MISSION
ONE MILLION
An external evaluation of our work in this financial year showed that 7 in 10 school dropouts re-enrol and complete their education when they are part of the Magic Bus programme. Without setting up any schools, Magic Bus has improved children's chances of completing elementary education, their interest in further studies, vocational training and most importantly, finding jobs or employment. When children go to school, they open up their lives to use every when they grow up opportunity available in their immediate environment.
An external evaluation of our work in this financial year showed that 7 in 10 school drop-outs re-enrol and complete their education when they are part of the Magic Bus programme.

Without setting up any schools, Magic Bus has improved children's chances of completing elementary education, their interest in further studies, vocational training and most importantly, finding jobs or employment when they grow up. When children go to school, they open up their lives to use every opportunity available in their immediate environment.
From the founder’s desk

In India, the issue of poverty remains a massive challenge. Many of the country’s topmost brains and a high amount of resources are being poured into finding a solution that lasts.

Twelve years ago, Magic Bus hit upon a solution that works surprisingly well in moving some of India’s poorest children out of poverty.

This is how we do it: We use a mentoring programme which involves sports and activities. We train young people within a community to become mentors to children from the same area. The mentors then deliver the Magic Bus programme, which addresses the key ingredients in a child’s life: getting an education, staying healthy and learning about gender equity.

Children want to participate because they love to have fun and play. Simultaneously, the programme works with parents and communities, to make sure the children get the support they need from home. As children exit the programme, they are offered an opportunity to connect to jobs or higher education opportunities. All these elements come together to help a child move out of poverty.

In 2011-12, every week, 8000 Magic Bus mentors delivered the Magic Bus curriculum to 205000 children living in poverty on ‘A Journey from Childhood to Livelihood’.

For every child a mentor enrols in their programme, they improve an entire family’s chances of breaking out of poverty. That’s at least four people. Now multiply 1 child by 1 million. That is the scale of change possible for as many poor families. And that is the scale of change we want to drive by 2015.

I want to thank all our key supporters and partners who are driving the agenda for change in India by partnering with us. You can read all about our key partners on page 11.

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

Matthew Spacie MBE
Founder & CEO, Magic Bus

REPOSITIONING MAGIC BUS

Magic Bus repositioned its mission to enable us to reach the goal we had set for ourselves in 2010.

OUR NEW VISION
Magic Bus will give millions of children living in poverty the opportunity to control the way they view the world, the freedom to choose the role they will play in it, and the power to define their own destiny.

OUR NEW MISSION
Magic Bus develops local community mentors who take children and youth living in poverty on the journey from childhood to livelihood. During this long-term engagement, our mentors work with children and parents through a weekly curriculum that includes the use of sporting activities as metaphors to change behaviour in the areas of education, health, gender and livelihood.

In addition, our community engagement programme ensures that we access existing local opportunities to help young people move from poverty, and develop into young adults with greater control and choice.

All Magic Bus children and youth are offered the opportunity to enrol in livelihood programmes, creating at scale, a movement of competent, confident young people ready to make a significant difference to their own lives.

OUR PROGRAMME SCHEMATIC
In India, the issue of poverty remains a massive challenge. Many of the country’s topmost brains and a high amount of resources are being poured into finding a solution that lasts.

Twelve years ago, Magic Bus hit upon a solution that works surprisingly well in moving some of India’s poorest children out of poverty.

This is how we do it: We use a mentoring programme which involves sports and activities. We train young people within a community to become mentors to children from the same area. The mentors then deliver the Magic Bus programme, which addresses the key ingredients in a child’s life: getting an education, staying healthy and learning about gender equity.

Children want to participate because they love to have fun and play.

Simultaneously, the programme works with parents and communities, to make sure the children get the support they need from home. As children exit the programme, they are offered an opportunity to connect to jobs or higher education opportunities. All these elements come together to help a child move out of poverty.

In 2011-12, every week, 8000 Magic Bus mentors delivered the Magic Bus curriculum to 205000 children living in poverty on ‘A Journey from Childhood to Livelihood’.

For every child a mentor enrolls in their programme, they improve an entire family’s chances of breaking out of poverty. That’s at least four people. Now multiply 1 child by 1 million. That is the scale of change possible for as many poor families. And that is the scale of change we want to drive by 2015.

I want to thank all our key supporters and partners who are driving the agenda for change in India by partnering with us. You can read all about our key partners on page 11.

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

Matthew Spacie MBE
Founder & CEO, Magic Bus
LEARN AND GROW

India has more than 8 million out-of-school children, 20% of the world’s total. Of the school-going ones, half drop-out before Grade 8. 95.7% of the children in our programme have an attendance record over 80%

Photo: An 8-year-old girl sets off to school, once again. Many children have returned to school after attending Magic Bus programme, North Delhi. 2011.

LEARN, EARN

57% of India’s youth is unemployed. Only 10% of Indians aged 15-29 have vocational skills training. This leaves most of them no option but to work as unorganised manual labour. Youth on our programme have the chance to change this and choose their own career.

Photo: Volunteer mentors. South Delhi, August 2011. © Ashima Narain

BREAK GENDER-BASED STEREOTYPES

India has only 914 girls to every 1000 boys. More than 1.5 million girls are below the age of 15 and married. At Magic Bus, 42% of the total children and volunteers are girls. They play regularly with boys in the country’s largest mixed gender programme.

Photo: Tanu and Ritu from Sughulpukhadi pose to show how the programme diluted the traditional stereotypes of belonging to a particular gender.

South Delhi, August 2011. © Ashima Narain

LIVE HEALTHY

Every 13th Indian child dies before the age of 5. Most of these deaths could be avoided, if only some basic precautions are taken. 77.52% of children at Magic Bus follow good practices related to personal hygiene including hand washing, brushing, bathing and cutting nails.

Photo: The Magic Bus curriculum has specific activities to improve children’s understanding on preventable diseases.

South Delhi, August 2011. © Ashima Narain

BE LIFE-READY

Poor health or morbidity are known to be the major causes as well as effects of poverty. By the time Magic Bus children finish their first year, they start exhibiting a high degree of health-related knowledge, beliefs and practices.

Photo: A group of children assemble for a pose just before a session.

South Delhi, August 2011. © Ashima Narain

BE EQUAL

Gender-based stereotypes and differences still continue to deprive the girl child of her rights to equal opportunities in education, at play and work. 98% of the adolescent girls at Magic Bus are in secondary school.

Photo: Taking some really bold steps, girls from an otherwise restrictive community come out to attend sessions every week.

South Delhi, August 2011. © Ashima Narain

BE AWARE OF YOUR RIGHTS

Many young girls in India grow up doing household chores and taking care of the younger children at home. Magic Bus makes them aware of their rights and helps them claim an entitlement to education, play and a better life. 82.7% of Magic Bus children believe that it is equally important to invest in a girls’ future, as well as in a boy’s future.

Photo: A girl participant comes to a session with her younger sibling. For many children, Magic Bus is the only opportunity to explore a life outside the domestic sphere.

South Delhi, December 2011. © Alex Rossi
In 2012, Magic Bus crossed the 200,000 mark. 205,000 children were enrolled in its programme at just Rs 1,200 (USD 25) per child per year. Our outreach figures increased more than three-fold from 58,885 in 2010-11 to 205,000 in 2011-12.

BMW India, Comic Relief UK, Barclays PLC, UK and the Vitol Foundation came on board as Strategic Funders.

The Connect Programme was successfully piloted in Mumbai. It is Magic Bus’ answer to bridge the gap between end of school and sustainable livelihood options. Connect is open to all young people (youth) who are from the Magic Bus programme as well as to all our volunteer mentors (Community Youth Leaders).

An increase of 111% in the total funds raised over the previous years demonstrated our ability to generate the resources we need to meet our ambitious targets.

Small cluster projects were started for corporate supporters Rio Tinto and the Jindal Group.

The first-ever fundraising event was organised in India. The Mumbai Benefit Dinner raised much-needed resources for expanding work in Maharashtra. A similar fundraising dinner was also organised in Singapore.

We developed content for our Sport for Development curriculum for children as well as youth.

We launched the Karnataka State programme.

In Andhra Pradesh, we started work in the Vishakhapatnam district.

In Maharashtra, we started work in Pune and Thane.

2,863 children benefitted from outdoor learning programmes held at the Magic Bus Centre.

The 2nd International Maiden Conference on Sport for Development was held in Delhi.

Magic Bus entered into an MoU (Memorandum of Understandings) with the Mizoram government to train Master Trainers.

We piloted a range of Magic Bus merchandise, sold in partnership with The Bombay Store.

Our youth receive formal training for conducting sessions in the field. Furthermore, they are introduced to better livelihood options through Connect, a programme that enables them to work, study or train in vocational subjects.

Photo: The Magic Bus uniforms give our youth an identity that they cherish. They are seen as role models in their communities, and younger children want to be like them.

South Delhi, December 2011. © Ashima Narain

Our sessions essentially work towards bringing out leaders at all levels of the programme. These youngsters undergo training at Magic Bus to gain deeper understanding into the working of Sport for Development. We encourage our youth to identify and develop more leaders like them.

Nancy Farese

Panchayat Yuva Krishi aur Khel Abhiyan (PYKKA) is the Government of India’s flagship scheme promoting a sporting culture in the country. As knowledge & implementation partners to PYKKA, we work with a rights-based approach to ensure that every child claims and enjoys a fair share of play.

South Delhi, December 2011. © Alex Rossi

BMW India, Comic Relief UK, Barclays PLC, UK and the Vitol Foundation came on board as Strategic Funders.

The Connect Programme was successfully piloted in Mumbai. It is Magic Bus’ answer to bridge the gap between end of school and sustainable livelihood options. Connect is open to all young people (youth) who are from the Magic Bus programme as well as to all our volunteer mentors (Community Youth Leaders).

An increase of 111% in the total funds raised over the previous years demonstrated our ability to generate the resources we need to meet our ambitious targets.

Small cluster projects were started for corporate supporters Rio Tinto and the Jindal Group.

The first-ever fundraising event was organised in India. The Mumbai Benefit Dinner raised much-needed resources for expanding work in Maharashtra. A similar fundraising dinner was also organised in Singapore.

We developed content for our Sport for Development curriculum for children as well as youth.

We launched the Karnataka State programme.

In Andhra Pradesh, we started work in the Vishakhapatnam district.

In Maharashtra, we started work in Pune and Thane.

2,863 children benefitted from outdoor learning programmes held at the Magic Bus Centre.

The 2nd International Maiden Conference on Sport for Development was held in Delhi.

Magic Bus entered into an MoU (Memorandum of Understandings) with the Mizoram government to train Master Trainers.

We piloted a range of Magic Bus merchandise, sold in partnership with The Bombay Store.
Our retention rates among the volunteers is nearly 100% in Maharashtra, making it among our most successful training initiatives.

In October 2011, our Founder and CEO Matthew Spacie was shortlisted for the Social Entrepreneur of the Year Award by Jubilant Bhartia Foundation.

Watch CNBC’s coverage of Magic Bus in this shoot in the BPT grounds of Mumbai here: http://tinyurl.com/cpmf2yz

The Maharashtra State Office works in 4 districts: Chandrapur, Pune, Thane and Raigadh. 86 basic and refresher training courses on the Sport for Development curriculum were held for the 1192 volunteer mentors in Maharashtra. 42.28% of the volunteer mentors in the State are girls and women.

The State programme partnered with 17 residential schools for children from Scheduled Tribe families in Chandrapur. They also worked with children from 18 other institutions. Work has started on building a model Magic Bus community in the Tekadi, Block Mul village in Chandrapur. This is in addition to the 5 model communities Magic Bus is trying to develop for the State-funded rural play programme, the PYKKA.

Karnataka: 2153 Children (44% GIRLS, 56% BOYS)

The Magic Bus State programme in Karnataka operates in the two districts of Bangalore and Mysore. 257 volunteer mentors, or Community Youth Leaders (CLY) deliver the Magic Bus sport for Development sessions to children in the Karnataka programme. 39 Magic Bus employees oversee the work of these volunteers.

455 out of the total of 2153 children in the State are from school programmes started in the month of April 2012. The rest are from slum and village communities.

Maharashtra: 35253 Children (45% GIRLS, 55% BOYS)

The Delhi State office works across 3 districts: North, South and East Delhi. Many of Magic Bus’ partnerships (see pages 13-14) operate from Delhi.

As of March 31, 2012, the sessions on-ground were delivered with and through 2741 volunteer mentors or Community Youth Leaders. 39.38% of the children we work with in the Capital are girls. Of the volunteer mentors delivering the sessions to all children, 31.73% are girl mentors.

145 field staff oversee the work of the volunteers, including training and handholding.

Of the total number of children in the programme, 28,943 are from Government or low-cost private schools. We have partnered with 95 such schools. Magic Bus school-based reach out is delivered with sanction from the schools and usually held during the school Physical Training classes.

Magic Bus’ work in the slums of Dakshinpuri was featured, along with an interview with Founder-CEO Matthew Spacie, on Sky News. Watch the programme here: http://tinyurl.com/boj9sif

Delhi: 82720 Children (40% GIRLS, 60% BOYS)

The Andra Pradesh State office works in 5 districts: Hyderabad, Ranga Reddy, Kurnool, Medak and Visakhapatnam.

The work in the state is delivered with and through 3427 volunteer mentors. Of these Community Youth Mentors, 936 are girls or women. This amounts to 27% of the total number of volunteers. Their work is overseen by 174 Magic Bus employees, who have, with the help of the District Programme Managers and the State Lead, organised 78 basic level and 31 refresher training courses for volunteers. Volunteers learn about the Magic Bus Sport for Development curriculum at these training courses, where the core value of a commitment to child development is also imbibed.

Of the total number of children in the State programme, 4617 are from Government and other schools.

A large part of Magic Bus’ first-ever corporate film was shot in Hyderabad. You can watch it on YouTube by clicking here http://tinyurl.com/b92vd5

A local channel in Hyderabad, ABN, profiled Magic Bus. The programme segment shows the first ever Magic advert, created by renowned filmmaker, Mahesh Mathai. Watch the programme in Telugu here: http://tinyurl.com/cvyelas

Andhra Pradesh: 89049 Children (45% GIRLS, 55% BOYS)
The Magic Bus State programme in Karnataka operates in the two districts of Bangalore and Mysore. 257 volunteer mentors, or Community Youth Leaders (CLY) deliver the Magic Bus sport for Development sessions to children in the Karnataka programme. 39 Magic Bus employees oversee the work of these volunteers. 455 out of the total of 2153 children in the State are from school programmes started in the month of April 2012. The rest are from slum and village communities.

KARANTAKA: 2153 CHILDREN (44% GIRLS, 56% BOYS)

The Maharashtra State Office works in 4 districts: Chandrapur, Pune, Thane and Raigadh. 86 basic and refresher training courses on the Sport for Development curriculum were held for the 1192 volunteer mentors in Maharashtra. 42.28% of the volunteer mentors in the State are girls and women. The State programme partnered with 17 residential schools for children from Scheduled Tribe families in Chandrapur. They also worked with children from 18 other institutions. Work has started on building a model Magic Bus community in the Tekadi, Block Mul village in Chandrapur. This is in addition to the 5 model communities Magic Bus is trying to develop for the State-funded rural play programme, the PYKKA.

MAHARASHTRA: 35253 CHILDREN (45% GIRLS, 55% BOYS)

Our retention rates among the volunteers is nearly 100% in Maharashtra, making it among our most successful training initiatives.

In October 2011, our Founder and CEO Matthew Spacie was short listed for the Social Entrepreneur of the Year Award by Jubilant Bhartia Foundation. Watch CNBC’s coverage of Magic Bus in this shoot in the BPT grounds of Mumbai here: http://tinyurl.com/cpmf2yz

Photo: Community session in Govindpuri, Delhi © Joy Jt

Photo: Community session in South Delhi © Daniel Berehulak

The total outreach for 2011–12 is 2171 of which 46% are girls and 54% are boys.

Cluster programmes are small projects, catering to groups of children between 1000-7500 in size. Most such programmes are set up in areas where the key partner operates. The project is modified to suit the area. Cluster programmes allow Magic Bus to reach out to a wide geographical spread, beyond the areas we work within the national programme.

JAIJPUR, ODISHA (ORISSA)
The cluster programme in Jaiipur, Odisha is supported by JSL-Stainless Steel Ltd. It started in August 2011 with 1000 children. The children were identified over August-September 2011, after which we completed training for our volunteer mentors and started running the sessions.

JAIPUR, RAJASTHAN
The cluster programme in Jaipur, Rajasthan is supported by Studiosus. It started in January 2012. Studiosus visited the group in the month of March 2012. To enrol girl children in the session is a major challenge, one we are working on overcoming.

KEONJHAR, ODISHA (ORISSA)
The cluster programme in Keonjhar, Odisha is supported by Rio Tinto Iron Ore. It started in September 2011 with 2000 children. This is a tribal area with low education levels. Thus, identification of CYLs has been a major problem, one we are working on resolving by March 2012.

HISSAR, HARYANA
The cluster programme for Hissar, Haryana is supported by JSL-Stainless Steel Ltd. It started in November 2011. To get girl children to participate in the programme is a challenge as the girl child ratio is comparatively low in this state. Approaches are being identified to resolve this.

OUTDOOR PROGRAMMES
 33 day­ trips.
 10 overnight treks.
 45 camps.
The outdoor programmes, held at the Magic Bus Centre in Karjat, are specifically designed to promote experiential learning.
The Mumbai programme is Magic Bus’ flagship programme. It is where we started as a small, volunteer-led initiative and where we incubated the Magic Bus Sport for Development curriculum. Some of Magic Bus’ best achievements in terms of real stories of change are from the Mumbai programme.

Mumbai programme operates in four communities: Dharavi, Jogeshwari, Mankhurd and the Bombay Port Trust (BPT) area.

We work with 12 partners in Mumbai - Muktangan, Vimla Vikas Kendra, St. Catherine, Baljeevan, Share, Chembur Childrens Home, Bal Kalyan Nagri, Shradhanand, Mobile Creches, A. D. Bawla, DSIS, Deonar Observation Home. Magic Bus imparts the Sports for Development curriculum for children from these partner organisations.

The total outreach for 2011-12 is 2171 of which 46% are girls and 54% are boys.

Events:
- Open tournaments in all 4 communities.
- Explorer Sports Day.
- Institutional Sports Day.
- Interzonal tournaments.
- NGO Partners Meet.
- Footstep Walkathon.
- Standard Chartered Mumbai Marathon.

OUTDOOR PROGRAMMES
- 33 day-trips.
- 10 overnight treks.
- 45 camps.

The outdoor programmes, held at the Magic Bus Centre in Karjat, are specifically designed to promote experiential learning.

Cluster programmes are small projects, catering to groups of children between 1000-7500 in size. Most such programmes are set up in areas where the key partner operates. The project is modified to suit the area.

JAJPUR, ODISHA (ORISSA)
The cluster programme in Jajpur, Odisha is supported by JSL-Stainless Steel Ltd. It started in August 2011 with 1000 children. The children were identified over August-September 2011, after which we completed training for our volunteer mentors and started running the sessions.

JAIPUR, RAJASTHAN
The cluster programme in Jaipur, Rajasthan is supported by Studiosus. It started in January 2012. Studiosus visited the group in the month of March 2012. To enrol girl children in the session is a major challenge, one we are working on overcoming.

KEONJHAR, ODISHA (ORISSA)
The cluster programme in Keonjhar, Odisha is supported by Rio Tinto Iron Ore. It started in September 2011 with 2000 children. This is a tribal area with low education levels. Thus, identification of CYLs has been a major problem, one we are working on resolving by March 2012.

HISAR, HARYANA
The cluster programme for Hissar, Haryana is supported by JSL-Stainless Steel Ltd. It started in November 2011. To get girl children to participate in the programme is a challenge as the girl child ratio is comparatively low in this state. Approaches are being identified to resolve this.
Only a few months into its journey, Magic Bus USA reached various milestones in the 2011-12 fiscal year, including establishing:

- An office space in downtown San Francisco with a desk in the offices of an existing Magic Bus partner – Architecture for Humanity
- An online presence in the US with a website (www.magicbususa.org), a Facebook page (www.facebook.com/MagicBusUSA) and a Twitter account (www.twitter.com/MagicBus_USA)
- Strategic and funding support by Nike, Inc. and the Magic Bus USA Board of Directors

Growth in the year included:

- US Women’s Soccer legend Julie Foudy joining as a Magic Bus USA Ambassador through a partnership with the Julie Foudy Sports Leadership Academy where 12 girls and 2 coaches from the Magic Bus Women’s Football Team (MBWFT) visited California in July 2011 to take part in a week-long leadership academy alongside 100+ American high school student athletes. In addition to the Academy which focused on athletics, leadership, and personal development, the MBWFT took part in programmes with: the YMCA, Stanford University, The Asian University for Women, Soccer without Borders, The Bay Area Women’s Sports Initiative (BAWSI), the San Francisco Giants, and the San Jose Earthquakes.
- Two collaborative visits by the US Department of State and the NBA/WNBA Cares in 2011 where delegations from the US ran basketball workshops with children from Magic Bus programmes in Mumbai. The first delegation included WNBA legend Katie Smith, and NBA Hall of Famer and Top 50 player of all-time, George The Iceman Gervin, both of which also joined Magic Bus USA as Ambassadors. On a later trip in 2011, current NBA star Brandon Jennings conducted a camp for 50 Magic Bus children.
- In Summer 2011, the US Department of State, USAID, and Secretary of State Hillary Clinton hosted the 1st ever Global Diaspora Forum for more than 400 diaspora leaders in the USA. Magic Bus USA Director, Rahul Brahmbhatt, was selected to serve as a panelist for two separate panel discussions: USAID’s Sport for Development Panel, and The State Department’s Philanthropy in India Roundtable.

The Annual Gala dinner took place on 10th November 2011 at The Dorchester in London. 340 guests attended the event. Hosted by Dan Snow and sponsored by Stemcor, Investec and the Dhillon Group, it was a night to remember. The Gypsy Queens provided the entertainment.

Board member and gala dinner committee chair Nisha Paul was nominated for the Asian Women of Achievement Award, 2012.

A new UK website www.magicbusuk.org was launched in March 2012.

New Partnerships
- In September 2011, fashion label French Connection designed and sold t-shirts for Magic Bus in their stores throughout the UK, with a percentage of sales donated to us. (see picture below)
- Barclays Spaces for Sports funded a three year partnership delivering Street 20 cricket in Delhi and Mumbai.
- Comic Relief funded a three year partnership for Active Youth Leadership in Mumbai.
- The Bernard Lewis Family Charitable Trust funded a three year programme in Karnataka.
- We received funding for a Cricket programme from the Oval Cricket Relief Trust.
- We received confirmation of funding from Football for Hope for our specialised Football teams throughout India.

Magic Bus’ international offices are raising much-needed funds and awareness about the organisation’s work in India. Fundraising in the UK alone contributed 59% of Magic Bus’ total financials for the year 2011-2012.
Only a few months into its journey, Magic Bus USA reached various milestones in the 2011-12 fiscal year, including establishing:

- An office space in downtown San Francisco with a desk in the offices of an existing Magic Bus partner - Architecture for Humanity
- An online presence in the US with website (www.magicbususa.org), A Facebook page (www.facebook.com/MagicBusUSA) and A Twitter account (www.twitter.com/MagicBus_USA)
- Strategic and funding support by Nike, Inc. and the Magic Bus USA Board of Directors

Growth in the year included:

- US Women’s Soccer legend Julie Foudy joining as a Magic Bus USA Ambassador through a partnership with the Julie Foudy Sports Leadership Academy where 12 girls and 2 coaches from the Magic Bus Women’s Football Team (MBWFT) visited California in July 2011 to take part in a week-long leadership academy alongside 100+ American high school student athletes. In addition to the Academy which focused on athletics, leadership, and personal development, the MBWFT took part in programmes with: the YMCA, Stanford University, The Asian University for Women, Soccer without Borders, The Bay Area Women’s Sports Initiative (BAWSI), the San Francisco Giants, and the San Jose Earthquakes.
- Two collaborative visits by the US Department of State and the NBA/WNBA Cares in 2011 where delegations from the US ran basketball workshops with children from Magic Bus programmes in Mumbai. The first delegation included WNBA legend Katie Smith, and NBA Hall of Famer and Top 50 player of all-time, George The Iceman Gervin, both of which also joined Magic Bus USA as Ambassadors. On a later trip in 2011, current NBA star Brandon Jennings conducted a camp for 50 Magic Bus children.
- In Summer 2011, the US Department of State, USAID, and Secretary of State Hillary Clinton hosted the 1st ever Global Diaspora Forum for more than 400 diaspora leaders in the USA. Magic Bus USA Director, Rahul Brahmbhatt, was selected to serve as a panelist for two separate panel discussions: USAID’s Sport for Development Panel, and The State Department’s Philanthropy in India Roundtable.

Magic Bus USA spent the year setting up its operations in the country and creating essential brand awareness.

New Partnerships

- In September 2011, fashion label French Connection designed and sold t-shirts for Magic Bus in their stores throughout the UK, with a percentage of sales donated to us. (see picture below)
- funded a Barclays Spaces for Sports three year partnership delivering Street 20 cricket in Delhi and Mumbai.
- funded a three year Comic Relief partnership for Active Youth Leadership in Mumbai.

- The Bernard Lewis Family Charitable Trust funded a three year programme in Karnataka.
- We received funding for a Cricket programme from the Oval Cricket Relief Trust.
- We received confirmation of funding from Football for Hope for our specialised Football teams throughout India.
- New Partnerships

International Offices

- In 2012, the US Department of State, USAID, and Secretary of State Hillary Clinton hosted the 1st ever Global Diaspora Forum for more than 400 diaspora leaders in the USA. Magic Bus USA Director, Rahul Brahmbhatt, was selected to serve as a panelist for two separate panel discussions: USAID’s Sport for Development Panel, and The State Department’s Philanthropy in India Roundtable.
15 key projects have been working towards better lives and livelihoods for children and young people all across India. Magic Bus thanks the 15 key strategic partners who have made this possible.

- **Australian Sports Outreach Program**
  - Supports training of Magic Bus Community Youth Leaders (CYLs), provides for equipment in Andhra Pradesh and Delhi/NCR.
  - Period of partnership: July 1, 2010 to December 31, 2014.

- **Barclays Spaces for Sports**
  - Supports Magic Cricket Tournament in Mumbai and Street20 Cricket Tournament in New Delhi in Maharashtra and Delhi/NCR.

- **Bernard Lewis Charitable Trust**
  - Supports two cluster projects in Mysore and Bangalore, Karnataka.
  - Period of partnership: July 2011 to June 2014.

- **BMW**
  - Supports community empowerment, advocates Rights to Education and Play, promotes gender equality and enhances leadership skills in youth in Delhi/NCR and Tamil Nadu.

- **Comic Relief**
  - Supports active youth, and active youth leadership programmes (peer leaders/voyagers-funded) in Maharashtra.
  - Period of partnership: February 1, 2011 to April 1, 2014.

- **Jindal Steels**
  - Supports cluster programme for 1000 children in Jajpur and Hissar in Orissa and Haryana.
  - Period of partnership: June 2011 to June 2015.

- **Laureus Sport for Good Foundation**
  - Supports training of Programme Development department for partner NGOs in all Magic Bus locations.
  - Period of partnership: January 2012 to December 2014.

- **Football for Hope Foundation**
  - Supports growth and expansion of Magic Bus Football Team and junior specialised teams in Maharashtra, Andhra Pradesh and Delhi/NCR.
  - Period of partnership: October 2011 to December 2012.

- **Neg-Fire**
  - Supports Magic Bus programme with special emphasis on implementation of Right to Education in Maharashtra.
15 key projects have been working towards better lives and livelihoods for children and young people all across India. Magic Bus thanks the 15 key strategic partners who have made this possible.

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Program Description</th>
<th>Period of Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NIKE</strong></td>
<td>Supports training for all Training &amp; Monitoring Officers at Magic Bus in all existing and upcoming Magic Bus locations.</td>
<td>April 2, 2010 to March 31, 2012</td>
</tr>
<tr>
<td><strong>PREMIER LEAGUE</strong></td>
<td>Supports programme delivery in Chandrapur, Medak and East and North Delhi in Maharashtra, Andhra Pradesh and Delhi/NCR.</td>
<td>October 2010 to October 2013</td>
</tr>
<tr>
<td><strong>STUDIOSUS FOUNDATION</strong></td>
<td>Supports cluster programme for 2000 children in Jaipur, Rajasthan.</td>
<td>October 2011 to October 2016</td>
</tr>
<tr>
<td><strong>VITOL CHARITABLE FOUNDATION</strong></td>
<td>Supports improvement of livelihood options for 3000 young people living in poverty in Delhi/NCR.</td>
<td>September 2011 to September 2014</td>
</tr>
<tr>
<td><strong>VITOL CHARITABLE FOUNDATION (KARNATAKA)</strong></td>
<td>Supports empowerment of 50,000 poor children, youth and communities to make positive choices in education, gender, health and livelihood in Karnataka.</td>
<td>September 2011 to September 2014</td>
</tr>
<tr>
<td><strong>BMW</strong></td>
<td>Supports community empowerment, advocates Rights to Education and Play, promotes gender equality and enhances leadership skills in youth in Delhi/NCR and Tamil Nadu.</td>
<td>December 15, 2011 to December 15, 2016</td>
</tr>
<tr>
<td><strong>FOOTBALL FOR HOPE FOUNDATION</strong></td>
<td>Supports growth and expansion of Magic Bus Football Team and junior specialised teams in Maharashtra, Andhra Pradesh and Delhi/NCR.</td>
<td>October 2011 to December 2012</td>
</tr>
<tr>
<td><strong>BERNARD LEWIS CHARITABLE TRUST</strong></td>
<td>Supports Magic Bus programme with special emphasis on implementation of Right to Education in Maharashtra.</td>
<td>April 2011 to March 2013</td>
</tr>
<tr>
<td><strong>NEG-FIRE</strong></td>
<td>Supports two cluster projects in Mysore and Bangalore, Karnataka.</td>
<td>July 2011 to June 2014</td>
</tr>
</tbody>
</table>
BETWEEN COLLEGE AND WORK, PARVATI CHOSE BOTH!

Parvati was born in one of Mumbai's extremely poor families that lived on less than INR 592 per month. With inputs from her mentors, however, this star footballer is now studying at college, coaching in football and working for the Magic Bus office in Mumbai, the first girl in her family to study and work in an office.

"WE CAN  BUT ONLY IF  TO DO SO", SAYS PARVATI

MOVE OUT OF POVERTY WE CHOOSE

Parvati Pujari, 21, is a college student, completing a Bachelor's degree in Commerce from Mumbai University. When she is not studying, she is working as a trainer for Magic Bus or training to be a football coach.

What makes all this special is that Parvati is from one of Mumbai's 4 million extremely poor families that live on less than INR 592 (USD 11.9) per person, per month. Her parents were construction workers in Mumbai, helping build a five-star mall in Central Mumbai. Once construction was completed, they were moved into one 8 x 12 feet temporary room, which floods every monsoon.

"Our living conditions were such that we get to see all seasons at close quarters," laughs Parvati.

WHILE HER PEERS WERE STRUGGLING WITH PREMATURE PREGNANCIES, PARVATI WAS TAKING ACTIVITY-AND-SPORT-BASED COACHING CLASSES FOR YOUNGER CHILDREN, JOINING EMPLOYMENT, WORKING ON HER FOOTBALL COURSE, AND TRAVELLING ABROAD TO RAISE FUNDS FOR MAGIC BUS.

Her family consists of nine people, making it difficult to make sure everyone gets enough to eat. "We mostly make do with Khichdi," she says. (Khichdi is a broil of rice and lentils)

What created change for Parvati was the belief in her power to change her own, and her family's future, by making sure she used every opportunity that was available in the system. Parvati completed school as her friends got married off as child brides. She enrolled into further education, and took up a job to support her self and her family. She delivers well at work, and is a favourite among staff.

Through her experience, Parvati has shown that it is possible to break out of poverty.

GULAFSHA KAMRULHODA ANSARI: The star footballer

Below:  Gulafsha in Mumbai (left) and London (right)

ONE GIANT LEAP

She is 17, hails from Asia’s largest slum and plays football. While training with Julie Foudy and 12 others girls in USA last year, she set up a project to drive more girls from poor communities to play. Meet Gulafsha.

MAKING OF A STAR FOOTBALLER

If one could roughly sketch Gulafsha’s 6-year journey aboard Magic Bus, the most prized milestones would charm, fascinate and inspire you, all at the same time. She was a shy 9-year-old when her brother Ehsan brought her to a Magic Bus session. Today, she is the winner of a global contest.

Gulafsha comes from Dharavi, a community where girls are not allowed to be out, play or even talk to boys. Consequently, they have limited opportunities of education, play and work. The cheerful, open ambience at Magic Bus sessions gave her an impetus and since then, Magic Bus and Gulafsha have been a part of each other.

Gulafsha has played at the State Level, in the under-15 category. “I am the first girl in my neighbourhood to come out of India. It feels special, very good”, she says.

The footballer won that chance through a global online contest, where participants from across the world created their social welfare projects and campaigned universally for support. This was organised by the Julie Foudy Sports Leadership Academy (JFSLA), McDonalds and Century Council. Her project, titled Giving Girls a Chance to Play, collected maximum support and she won with more than 6000 votes pouring in from all corners of the world.

“I want to grow up to be a stockbroker or a football coach—or maybe a stockbroker AND a football coach!” she says.

"THIS TRIP TO LONDON WAS THE MOST SPECTACULAR EVENT OF MY LIFE. THERE WERE SO MANY SPECIAL MEMORIES ATTACHED TO IT—WINNING THE FIRST PRIZE FOR MY PROJECT, TRAVELLING ON MY OWN WITHOUT ANY FRIENDS, AND MOST IMPORTANTLY, BEING AT THE GAMES. THIS WILL BE CHERISHED FOREVER!"
BETWEEN COLLEGE AND WORK, PARVATI CHOSE BOTH!

Parvati was born in one of Mumbai’s extremely poor families that lived on less than INR 592 per month. With inputs from her mentors, however, this star footballer is now studying at college, coaching in football and working for the Magic Bus office in Mumbai, the first girl in her family to study and work in an office.

"WE CAN MOVE OUT OF POVERTY BUT ONLY IF WE CHOOSE TO DO SO", SAYS PARVATI

Parvati Pujari, 21, is a college student, completing a Bachelor’s degree in Commerce from Mumbai University. When she is not studying, she is working as a trainer for Magic Bus or training to be a football coach.

What makes all this special is that Parvati is from one of Mumbai’s 4 million extremely poor families that live on less than INR 592 (USD 11.9) per person, per month. Her parents were construction workers in Mumbai, helping build a five-star mall in Central Mumbai. Once construction was completed, they were moved into one 8 x 12 feet temporary room, which floods every monsoon.

“Our living conditions were such that we get to see all seasons at close quarters,” laughs Parvati.

Her family consists of nine people, making it difficult to make sure everyone gets enough to eat. “We mostly make do with Khichdi,” she says. (Khichdi is a broil of rice and lentils)

What created change for Parvati was the belief in her power to change her own, and her family’s future, by making sure she used every opportunity that was available in the system. Parvati completed school as her friends got married off as child brides. She enrolled into further education, and took up a job to support her self and her family. She delivers well at work, and is a favourite among staff.

Through her experience, Parvati has shown that it is possible to break out of poverty.

WHILE HER PEERS WERE STRUGGLING WITH PREMATURE PREGNANCIES, PARVATI WAS TAKING ACTIVITY-AND-SPORT-BASED COACHING CLASSES FOR YOUNGER CHILDREN, JOINING EMPLOYMENT, WORKING ON HER FOOTBALL COURSE, AND TRAVELLING ABROAD TO RAISE FUNDS FOR MAGIC BUS.
The share of revenue generated from domestic sources has increased to 42% of the total funds generated, up from 22% last year. This shows that a focus on developing domestic sources has started yielding encouraging results.

FUTURE PLANS 2012-13

- All over India, girls access to development inputs and to their rights to a better future is restricted by social norms and beliefs. Our foremost goal next year is to increase the number of girls enrolled in the Magic Bus programme, and increase the number of girl mentors.
- Monitoring is a challenge for us since our programme areas are so spread out, especially in the States of Andhra Pradesh and Maharashtra. Next year’s goals include piloting an online monitoring system to track progress across all 2000 communities we work in.
- Since safe play spaces are a very large gap area that affect programmatic outcomes, the plan for the future is to increase the community’s involvement is not just identifying, but also helping to clean and maintain new safe spaces created to deliver the Magic Bus sessions.
The share of revenue generated from domestic sources has increased to 42% of the total funds generated, up from 22% last year. This shows that a focus on developing domestic sources has started yielding encouraging results.

FINANCIALS AT A GLANCE

56

FUTURE PLANS 2012-13

 All over India, girls access to development inputs and to their rights to a better future is restricted by social norms and beliefs. Our foremost goal next year is to increase the number of girls enrolled in the Magic Bus programme, and increase the number of girl mentors.

 Monitoring is a challenge for us since our programme areas are so spread out, especially in the States of Andhra Pradesh and Maharashtra. Next year’s goals include piloting an online monitoring system to track progress across all 2000 communities we work in.

 Since safe play spaces are a very large gap area that affect programmatic outcomes, the plan for the future is to increase the community’s involvement in not just identifying, but also helping to clean and maintain new safe spaces created to deliver the Magic Bus sessions.


facebook, twitter: magicbusindia; youtube: magicbusin; pilelo-ho.blogspot.in

LANGUAGES

IN 8 LANGUAGES

ENGLISH  HINDI  KANNADA  MARATI  ORIYA  TAMIL  KONKANI  TELUGU

Find the full Audited Accounts on www.magicbus.org/transparency

OUR WORK IN 8 STATES HAS IMPACTED FORMING HEALTHY HABITS, PROMOTING GENDER EQUALITY, ENCOURAGING CHILDREN’S EDUCATION AND INSTILLING SKILLS TO ENHANCE EMPLOYABILITY
In 2011-2012 we established a social media presence for the first time.

Facebook  www.facebook.com/magicbusindia
Twitter    twitter.com/MagicBusIndia
Blog       pilelo-ho.blogspot.in/
LinkedIn   www.linkedin.com/company/magic-bus