



ORGANISATION OVERVIEW

Magic Bus works with some of the world's poorest children and young people, taking them from a childhood full of challenges to a life with meaningful livelihoods. We equip young people with the skills and knowledge they need to grow up and move out of poverty.

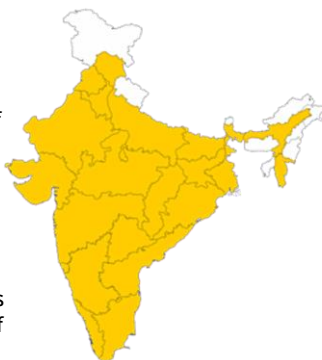
Children on the Magic Bus programme complete school, and go on to enroll in vocational institutes or colleges. They successfully fend off destabilizers such as child marriage and child labour and become first-generation salary earners. Our participants complete their education and have secure careers.

Our youth-centered Livelihoods Programme connects the aspirations and potential of young people to available market opportunities. We build their employability skills and map job potential based on individual strengths and mobility.

We work with support structures: parents, the community at large and local institutions to ensure results in social, emotional and economic well-being for all young people living in that area. Our approach mobilises the entire ecosystem available to the child or youth to create transformational change in their lives.

KEY FACTS

- Magic Bus is one of the largest poverty alleviation programmes in India, working with more than 400,000 children and 9000 trained volunteer mentors in 22 States and 68 Districts of the country
- Our childhood programme works in support of the country's most important child rights policies, including the Right to Education Act, 2009
- The Magic Bus Livelihood Programme is in alignment with the Government of India's National Youth Policy



EXPECTED OUTCOMES OF THE PROGRAMME

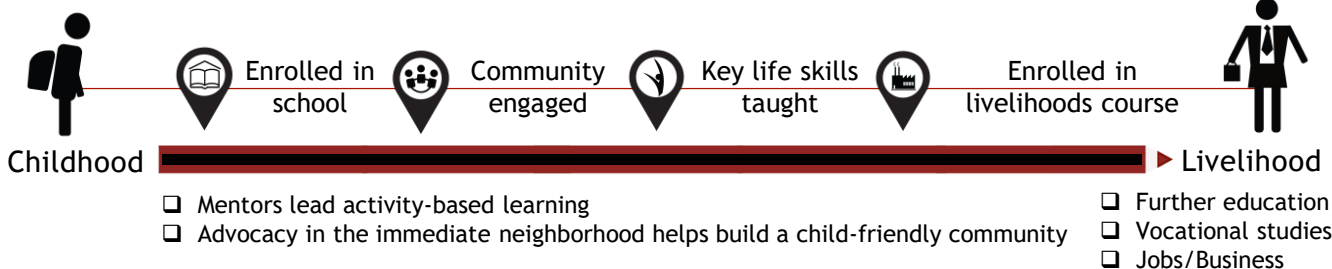
- Magic Bus children complete school all the way up to Grade 12, unlike general Indian school-goers (57% of children in India drop out by Class 10, age 14)
- A girl on our programme is nearly 100% sure of avoiding child marriage. This is significant since as many as 47% of Indians are married off as children
- Youth on the Magic Bus programme get stable, dignified jobs
- Women and girls on the programme are more likely than their non-Magic Bus counterparts to remain economically self-reliant throughout their lives

THE ACTIVITY-BASED CURRICULUM

As one of the early adopters of the UN's sport for development agenda, the Magic Bus curriculum is a pioneering pedagogy, grounded in action research, academic research and classical learning theories. The curriculum works over the long term to impact individual behaviour around education, gender equity and life skills and builds up towards future that is productive and respectable.

THE MAGIC BUS MENTOR

- The Magic Bus mentor is the key person delivering the programme to all children
- The mentor comes from the same community as the children, enabling a relationship that is both close and constant
- Each mentor is trained in the activity-based curriculum



MAJOR AWARDS

- Magic Bus won the charity of the year award at the Asian Voice Charity Awards (2016), UK and the UEFA Foundation for Children Award (2016)
- Magic Bus is the first Indian entity - and the only non-profit - to have been awarded the prestigious Laureus Sport for Good Award (2014)
- We also won the President of India's Rashtriya Khel Protsahan Award (2014)
- Other recent awards won include: The Spirit of Humanity Award (2013); the World Bank Development Marketplace Award; and Rising Star (Finalist) Award by the Resource Alliance (2013)
- In 2007, our Founder, Matthew Spacie, was awarded an MBE (Member of the British Empire) for services to children in the Commonwealth. In 2015, he won the Beyond Sport Leadership Award

GOVERNMENT PARTNERSHIPS | INDIA

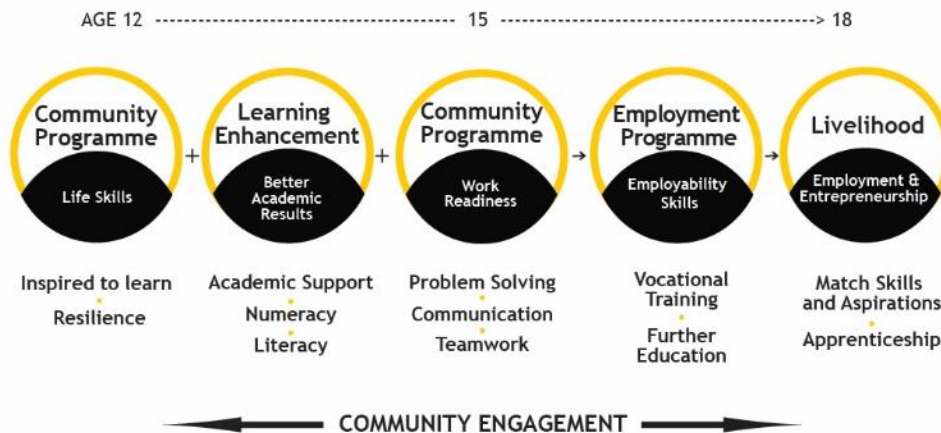
- Sarva Shiksha Abhiyan (SSA) is the Government of India's flagship programme to universalise elementary education. Magic Bus is partnering with Governments of Andhra Pradesh, Rajasthan, Telangana, Karnataka, Tamil Nadu, Mizoram, Delhi, and Maharashtra to help implement the SSA
- Lakshmbai National Institute of Physical Education, India
- Government of Mizoram, India

FURTHER INFORMATION

Full list of donor partners: magicbus.org/partners
Audited accounts: magicbus.org/transparency

HOW WE WORK

BREAKING THE POVERTY CYCLE ONE CHILD AT A TIME



HIGHLIGHTS FROM MAGIC BUS' ANNUAL IMPACT SURVEY

- Each and every adolescent girl (in the age range 11-18 years) on the programme goes to school. Nationally, 41.3% girls drop out of school by Class 8 (age 12)
- The school enrolment rate among children who take part in the programme is 99%, as against the national average of 90.8%.
- Among the 1000 Magic Bus young people who were in employment by the end of March 2015, 95.5% were in waged or salaried work with an average income of Rs. 7900. This is significant because in India, of every 1000 employed youth, only 18.7% youth have wage/salaried jobs, or regular income.

READ about our global plans: Magic Bus builds on Indian model to become a global NGO, article in Mint: tinyurl.com/h4vklmg

WATCH Magic Bus' mentor, Usha, covered by BBC World: tinyurl.com/hobyw77

LISTEN to Magic Bus participants Ritu and Nazmeen talk about their experiences on BIG 92.7 FM: tinyurl.com/zbm8s93