

NOVEMBER 2025

ISSUE 03

Friends of
ALMA

32%

WHEN LAUGHTER
DROPPED
CORTISOL BY 32%,
SOMETHING ELSE
ROSE — US.

**CHANUKAHFEST
SEASON OF
SMALL MIRACLES**

Not another school event —
after-school pop-ups, an Amazon wishlist
created with staff and a winter raffle — all
part of ChanukahFest.

A JOYFUL VISION FOR ALMA'S COMMUNITY

Inside Alma

Comedy Night

How one Monday night turned into a small Alma miracle.

→ A story about laughter, connection and community.

P3-P6

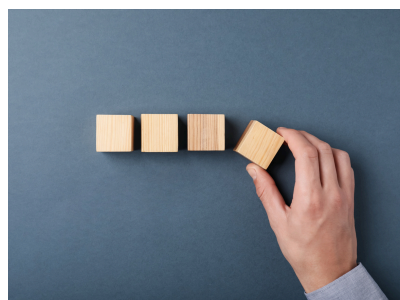


What Your Support Can Make Possible

A clear look at the projects our community hopes to fund — from creative learning to green spaces and community hub.

→ See how your support can shape Alma as planning with the school progresses.

P7



Shop with Meaning

How sixty tiny clicks became real impact in one month.

→ Join the families already turning everyday shopping into support for Alma.

P8



Hanukkah Invitations

→ Pop-Up Market

Come see what's happening this December.

→ Winter Raffle

Tap the flyer to purchase your tickets.

→ Amazon Wishlist

Opens 12 December.

P9-P12



Roadmap

Where We Are Now

A quick glance at what's coming next

→ Save the dates in your diary.

P13



A woman with long brown hair, wearing a dark t-shirt and dark pants, stands on a stage in a dimly lit venue. She is playing a teal acoustic guitar and singing into a microphone. The background is dark with some stage lights visible. The overall atmosphere is intimate and focused on the performer.

Comedy Night

The night we laughed ourselves back into being a community.

On a Monday.

In November.

In North London.

And somehow — people turned up.

Here's what happened when exhaustion met humour... and humour won.



WHEN MONDAY NIGHT BECAME A MIRACLE

Let's start with the biggest miracle of the evening:

People turned up. On a Monday.
Not because there was free food.
Not because someone guilt-tripped them.
Not because the kids forced them.
But because something inside them
whispered:
"Maybe laughter will keep me alive until
Tuesday."

Photography by Dan Swerdlow

Every morning the ticket sales crept up
by...
one. single. person.
At this rate, we thought we'd end up with
an event so intimate the comedian would
just have to sit down with us and
emotionally unpack his childhood trauma.

But then —
the last 24 hours.
A legendary plot twist.
Tickets suddenly flew like British tomatoes
after Brexit — unexpectedly and in every
direction.

Oh no, it might be good — quick, buy
tickets!"

And suddenly, we hit the target.
On a Monday.
In November.
In North London.
History will remember this.

A joyful vision for Alma's community

Parents walked in looking slightly dazed,

as if they'd escaped bedtime routines and weren't sure whether they'd be arrested for it.

You could tell who hadn't been out in a while by the way they whispered: "Is this... fun? Are we... having fun?"

Before we go any further, here's the serious bit —

laughter isn't just "ha-ha".

Real medical research shows it drops cortisol — the stress hormone — by up to 32 percent.

So technically, Comedy Night was a community-wide biochemical intervention.

Parents. Teachers. Even the shy ones. Everyone apparently cracked at the same moment and said:

"Fine. I'll go. Surely laughing is better than crying at home over Year 4 homework."

SO WHY WAS IT WORTH IT? Because this night did what WhatsApp chats, PTA letters and cold playground nods can't do: It brought us together without effort.

Without pressure.

Without overthinking.

Just by doing the oldest, simplest, most human thing:

Laughing.

And for a moment —

we didn't raise money for the school.

We didn't organise an event.

We didn't "help the community."

We were the community.

Alive.

Loud.

A bit chaotic.

And very, very funny.

Where the target of the fundraiser wasn't just numbers, but connection.

Because yes — the funds raised will go on to support art, wellbeing, and those green play-spaces.

But the real return?

It was the laughter.





Josh Howie & Friends — bringing the room to life
Community Gathering /
October 2025



Andrea Hubert

Comedy Night /
November 2025



Kate Lucas

Comedy Night /
November 2025



Sol Bernstein

Comedy Night /
November 2025

Thank You — For Laughing With Us

What a night! Thanks to all of you who came along — we **raised over £1,100 for our community.** **Massive shout-out to Josh Howie** for his excellent MC-ing and for arranging three hilarious acts. More laughter ahead.

What Your Support Can Make Possible

Turning community support into future opportunities.

IN 2024/25 WITH YOUR SUPPORT...

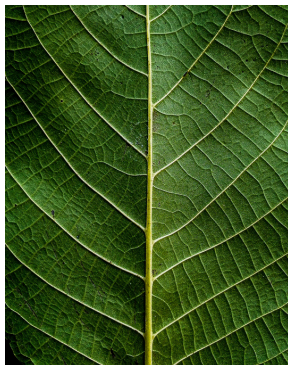
Honey & Tea £80 | Comedy Night £815 | Chanukah Fest £2,042 | Vincent Van Grow £546 | Camping £1,838 | Summer Fair £2,618 | Lollies & Uniform £293

We raised £8,300 — and these are the projects we aim to fund (all based on your voices in the survey). **A full 2026 campaign is coming** — reach out if you'd like to be involved .



Creative Wellbeing, Music And SEN Curriculum

Regular creative learning that supports emotional and social development.



Environment

Outdoor Green Learning Space

Turning our outdoor areas into nature-rich learning environments.



The Alma Community Hub

Opening Alma's doors for families, workshops and community events.

Shop With Meaning — One Month Later

How 60 tiny clicks became real impact.



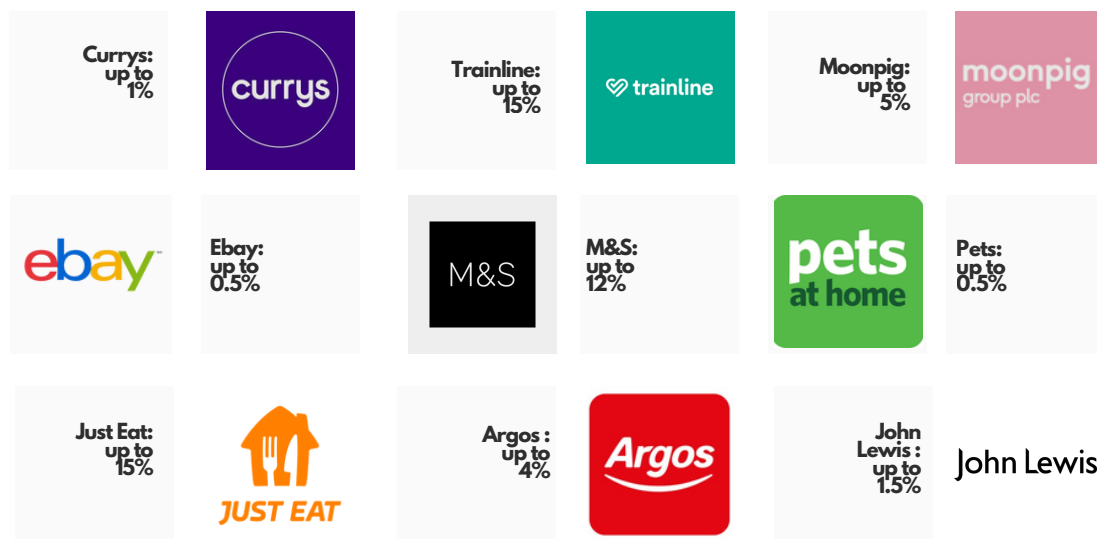
A month ago, we introduced something small — a way to support Alma while doing the things we already do. Nothing dramatic. Nothing extra.

And then it happened: **within 48 hours, more than 60 Alma parents downloaded the app.** Sixty tiny choices that created a ripple big enough to make a difference.

Since then, we've discovered even more brands that give back —from ASOS and Waterstones to Currys, Boots and TK Maxx —each sending a percentage straight to Alma without costing you anything more.

Small clicks. Real impact.

Join the sixty families already turning everyday shopping into something meaningful.



Pop-Up Market

A simple after-school 'one-stop shop' to get everything you need before the holiday begins.

CLICK HERE'. The flyer also features images of a dreidel, a menorah, and a plate of latkes."/>

CHANUKAH FEST

HANUKKAH POP-UP MARKET

YOUR HANUKKAH ESSENTIALS. ALL DECEMBER. RIGHT AT PICK-UP.

FRIDAY 5 DECEMBER
CANDLES • GELT • DREIDELS
1:00-1:30PM — OUTDOOR CLASSROOM

MON 8 — THU 11 DECEMBER
CANDLES • GELT • DREIDELS
3:20PM — PLAYGROUND

MON 15 — THU 18 DECEMBER
LIGHT-UP GIFTS, DOUGHNUTS — DURING DAILY CHANUKKAH LIGHTING.
3:00PM — SCHOOL HALL

A SIMPLE WAY TO START HANUKKAH TOGETHER — AND SUPPORT ALMA.

WANT TO PRE-ORDER ONLINE? [CLICK HERE](#)

→ **Prefer online? Tap the flyer to pre-order.**

Online shop closes Wednesday 10 December —
Every purchase supports Alma's projects.

Hanukkah Giving

Your chance to support Alma — and win a surprise prize.

CHANUKAH FEST

WINTER RAFFLE

£5 · £10 · £20

**MORE TICKETS =
MORE CHANCES TO WIN**

**A SURPRISE PRIZE
WILL BE REVEALED ON 12 DECEMBER**

WINNERS ANNOUNCED: 19 DECEMBER

ALL PROCEEDS GO DIRECTLY TO SCHOOL PROJECTS CHOSEN BY PARENTS.

[TICKETS AVAILABLE FOR PURCHASE ONLINE ONLY. CLICK HERE.](#)

→ **Tap the flyer to buy tickets online**

Every purchase supports Alma's projects.

Amazon Wishlist

A small way to make a big impact.



The graphic features a stack of three brown cardboard boxes in the center. Above the boxes, the text 'AMAZON WISHLIST' is written in large, bold, white capital letters. Below this, in smaller white capital letters, it says 'SMALL GIFTS. BIG IMPACT.' and 'WE'RE OPENING A SPECIAL WISHLIST WITH ITEMS CHOSEN BY ALMA'S STAFF'. At the bottom of the graphic, it says 'OPEN: 12 DECEMBER' in large white capital letters. Below that, a white rectangular box contains the text 'EVERY PURCHASE — BIG OR SMALL — MAKES A DIFFERENCE'. At the very bottom, another white rectangular box contains the text 'READY TO BROWSE THE WISHLIST? [CLICK HERE](#)'. In the top left corner, there is a circular logo for 'FRIENDS OF ALMA' with a globe in the center. To the right of the logo, the words 'CHANUKAH FEST' are written in white capital letters on a white rectangular background.

→ **Opening soon — curated with staff.**

A thoughtful way to appreciate Alma's staff.

Join Alma's Governing Body

Where thoughtful parents help shape Alma's future.

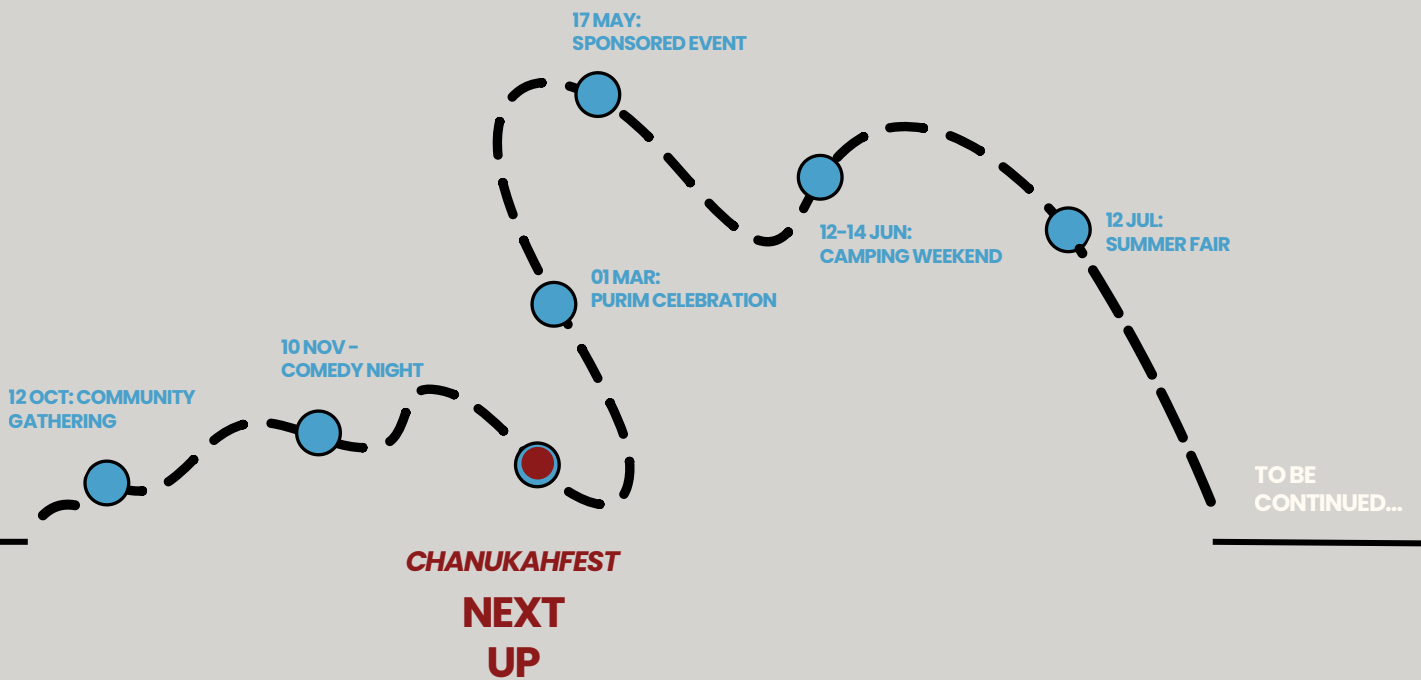


- **Alma is inviting two new governors to join its Governing body — ideally with finance or fundraising experience.**
- **In-depth knowledge of education not required — training is available.**

For more details or to express interest, email:
govrecruit@almaprimary.org

Roadmap

Because every journey needs direction.



→ **Save the dates**

and join us as we shape the year together.

Created with love by the FOA – in collaboration with Shimakesit.
We believe in design that builds community, in words that spark action,
and in small steps that lead to big change.

foa@almaprimary.org

You're invited to be part of the story.

*All photos were taken with care and respect for privacy.
Most images capture atmosphere and shared moments
rather than individual portraits. If you prefer that your or
your child's photo does not appear in future publications,
please let us know at foa@almaprimary.org*

