

## **Magic Bus UK report to The Funding Network**

### **Changing the Game in Bangalore, India**

#### **1. Name of your organisation and date funded by TFN:**

Magic Bus UK – 3 June 2014

#### **2. What was the project you sought funding for from TFN?**

What are its aims and objectives? Have these changed since receiving TFN funding?

Magic Bus sought funding from TFN to move 250 children out of poverty and to take them on a journey from childhood to livelihood in two marginalised communities in Kittaganahalli, South Bangalore in Karnataka state in India.

The specific objectives of the project were:

- To raise awareness on right to education and importance of education among the children, their parents and the community
- To encourage enrolment and re-enrolment of children in school
- To ensure regular attendance at school
- To ensure continuation of formal education among children and young people
- To increase awareness on gender stereotypes and discrimination and ensuring equal opportunities for both the sexes
- To increase awareness and prevention of vector borne diseases, maintaining personal hygiene and healthy eating habits to ensure regularity in their education
- To enhance socio-emotional learning skills

### 3. Were you able to do this work as you described it in your application and presentation?

Yes

What evidence do you have for the success or failure of the funded project?

Magic Bus is delighted to report the success of the project. With the funds raised at TFN, we have been able to extend our outreach and work with 400 children from two marginalised communities in Kittaganahalli, South Bangalore. The gender split is 49% girls, 51% boys - 194 girls and 206 boys.

The funding enabled us to recruit and train ten Community Youth Leaders, six boys and four girls, to deliver the Magic Bus programme. In addition, one Youth Mentor and one Training and Monitoring Officer were recruited to oversee the training, quality of programme delivery and monitoring of the Community Youth Leaders.

Magic Bus has been able to invest in capacity building for these staff members through an eight day training for the Youth Mentor and a three day refresher training for the Training and Monitoring Officer.

Magic Bus also organised sports events and rallies organised to raise awareness of the project in the communities. We also gained permission to conduct sessions at Kittaganahalli Higher Primary School and trained teachers to orientate them on the Magic Bus programme.

Finally, our impact assessment conducted with children, parents and CYLs enabled us to gather data on the impact of the project and to measure behaviour change.

### 4. If you were not able, please explain what happened and why?

Can you quantify any changes? Eg ...expanding number of employees, number of projects, geographical scope.

N/A

### 5. Can you measure, assess or describe the change that happened as a result of this work?

What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)?

The funded project generated the following change as evidenced by the impact assessment:

- 83.5% of the children are going to school regularly (five days a week)
- 95% of the children said that children irrespective of gender and age should get the opportunity to play and 97% believe that both girls and boys must go to school.
- 100% of the children believe that it's important to keep their body clean and safe
- 100% of the children wash their hands after defecation and 79% use soap
- 47% of the children are aware of malaria, 40% are aware of dengue fever but only 15% are aware of anaemia.

TFN funded 100% of the project.

**6. As a result of presenting at TFN, did you experience any of the following;**

new subscribers to your mailing list  
**new volunteers to your organisation**  
further funding from individual donor  
further funding from institutional funder  
an introduction that benefited your organisation (e.g. to an individual, business or other organisation)  
other benefit (please describe)

As a result of the funds received Magic Bus was able to engage seven new Community Youth Leaders to deliver the programme in children in the Kittanganahalli communities.

In addition, Magic Bus benefitted from the opportunity to present at TFN and to gain exposure to a new audience of philanthropists.

**7. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?**

Through this project Magic Bus reached 400 children. The Magic Bus programme was delivered to these children by ten Community Youth Leaders. One Youth Mentor and one Training and Monitoring Officer were responsible for overseeing the project.

In total 412 people were reached by the project. In addition, the wider community of families and teachers were indirectly impacted and reached by the programme.

**8. Can you tell us any personal stories to highlight the value of funding from TFN?**



Arshitha is a 13 year old girl living in Kittanganahalli with her parents and two siblings. Her father is the primary earner in the family and works as a daily wage worker. He earns approximately Rs. 6000 (£60) per month. The family migrated from Ramanagar district, located 70km outside Bangalore, and have lived in Kittanganahalli for seven years.

Though the family is from a low socio-economic background, the parents ensure that all children attend school regularly. Arshitha is studying in 6<sup>th</sup> standard at the Government School, Kittaganahalli. She has an elder sister who is studying is 8<sup>th</sup> standard and a younger brother in 5<sup>th</sup> standard.

Magic Bus Youth Mentor Asharani approached Arshitha's parents to let her to be part of the Magic Bus project. Initially her parents were reluctant to send their daughter out into the community to play with boys. Once Magic Bus sessions started in the community, they saw other girls from the community participating and due to Asharani's persistence they finally allowed her to participate in the sessions. She is now attending weekly sessions delivered by one of the Murali, one of the Community Youth Leaders, who lives in her community.

Arshitha has regularly attended sessions since December 2014. Before joining Magic Bus she used to stay at home and play with her siblings. She also did not spend any time playing outside or mixing with boys. After joining Magic Bus, she started playing with other children in the community at school grounds and she is becoming more active in taking the lead in games and during sessions. She is participating in mixed gender sessions and is comfortable playing with boys.

Recently Arshitha participated in an inter-community football competition at Bandepalya school ground on the occasion of International Day for Sports for Development and Peace. Through her participation in Magic Bus sessions she now aspires to become the football player.

Through Magic Bus Arshitha has become more confident in herself and comfortable mixing with boys. She has realised that girls and boys are equal and that as a girl she has a right to play. Her behaviour has positively changed and her aspirations have been raised and she is determined to continue her education and to have a secure career and future.

**9. Since presenting at TFN, has your organisation undergone any significant change(s) which our donors would be interested to know about (these changes do not need to be related to the experience of presenting at TFN).**

Magic Bus has undergone a significant change in which TFN donors will be interested. As part of our strategic plan the organisation is embarking on an expansion programme into other countries beyond India.

Magic Bus believes that a proven and successful concept in India can be replicated in other geographies, whilst recognising the challenges surrounding this. The UK has been influential in the development of Magic Bus and enjoys a significant support base. The benefits of having an existing team on the ground, and many strong contacts and supporters in the UK, (as well as the UK political arena), makes the UK an obvious geography for Magic Bus delivery.

Magic Bus understands that there is a need to adapt and contextualise the learning from a developing country to a developed country. Magic Bus is committed to bringing its passion, expertise and experience to the UK to help as many young people as possible to secure better futures for themselves. Magic Bus is confident that it can help develop and deliver a unique model to target deprived young people in the UK that are currently underserved by existing social change programmes.

Magic Bus has extensive experience of working in diverse settings and populations – rural/urban/different age groups of children and young people/mixed gender/institutions/mixed ethnicity. The programme model is very needs based, participatory and adaptable to different contexts and geographies. It is not region specific. Integration and sustainability is at the heart of the programme.

In line with the ethos of our India programme, our plan is to ensure that the UK programme pilot is embedded within communities and schools, delivered by local young people and scalable. We have identified a schools programme, which will reach 300 children, and a teenage girls programme, which will reach 25-40 girls, to address need in one community in Lambeth over one year.

As such, Magic Bus has secured seed funding from investors and scoped and started to implement a one year pilot programme in Lambeth from January 2015.

**Do you have any other comments regarding TFN funding?**

Magic Bus would like to thank the funders who invested in the Changing the Game programme in India. Without their support we would not have been able to reach 400 children living in poverty and enable them to remain in education and stay healthy and exercise their right to play.

Magic Bus would welcome the opportunity to continue a dialogue with TFN donors and to invite them to visit the Lambeth programme to see Magic Bus in action.

**10. Can you please include any relevant photos or clips that may relate to the project.**

Please see below

**Magic Bus Community Youth Leaders empowerment and engagement training**



## Changing the Game in Bangalore Magic Bus programme delivery

