

# Magic Bus India Foundation



Magic Bus is a non-profit organization currently working with more than 200,000 children from marginalized communities across India. We started work in 1999 and are on course to have 1 million children in our program by 2015. This will impact the ability of young people in India to move out of poverty.

We provide local community role models to children, who we call Community Youth Leaders. They promote access to education and health services for the children we work with, and focus on developing their social and emotional skills. We begin mentoring children at 6 years of age, follow their journey through childhood and deliver confident young people directly into the workplace, higher education and vocational training.

Our mentors are young adults from the same communities as the children we work with. We train them to deliver the internationally recognized, researched, activity-based curriculum we have designed to bring about behavior change.

Our programs work with children and communities towards gender equality, better education and health. For older children and youth, our leadership programs are positioned to improve their employability and build their confidence and competence levels, leading to further education or employment. The scalability and impact of this program is unique in the Indian context.

## Why We Are Different

400 million people living on less than \$1.00 a day in India are matched by 3.5 million non-profit organizations mainly focused on investment in schools and medical infrastructure. With an average of 1 non-profit for every 114 people, something new needs to be done. It is clear that the lack of access, opportunity, and participation continues to be the key challenge in moving people away from poverty. Today, there are 60 million MORE people living in poverty than there were 20 years ago.

In light of this, Magic Bus works to empower children, youth and communities to engage in the areas of education, health, gender, leadership and livelihood to enable them to break the poverty cycle. We work with existing structures in local communities, such as non-profits, local schools, and local governance units (Panchayats) to build lasting partnerships. Our work seamlessly fits in with the goals and programs of existing non-profits and the government. The Magic Bus goal is to embed the program and approach into the community so that it is self-sustaining and owned by the people themselves.

## What We Do

We utilize a structured program using sporting activities and games designed to represent real-life situations and challenges faced by the children in their lives. Through the activities, the children begin to take ownership of these challenges and start creating solutions that require involvement from the entire community. Magic Bus then takes this information and creates supplemental activities off the field to address these challenges and to build a conducive environment for behavioral change.

Our programs are primarily designed for children between 6 and 18 years of age. We simultaneously train young volunteers as coaches who later become mentors to the younger children. We work in partnership with the community; conducting rallies, group discussions and parent meetings.

## Key Facts

- Magic Bus is one of the largest non-profits in the world and the largest in Asia using sport as a tool for poverty reduction.
- We are among the fastest growing indigenous non-profits in India.
- In 2011-12, Magic Bus enrolled 200,000 children at just \$25 per child per year.
- Magic Bus currently runs programs in 7 Indian states, with plans to increase to 10 by 2015. The states we work in are Andhra Pradesh, Delhi, Haryana, Karnataka, Maharashtra, Odisha, Tamil Nadu.
- The Indian Government is integrating the Magic Bus curriculum into its national outreach program.
- All state programs aim to be 50% financially self-sustaining within 5 years of operation.
- Some of our partners include: Premier League; Laureus; BMW; Nike; Barclays Spaces for Sports; the Governments of India, UK, Australia; HSBC and UNICEF.

## Our Impact

- We have created change for 200,000 children and 7,000 youth leaders
- Health: 7/10 Magic Bus children improve their health, fitness and nutrition levels
- Gender: 4/10 Magic Bus children are girls. 40% of the volunteer mentors are women
- Education: 7/10 Magic Bus children who have dropped out, re-enroll and stay in school
- Livelihood: 85% of Magic Bus youth enroll in our employability program, Connect. 90% of these youth are in further education

\*Impact Evaluation of Magic Bus Program. Submitted by Praxis, October 2010 [Praxis Institute for Participatory Practices]

Our **Connect** program provides career coaching, mentorship, and leadership skills to our volunteer coaches, linking them to job opportunities, training courses, skill-building forums and networks that allow them to expand their career options.

## Who We Are

Starting with a single program in a Mumbai slum 12 years ago, Magic Bus now has more than 20 offices delivering programs across India. Of our 700 staff members, more than 575 are directly involved in delivering programs, and 400 are local to the villages and slums they work in.

A typical Magic Bus session lasts for 2 hours and is divided into 3 parts:

30 minutes warm up: The development goal is introduced using interactive activities.

1 hour Main Activity: The development goal is reinforced using sports.

30 minutes review: A discussion is facilitated to draw parallels to real-life situations and sum up the learning goal.

The session is complemented by activities like campaigns and meetings in the community.



THE MAGIC BUS CURRICULUM IS A SET OF MORE THAN 200 ACTIVITIES AND GAMES INCLUDING VARIATIONS OF POPULAR GAMES SUCH AS SOCCER AND CRICKET. IT IS DELIVERED THROUGH 40 SESSIONS IN A YEAR





16 YEARS OLD GULAFSHA ANSARI FROM MUMBAI'S DHARAVI SLUMS GETS BLESSINGS FROM HER FATHER AFTER WINNING A GLOBAL ONLINE VOTING CONTEST FOR A TRIP TO THE LONDON OLYMPICS. GULAFSHA HAS BEEN A MAGIC BUS CHILD SINCE SHE WAS NINE.

Awards and Associations

- Matthew Spacie was awarded the Ashoka Fellowship in 2002.
- In 2004, Magic Bus won the World Bank Development Marketplace Award and the Humanitarian of the Year Award.
- Matthew also serves as an Ambassador for Beyond Sports.
- In March 2012, Magic Bus’ CPO, Alka Shesha, was awarded the L’Oreal-Femina Woman of the year award in the education category for her work in developing the Magic Bus curriculum.

Magic Bus has presented at the United Nations in New York, the **United Nations** in Switzerland, and the **Indian Parliament**, making a case for sport and activities as an innovative tool for development. We serve as the technical consultant to the Government of India for its rural sports outreach program, the PYKKA. The program is projected to reach more than 30 million children and youth across India. We are also a partner in the training and certification of sport for development at India’s most prestigious physical education university, the Lakshmibai National University of Physical Education (LNUPE).

Sustainability

Magic Bus has built strong local and global strategic partnerships and raises funds actively within India. Each Magic Bus state operation must raise 50% of their budget locally within 5 years of operation. We are in the process of creating a substantial revenue arm, the Magic Bus Enterprise, which will contribute financially to the work of the charity. It will operate three verticals: outdoor learning and development centers, merchandising and soccer academies.

Parvati’s Story

Parvati Pujari, 21, is a college student at Mumbai University. Like most students, Parvati spends her time studying. In whatever free time she has, she works as a community leader at Magic Bus and works hard at training to become a soccer coach. But this is not what makes her unique.

What makes this a truly inspirational story is that Parvati hails from one of Mumbai’s 4 million families that live on less than \$1 per day. As migrant construction workers in Mumbai, Parvati’s parents worked and lived on the construction site itself. Once construction was completed, the entire family of 9 moved into a 100 square foot room with a tin roof.

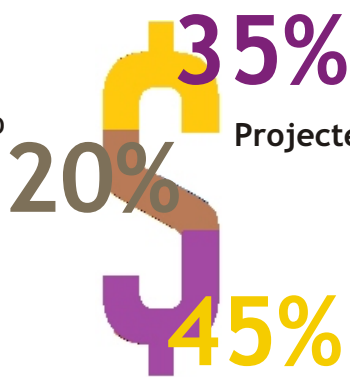
“Our living conditions are such that we get to experience all seasons at very close quarter,” laughs Parvati. With such a large family, everyone had to do their part, which normally required earning an income. Without everyone working, getting a square meal becomes a chore in itself.

At the age of 10, Parvati joined Magic Bus, and slowly she began to see that with hard work, determination, and support, she could write her own story. Over the years, with the help of Magic Bus mentors and coaches, she understood how to effectively engage with the institutions that were present, yet hidden, in her community. As her friends began to get married off as child brides, Parvati completed school. Even as they were in a losing battle against premature pregnancies, Parvati was becoming a role model and mentor for boys and girls younger than her.

Today, Parvati is studying hard to earn her Bachelor’s degree in Commerce, earning an income as peer leader and youth mentor at Magic Bus, and teaching a new generation of Parvatis that they, too, can change the course of their futures.

Over the next three years Magic Bus will scale up to reach 1,000,000 children.

To do so, Magic Bus will need to raise \$25 million dollars from around the world.



Projected Funding Sources by 2015:

- 45% from Indian offices
- 35% from International offices
- 20% from Magic Bus Enterprise



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