22</td>
</tr>
<tr>
<td>Article: The youth bulge in our population: What India can do?</td>
<td>23</td>
</tr>
</tbody>
</table>
As a pioneer of the sport for development approach, one of our key deliverables is to train others in the approach. 1448 people were trained this year.

In a first-of-its kind project, we started working with 550 polio-affected children from 5 villages in Rajasthan. This initiative is in collaboration with the Indiability Foundation.

A new MoU-based partnership was started with the Mizoram State Government. We trained 30 Sarva Shiksha Abhiyan teachers under this partnership.

We are partnering with the ICICI Foundation in Rajasthan in making the Right to Education in the state work better.

Magic Bus is a TOMS Giving Partner, distributing new shoes to children in India through their One for One® model. For every pair a customer purchases, a pair is given to a child in need.

Gulfsha Khan from our North Delhi programme was featured in a prominent publication by the Vodafone Foundation, as a Woman of Wonder.
Partnerships were started with Vodafone Foundation and Mastech on technology-enabled information collection from the field.

The International Initiative for Impact Evaluation (3IE) has selected Magic Bus as the agency for whom an independent study will be commissioned to understand the impact of its programmes on gender-equity.

A Hindi translation of the Magic Bus curriculum for schools was published by partners ICICI Foundation for Inclusive Growth for distribution in 3 districts of Rajasthan.

A CLOSER LOOK

The organisation continued to grow geographically. By the end of March 2014, we were present in 17 states and 36 districts across some of India’s poorest areas.

2080 areas (at Magic Bus we call them communities) had our programmes running by the end of the financial year.

A total of 592 children, of which 259 (30.14%) are girls, were part of the organisation’s sporting excellence programme, the Magic Bus Football Teams. 22 other specialised teams with more than 300 children are part of other sporting teams, playing games such as Handball and Tai-kwondo. Three children from the Medak Magic Bus football team were selected for the Andhra Pradesh under-14 team.

In a country where low income neighbourhoods, especially in urban areas, are considered unsafe, a significant achievement is that 2613 safe spaces were created with the communities’ support.

A second, more refined version of the Magic Bus Sport for Development curriculum was developed in the year. A special curriculum using cricket has also been developed for those Magic Bus districts that are implementing the Barclays Cricket for Change programme.

Top-up learning modules, as an addition to the existing curriculum, were readied on two topics: sexual and reproductive health, and safety.

Special enrolment initiatives were taken up to make sure every Magic Bus child is in school. In Mysore, for instance, summer rallies on education involved all stakeholders from children to government officers, in an effort to make sure no child is left out of school.

A nation-wide training and awareness initiative on child protection was flagged off this year. Child protection is of special concern to Magic Bus, given the large numbers of children the organisation works with.

ACHIEVEMENTS
2013-14

• 239659 children were part of the award-winning Magic Bus programme this year. 108271 (45.2%) are girls, and 131388 (54.8%) are boys, which makes this one of the world’s largest mixed-gender development programmes.

• The programme was run on the ground by 6696 trained volunteers of which 2168 (32.4%) are women and girls, and 4528 (67.6%) are men and boys. Our volunteers and staff members who lead them received regular training from Magic Bus.

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By the end of 2013-14, Magic Bus was reaching out to 23,956,945 children, of which 45.2% are girls.
<table>
<thead>
<tr>
<th>States/ Clusters</th>
<th>Total Children</th>
<th>Total Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Boys</td>
<td>Girl</td>
</tr>
<tr>
<td>Delhi</td>
<td>43799</td>
<td>32763</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>1473</td>
<td>522</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>543</td>
<td>457</td>
</tr>
<tr>
<td>Bihar</td>
<td>650</td>
<td>650</td>
</tr>
<tr>
<td>Haryana</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>685</td>
<td>235</td>
</tr>
<tr>
<td>West Bengal</td>
<td>159</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td><strong>47309</strong></td>
<td><strong>34703</strong></td>
</tr>
<tr>
<td>Sub-total of Delhi Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>37857</td>
<td>34041</td>
</tr>
<tr>
<td>Odisha</td>
<td>1377</td>
<td>1068</td>
</tr>
<tr>
<td></td>
<td><strong>39234</strong></td>
<td><strong>35109</strong></td>
</tr>
<tr>
<td>Sub-total of Andhra Pradesh Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maharashtra</td>
<td>22423</td>
<td>17601</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>1173</td>
<td>1277</td>
</tr>
<tr>
<td></td>
<td><strong>23596</strong></td>
<td><strong>18878</strong></td>
</tr>
<tr>
<td>Sub-total of Maharashtra Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Karnataka</td>
<td>15938</td>
<td>14740</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>4276</td>
<td>3993</td>
</tr>
<tr>
<td>Goa</td>
<td>792</td>
<td>621</td>
</tr>
<tr>
<td>Kerala</td>
<td>243</td>
<td>227</td>
</tr>
<tr>
<td></td>
<td><strong>21249</strong></td>
<td><strong>19581</strong></td>
</tr>
<tr>
<td>Sub-total of Karnataka Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td><strong>131388</strong></td>
<td><strong>108271</strong></td>
</tr>
</tbody>
</table>
Magic Bus worked directly with more than 2000 slum or village communities in the year 2013-14. These programmes were directly implemented by Magic Bus' volunteer mentors, who are called Community Youth Leaders. On the playfield, the Community Youth Leaders delivered an average of 40 sessions in the year. Each session is 2 hours in duration and comprises of a build-up activity, a main activity wherein the key message of the session is delivered, and a review. Off the playfield, Community Youth Leaders worked directly with parents and significant others in the children's lives (including local governance institutions like the Panchayati Raj, schoolteachers and village elders) to make sure the spaces gradually become more child-friendly.

According to our quality parameters, 2 Community Youth Leaders worked with a group of up to 50 children, one girl and one boy, to ensure that the children as well as their parents have visible and credible role models of both genders.

All Community Youth Leaders were given an orientation, followed by one basic training and up to 4 refresher trainings in the year. All Community Youth Leaders were directly mentored and overseen by Magic Bus staff, who also ensured that other quality parameters were fulfilled, including carrying out the weekly, monthly and yearly monitoring and evaluation processes.
Magic Bus Community Programmes

Magic Bus Sports Excellence Programme

For children on our programme who want to pursue excellence in one sport, staff members help to create competitive sporting events and train them as well.

In all, there are 851 players in the Magic Bus Football Teams, of which 592 are boys and 259 are girls.
- The Magic Bus Senior Boys Football Team in Mumbai play in the 1st Division league matches of the Mumbai District Football Association. Football teams are running in Delhi, Bangalore and Hyderabad too.
- A Touch Rugby Team has been started in Delhi. Last year, the Senior Girls Team were the Runners-up in the National Women's Touch Rugby Tournament.
- A Volleyball Team has been started in Delhi with 18 players. There are 3 teams that play competitive KhoKho of which the boys' and the girls' team have won a Silver medal in the National Tournament.
- A Taekwondo Team has been formed in the Medak and Ranga Reddy District for 50 girls. The Kurnool and Medak Districts have also formed Handball Teams and are training for competitive sport.

Magic Bus School and Other Institutional Programmes

In addition to working with communities, the programme also runs in schools and other institutions where there is a captive group of children already taking part in some kind of educational or other activity. Our school and institutional programmes are directly implemented by Magic Bus staff (not Community Youth Leaders).
We had two holistic livelihood programmes running in the year: the Youth Development Programme and the Connect Programme.

- The Youth Development Programme is a focused intervention with 36 sessions spread over a period of time (for up to 3 years) with 15-17 year olds who are from the Magic Bus Programme. This programme focused on developing socio-emotional, leadership, and workplace-related skills.

- The Connect Programme seeks to develop employability skills and create job placements for youth aged between 17 and 21. It is the next step to the Magic Bus children’s programme, to enable effective vocational training culminating in suitable job placements, develop employability skills among youth, and build a sustainable livelihood dimension into the Magic Bus programme.

In the year 2013-14, the Magic Bus livelihood programme built both basic employability skills training and also imparted industry-specific vocational training. In the basic employability skills module, participants went through 3 full days of training per week for 3 months. The module trained participants in spoken English, computer skills, basic financial literacy, effective workplace communication, and effective workplace behaviour.

Participants then progressed to industry-specific vocational training, such as courses for occupations as a beautician, nursing assistant, call centre staff, and even self-employment courses such as business plan writing. These were provided in conjunction with external organisations. They also took part in exposure visits to the corporations to experience actual working environments. After the training had been completed, job placements matched the participants with suitable jobs and industry sectors according to their interest and skills.

Throughout the programme, Magic Bus also provided career counselling and guidance for job placement and higher education.

**UPGRADING THE MAGIC BUS LIVELIHOOD PROGRAMME**

Intensive need assessment studies aimed at understanding youth preferences in career and related skills conducted in the year have thrown up 4 key findings:

- Learning functional English
- Acquiring computer skills
- Learning how to present oneself at an interview
- How to communicate effectively at workplace
Additionally, our interactions with Corporate Houses and their HR teams revealed that potential employees should have a sense of work ethics – punctuality, adherence to organizational norms, problem solving and communication skills.

The learning gleaned from these studies and interactions in the year will help launch an upgraded version of the initiative, to be formally launched in 2014-15.

<table>
<thead>
<tr>
<th>Area</th>
<th>Status of youth trainings and placements in 2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Youth trained</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>43</td>
</tr>
<tr>
<td>Sadashivpet</td>
<td>56</td>
</tr>
<tr>
<td>Zaheerabad + Narayankhed</td>
<td>28</td>
</tr>
<tr>
<td>Kurnool</td>
<td>39</td>
</tr>
<tr>
<td>Visakhapatnam</td>
<td>22</td>
</tr>
<tr>
<td>Bangalore</td>
<td>138</td>
</tr>
<tr>
<td>Chennai</td>
<td>20</td>
</tr>
<tr>
<td>Thane</td>
<td>356</td>
</tr>
<tr>
<td>Pune</td>
<td>97</td>
</tr>
<tr>
<td>Chandrapur</td>
<td>183</td>
</tr>
<tr>
<td>Mumbai</td>
<td>67</td>
</tr>
<tr>
<td>North West Delhi</td>
<td>171</td>
</tr>
<tr>
<td>South Central Delhi</td>
<td>198</td>
</tr>
<tr>
<td>East Delhi</td>
<td>67</td>
</tr>
</tbody>
</table>
A partnership was started with Plan India with Magic Bus as a technical partner. The programme covers 3200 children including 160 children with disabilities across 5 districts in Andhra Pradesh; an achievement of our training that enhances leadership qualities.

**TV SPOT**

Farhan Akhtar, Bollywood A-lister, shot a television ad for MARD for the Nokia Channel V India Fest 2014. Magic Bus is an implementation partner for MARD.

**LEARNING NEW SKILLS**

The Siyakhona skill share project gave Magic Bus a crucial grant of Sony still cameras, video cameras and a small grant for trainings. This will help us tell the Magic Bus stories better.

**TEACHERS TRAINED**

Teachers from 67 Zilla Parishad Schools in Pune and Thane district in Maharashtra were trained on the Magic Bus curriculum. These teachers will work directly with 5000 children using the Magic Bus Sport for Development curriculum.

**MILESTONES**

- **TV Spot**
- **Learning New Skills**
- **Marathons as Fundraisers**
- **International Expansion**

**NEW KIND OF PARTNERSHIP**

A partnership was started with Plan India with Magic Bus as a technical partner. The programme covers 3200 children including 160 children with disabilities across 5 districts in Andhra Pradesh.

**MARATHONS AS FUNDRAISERS**

Supporters ran to raise funds and visibility for the organisation at many runs held across the country, including the Standard Chartered Mumbai Marathon 2014, the Hyderabad 10k Run, and the Bangalore Marathon.

**INTERNATIONAL EXPANSION**

The first International Magic Bus programme was started in Singapore this year. A training for facilitators of programme was completed. A draft curriculum was written for the first 4 months.

**ALL-STARS FOOTBALL MATCH**

The All Stars Football Team supported Magic Bus with a match played in support of our cause. The organisers, GS Entertainment, donated to Magic Bus as part of this support. Celebrity supporters Bunty Walia and Abhishek Bachchan tweeted in our support as well.
Magic Bus, an India-based NGO that is transforming the lives of hundreds of thousands of underprivileged children in the country, has been recognised at the Laureus World Sports Awards with the presentation of the Laureus Sport for Good Award.

Magic Bus, which has received funding from Laureus since its inauguration and which has been a strategic partner of the Laureus Sport for Good Foundation for five years, is the product of Spacie’s fascination for India which began when, as a 17-year-old taking a break from academic studies, he worked in the Howrah leprosy centre near Kolkata.

“The biggest difference I have found is that in India you are not virulently shamed without the free education that my parents have in the third world,” Spacie said.

Magic Bus currently has over 800 people. Another weirdness is its revolutionary approach. As Magic Bus, developing a social drive, if a working model is changing a quarter of a million lives every week, was very challenging.

“The biggest difference I have found is that in India you are not virulently shamed without the free education that my parents have in the third world,” Spacie said.

Magic Bus is trying to reaffirm that social change is very possible in India. “Every month, our volunteers go to schools and check on the attendance of children we have enrolled. Currently, 95.7% of Magic Bus children have 80% attendance in schools,” said Spacie. The organisation encourages educated underprivileged children to become ‘peer leaders’ of other children, and encourage them for school.

Suryakant Bansode is one such peer leader. “I can connect with the children and vice versa because we know the ground reality. Through activities such as football, I inculcate the importance of going to school, hygiene and gender sensitivity into these children,” said Bansode.

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ADOBE FOUNDATION
2013 COMMUNITY GRANTS
Adobe Foundation selected Magic Bus as one of the grantees of the 2013 Community Grants programme. The work will focus on building a cadre of trained and informed youth leaders from marginalized communities and enable them to spearhead a campaign for better inclusion in their communities. This project is located in Noida (Delhi/NCR).

COMIC RELIEF
The partnership focuses on providing the youth development programme to 1000 youth and vocational training skills to 400 youth in Delhi in the period 2013-16.

INTERNATIONAL CENTER FOR RESEARCH ON WOMEN
Magic Bus has partnered with the International Centre for Research on Women for a project called PAGE (Planning Ahead for Girls’ Empowerment and Employability), providing employment-ready skills to girls in government schools.

MUTHOOT GROUP
The Muthoot Group has partnered with Magic Bus to support 2000 children in Ranchi (Jharkhand) and in Chennai over a period of one year.

NIKE
Nike has been supporting training programmes for Magic Bus’ field and delivery staff across India since 2010.

PREMIER LEAGUE
Premier League has been supporting the extension of Magic Bus’ work in the Capital of Delhi, in Chandrapur (Maharashtra) and in Medak (Andhra Pradesh) since 2010.

RELIANCE FOUNDATION
Reliance Foundation and Magic Bus started a partnership in 2013 to implement a pilot initiative to improve the health and educational status of children in the Agar cluster of Shajapur district, Madhya Pradesh. The project focuses on promoting awareness on preventative health using sport for development, as well as improving school enrollment, retention and quality of education.

RIO TINTO IRON ORE
Magic Bus’ partnership with Rio Tinto Iron Ore began in 2011 and supports our programme in the Keonjhar and Sundergarh districts of Odisha. It works with marginalised children with the objective of improving their overall education, health and inculcate behaviours and practices towards gender equity. It also works on developing leadership skills among the volunteer mentors delivering the programme on the ground.

STUDIOSUS FOUNDATION
Our partnership with Studiosus Foundation began in 2011 and supports our programme in Jaipur. The work reaches out to children from some of Jaipur’s poorest neighbourhoods with the objective of promoting education, health and gender equity and developing leadership skills among the volunteer mentors implementing the programme.

QUALCOMM
Qualcomm and Magic Bus started working together in 2013 with 2065 children and 93 youth volunteers in the Thane district of Maharashtra.

GOVERNMENT PARTNERS
- Sarva Shiksha Abhiyan, Government of Andhra Pradesh
- USAID
- Advent School Pallikaranai, Tamil Nadu Education Department
- Block Development Office, Panchayat, Government of Tamil Nadu
- Department of Education, Government of Karnataka
- Department of Youth Affairs, Sports, Arts & Culture, Government of Jharkhand
- Department of Youth Services and Sports, Government of Karnataka
- Government of Mizoram
- Government School, Paallikaranai, Tamil Nadu Educational Department
- Ministry of Youth Affairs and Sports, Government of India
- Police Boy’s Club, Government of Tamil Nadu
- St. Anthony’s School, Velacheri, Tamil Nadu Education Department

OUR KEY DONORS
Asian Paints
Asian Paints is supporting the Magic Bus Programme for 16,100 children across 7 cities (Ankleshwar, Kasna, Patancheru, Sirpurumbudur, Khandala, Rothak, Mumbai) spread across 6 states (Andhra Pradesh, Tamil Nadu, Maharashtra, Uttar Pradesh, Gujarat and Haryana).

Australian Sports Outreach Program (ASOP), Australian Government
ASOP has been working with Magic Bus since 2010, supporting the capacity building of our community volunteers in Maharashtra, Andhra Pradesh and Delhi.

Barclays Spaces for Sports
Magic Bus’ partnership with Barclays Spaces for Sports started in 2011 to incorporate Street 20 Cricket into our regular approach. The partnership is specially focused on encouraging girls to build confidence and learn to work in teams. The partnership covers children in Delhi and Thane near Mumbai.

Bernard Lewis Charitable Trust
The Bernard Lewis Charitable Trust partnership started in 2011 with a view to enable Magic Bus to start working with children in Bangalore and Mysore, and creating a sustainable structure to take the organisation’s work forward.

Bloomberg
Bloomberg began a partnership with Magic Bus in 2012 to support our Connect programme, that provides vital livelihood and youth employability skills to Magic Bus’ volunteer mentors in Chandrapur, Pune and Thane, all in Maharashtra.

BMW Foundation Herbert Quandt
Magic Bus was granted a partnership by the BMW Foundation Herbert Quandt in 2011 to enable us to run Sport for Development sessions across Delhi and Chennai with the aim of empowering children, youth and communities to exercise their right to education and promote gender equality.

HSBC
HSBC and Magic Bus have partnered since 2011 to work in Pune, Maharashtra, with a special emphasis on gender equality, education, development of personal and social skills, and children’s Right to Play.

Laureus Sport for Good Foundation
Our partnership with the Laureus Sport for Good Foundation began in 2012. The partnership supports Magic Bus in training other non-profits in the Sport for Development, programme development, monitoring and evaluation (M&E), and on how to mobilise the PYKKA (a rural sports initiative introduced by the Government of India to promote youth and social development through sports).

Lakshmibai National University of Physical Education (LNUPE)
Magic Bus has an agreement with LNUPE since 2010, to focus on spreading awareness in the community about the concept of Sport for Development. LNUPE and Magic Bus work towards awarding Joint Certificates/Diplomas/PG Diplomas/Degrees by recognising the credit hours of academic work lodged by the scholars at either of the two institutions.

Marchesa
The Marchesa partnership with Magic Bus began in 2014 and supports 2,500 children in Mumbai and Delhi. The programme focuses on supporting the textile and embroidery industries and communities in India, with a particular emphasis on girls’ education, gender equality, and livelihood.

NIIT Foundation
Magic Bus’ partnership with NIIT Foundation began in 2013 to support our Connect programme. Connect provides training on basics of IT to our youth volunteers in the Delhi/NCR region. This collaboration is helping our volunteers learn to be familiar with computers. It serves as a way of enhancing their employability options and helping them get better jobs.

TOMS
Magic Bus has been a Giving Partner of TOMS since 2012. TOMS provides safe, comfortable footwear to all Magic Bus children and youth across India. The shoes provide tangible value in our existing health and education efforts. This partnership supports every single child on the programme, helping us to retain and recruit children and youth from new and existing communities.

Comic Relief
Our partnership with Comic Relief began in 2011 and supports the enrolment of young people in Mumbai on the Active Youth Program. The partnership aims to enhance the self-esteem and capabilities of young people, encouraging them to take responsibility for their own development and that of their communities.

Football for Hope
Our partnership with Football for Hope began in 2009 and supports the Magic Bus Football Team and other specialised teams in Andhra Pradesh, Delhi and Mumbai.

Vodafone India Foundation
Magic Bus’ partnership with Vodafone India Foundation involves working with 5000 children from marginalised and tribal communities in Kerala, with an emphasis on gender equality, education, development of personal and social skills, and children’s Right to Play.

Wipro Limited
Wipro Limited is supporting 500 children from marginalised communities in collaboration with our Magic Bus Bangalore Operations, with the objective of promoting education, health and gender equity among children and their communities.

UK Sport
Our partnership with UK Sport began in 2011 and is aimed at developing an online Monitoring and Evaluation (M&E) system. It also supports Magic Bus in mentoring two other non-profits in developing their own M&E systems.
In its third year of operation, Magic Bus USA established new ways of engaging potential donors and started working with corporate partners. Strategic partner TOMS donated a pair of shoes to every child and youth in the programme.

A one-year partnership has been confirmed with Magic Bus as official delivery partner for NBA (National Basketball Association) Cares India. The programme will include integrating basketball as one of the games used to work with children. Magic Bus was placed second out of 10 global NGOs in a worldwide Nike Fuel Band campaign.

Magic Bus had more than 35 runners in the New York, Austin, and Los Angeles marathons, raising much-needed resources for the growing organisation. Smaller (100-300 person) events in Washington DC and New York City helped to introduce the organisation to new audiences.

We applied in Canada to register Magic Bus Canada with a strong Board and application, but we were conditionally rejected in 2014. We plan to reapply in 2014-15 for charity status in the country.

“Only 20% of Indian school-goers finish high school, many dropping out because the basics are out of reach: food, clothes, shoes. In India, without education, it is very tough for the extremely poor to move out of poverty. A very large number are extremely poor: a third of Indians earn just $1.25 per day today. Our answer to make them job-ready was simple: we work from within, to change their behaviour and arm them with an attitude that is set for success. Behavior change does not happen overnight, so we invest early, and for the long-term, to make this happen, basing our inputs on what we call a ‘childhood to livelihood’ model. While our objective is so large and so valued, it is almost always the small, crucial things that set us back.

Consider shoes: In India, this is one clear marker of where you are on the economic ladder If you are someone who lives at the bottom of the pyramid, you will most likely be able to afford only castaway flip-flops. Walking to school, walking to explore, walking to playgrounds – these basic activities become a challenge for children who do not have shoes even.

This is where TOMS came in. This one partnership enables our children to have the one basic article of clothing that – literally – takes them places. The TOMS shoes fill a crucial programmatic gap: giving children the safety, dignity and confidence to step out of their home and participate in Magic Bus’s engagement model.”

- Pratik Kumar, CEO, Magic Bus.
Magic Bus was nominated for The Guardian International Development Journalism competition by Barclays Spaces for Sports. The paper carried a full page article about our work.

5 key donor partnerships were started in the year. We are very grateful to strategic partners British Airways, and partners Comic Relief, River Island and Tesco Charity Trust. We would also like to thank Barclays, Freshfields and Random House for pro bono support.

One of the most important relationships of the year was with British Airways. The company is supporting two Magic Bus communities near the New Delhi International Airport and providing flights as well as PR opportunities around the strategic partnership.

Pearson and the Oxford & Cambridge Club helped us to host special events for our UK-based supporters in which we shared what difference the programme and their support was making in India.

The fundraising work in the UK is completely executed by a staff strength of 4.5 people. Our Board member Nisha Paul stepped down as a Trustee and Chair of the Gala Committee after seven years of service in October 2013. Ruby Parmar joined the board as a Trustee in September 2013.

Our partnership with Premier League funding concluded after six successful years due to a change in their international strategy. We would like to place on record Premier League’s exemplary support that has been central to our expansion to be working in 19 states of India.

Over the next year, the organisation has decided to scope out a possible sport for development intervention for at-risk youth in London. “Our approach, including the sport for development curriculum, is eminently culture-agnostic. This means that the challenges faced by youth growing up in the UK today can also be addressed using our approach,” said Sonya Timms, Director of the UK Programme. “We would like to spend some time in understanding whether this premise will help us to launch a city-based intervention over the coming years.”
The Sport for Development and Peace International Working Group (SDP IWG) Secretariat, hosted by the United Nations Office on Sport for Development and Peace (UNOSDP), nominated Magic Bus to host the Next Step 2014 Conference, which was held in New Delhi from February 10 to 14, 2014. The conference was an international event that brought together a range of stakeholders who can promote the global Sport for Development agenda. With plenary sessions, breakaways and workshops, it was designed to build the perspectives on Sport for Development that go beyond the sports field.

The five-day conference also advanced global partnerships for development. The emphasis was on creating a web of linkages to foster the Sport for Development space and enable practitioners, academicians, donor agencies and corporate houses to learn about and implement effective Sport for Development programmes.

With 95 speakers and 453 participants, the Next Step Conference overshot its target reach by about 100 participants. The event was streamed live on www.sportanddev.org, which reported a web audience of 1,400 views.

#TESTIMONIALS FROM TWITTER

GRENVILLE HOPKINSON @HOPKINSONS: SOME GREAT INSIGHTS INTO GRASSROOTS #SPORTS4GOOD AT #NEXTSTEP2014 - GREAT JOB #MAGICBUS!

SPORT MATTERS @SPORTMATTERS: THANKS @SPORTANDDEV FOR CONNECTING US VIA LIVE-STREEINIMG TO #NEXTSTEP2014. WE LOVED BEING PART OF THE ACTION FROM AUSTRALIA! @MAGICBUSINDIA

ERIKA MUELLER @ERIKAMUELLER1: CATCHING UP ON MEANINGFUL CONVERSATIONS FROM #NEXTSTEP2014#SPORTFORGOOD THANKS TO @MAGICBUSINDIA & @SPORTANDDEV

S FOUNDATION @JUNGLECROWSFDN: @MAGICBUSINDIA #GREATWORK IN MAKING #NEXTSTEP2014 A HUGE SUCCESS, TAKE A BOW LEADING THE WAY IN #SPORT4CHANGE

SUKHMANI ∞ SINGH @SUHSHINE: #SPORT4GOOD IS WHAT MY WHOLE LIFE IS ABOUT. THANK YOU SO MUCH TO @MAGICBUSINDIA AND #NEXTSTEP2014 FOR MAKING ME FEEL LIKE I'M NOT ALONE! :)

ELI A. WOLFF @ELIWOLFF: @MAGICBUSINDIA@INDIABILITY#NEXTSTEP2014 HOPEFULLY WE CAN REDUCE BARRIERS IN SOCIETY SO THAT THERE IS MORE OPPORTUNITY FOR PWR TO EXCEL!!
Over the last year we maximized the use of various social media platforms to generate awareness about Magic Bus' work and intensify audience engagement. As a result, we saw a 75% increase in our social media followers. Several A-list Bollywood celebrities including Abhishek Bachchan and Farhan Akhtar tweeted their support for our cause over the course of the year.

For the first time, an international conference on Sport for Development was streamed live across the web through a Magic Bus initiative in partnership with sportanddev.org. Thousands of people across the globe, involved in sport for development who could not make it in person, watched the week-long “Next Step 2014: Using Sport for Good” conference unfolding live on their screen.

#TESTIMONIALS FROM TWITTER

ABHISHEK BACHCHAN: Proudest moment was when the team decided to give Man of the Match to Matthew Spacie - founder of @MagicBusIndia. He does such great work.

FARHAN AKHTAR: This ones for all Houston. Come, enjoy the music and support @MagicBusIndia program and the #MARD initiative.

RAJ KUNDRA: With @MagicBusIndia! Such magic to say hi to them! Felt good best part of the event.

BUNTY WALIA: Charity game for @MagicBusIndia is played against #ASFC and Gold Stars on 29th March. Cooperage ground #Mumbai.

SOCIAL MEDIA STATISTICS AS ON 31ST MARCH 2014

FACEBOOK LIKES: 5549
TWITTER FOLLOWERS: 3705
YOUTUBE VIEWS: 27498
Twelve year old Shanti lives in the Patel Nagar slums of the Lalithabagh area in the old city of Hyderabad. She lives with her 2 younger brothers and parents, who are daily wage labourers. Shanti’s family of 5 members lives in a very small shanty home. Hers is one of India’s 700 million extremely poor families. Shanti herself was one of the millions of girls who are forced to drop out of school when she first met Magic Bus volunteer Mukesh Kumar. Soon she was part of the Magic Bus’ weekly activities.

With inputs and guidance from her Magic Bus mentors, Shanti was motivated to re-enrol in school. “We counselled and worked with Shanti’s mother and father on the importance of boosting Shanti’s chances at moving out of poverty, by making sure she completes her basic education,” recalls Mukesh Kumar. Today, she is in Grade 5 and goes to school every day.

With help from the lessons learnt using the Magic Bus curriculum, Shanti today is a confident young girl who is able to make positive choices.

Changing one girl’s life often changes her entire family’s. Shanti has even ensured that her younger siblings are in school, thus setting the entire family on a path of betterment.
## MAGIC BUS INDIA FOUNDATION
### STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 MARCH 2014

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Notes</th>
<th>Year ended 31 March 2014 Rupees</th>
<th>Year ended 31 March 2013 Rupees</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
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<tr>
<td>Donations and Contributions</td>
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<td>226 153 905</td>
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<tr>
<td>Other Income</td>
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<td>1 866 415</td>
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<td><strong>Total</strong></td>
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<td>208 075 430</td>
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<tr>
<td><strong>Expenditure</strong></td>
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<td>Expenses On Activities</td>
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<td>201 840 952</td>
<td>174 840 664</td>
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<tr>
<td>Depreciation And Amortization Expense</td>
<td>14</td>
<td>5 287 517</td>
<td>4 494 672</td>
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<tr>
<td>Other Expenses</td>
<td>15</td>
<td>19 164 703</td>
<td>13 614 705</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>226 293 172</td>
<td>192 950 041</td>
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<tr>
<td>Surplus Before Exceptional And Extraordinary Items and Tax (I-IV)</td>
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<td>1 727 148</td>
<td>15 125 389</td>
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<td>Exceptional Items</td>
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<td>Surplus Before Extraordinary Items And Tax (III-IV)</td>
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<td>15 125 389</td>
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<td>Extraordinary Items</td>
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</tr>
<tr>
<td>Surplus Before Tax</td>
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<td>15 125 389</td>
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<tr>
<td><strong>Tax Expense</strong></td>
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<td>Current Tax</td>
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<tr>
<td>Deferred Tax Charge / (Benefit)</td>
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<td>Income Tax of Earlier Years</td>
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<td><strong>Total Tax Expense</strong></td>
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<td>-</td>
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<tr>
<td>Surplus After Tax</td>
<td></td>
<td>1 727 148</td>
<td>15 125 389</td>
</tr>
<tr>
<td>Surplus for the Year from Operations</td>
<td></td>
<td>1 727 148</td>
<td>15 125 389</td>
</tr>
</tbody>
</table>

### Summary of Significant Accounting Policies

2

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

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

For and On Behalf Of The Managing Committee

Sanjay Makhija
Partner
Membership No: 042150
Date: 29 September, 2014

Deval Sanghvi
Member
Date: 29 September, 2014

Access the complete Audited Statement on Accounts on [http://www.magicbus.org/transparency](http://www.magicbus.org/transparency)
In just over a decade, 250 million youth will enter the Indian workforce. That's the equivalent of the entire working population of the United States, all adding to India's current labour pool by 2030 and all looking for employment.

When we started Magic Bus in 1999 in Mumbai, we started with one question: are these young people job-ready? Only 20 percent of Indian youth finish high school, with many dropping out because the basics are out of reach: food, transport, supplies. We all know that without education, it's very tough for the poor to move out of poverty.

To make this happen, we employ the Magic Bus ‘Childhood to Livelihood’ model, bringing in partners whose core competencies fill a dire need in the lives of these marginalized children and youth on their 10-year journey with Magic Bus.

This holistic approach works to empower individuals and entire communities to make better decisions in the areas of education, health and hygiene practices, gender equity, leadership and livelihood.

A shining example of that empowerment is Gulafsha Ansari who went from being a school dropout to joining Magic Bus and returning to school and being a youth leader in her community. In 2012, she told her story as a Huffington Post blogger, http://www.huffingtonpost.com/gulafsha-kumruhloda-ansari/

Others, like Shanti from Hyderabad Old City (profiled on page 21) are taking their first steps. Her Magic Bus journey began when she was just 10 years old and already a school dropout. We created local role models who encouraged her to join the programme. She was attracted to our dynamic activity-based curriculum, which utilizes sport and play as an engagement catalyst. These sessions are designed to recreate real-life situations and challenges that Shanti can relate to.

Off the field, Magic Bus worked directly with Shanti’s parents and community to support them in building a child-friendly ecosystem that takes care of every basic need, from health and hygiene to leadership and livelihood. The Magic Bus programme continues supporting her as she continues to battle the next challenges in her life, primarily fending off child marriage and completing her education.

Over the last 15 years, Magic Bus’ unique ability to localize programming and helping every child reach his or her full potential has garnered the support of many strategic partners.

The task ahead remains difficult. The impact of a youth bulge in the population can be either beneficial or harmful, depending on how prepared they are and how we as a society respond. If we succeed, a larger number of educated, healthy young people will enter the workforce and will deliver major economic benefits to themselves and society as a whole. Our supporters help us break down our goal into achievable targets, which in Shanti’s case, means helping her go to school and reach her Magic Bus sessions every day.

Pratik Kumar,
CEO,
Magic Bus India Foundation