



“ Empathy and mutual respect are key. So are patience, creativity, and cleverness ”

Local Partner



Alexia Quin

Director

After a busy 12 months, I'm (again!) bursting with pride at the achievements of *Music as Therapy International*:

We've worked in so many different places - from Fort William with a lady of 102, to Yangon, with groups of young children; and seen music address the challenges faced by people with wide ranging needs - from young adults with severe disabilities in Luton, to those facing the end of life or struggling with mental illness in Addis Ababa.

Now, entering our 25th year, it's time to re-focus our Goals. We have a clear and achievable strategy for the next three years to which these cards will introduce you. I hope you enjoying reading how my whole team reflect on 2019 and are looking to a future where music sits at the heart of care.

Particular highlights

It is inspiring to see the extent to which local leadership has ensured the impact of our projects is as far-reaching as it has been this year. In particular, I would like to thank Ahmad Alazzeah, Samar Andoni, Salameh Bishara, Christelle Bwiza, Fabienne Van Eck, Charlie Hadid, Tsvia Horeh, Teona Kacheishvili, Dr. Melkamu Meaza, Audace Musoni, Eshwari Rapola, Jean Nepo Rukunde, Surafel, Monika Szabo and Dr Kyai Hmone Win for their invaluable guidance, ability to make things happen and pioneering commitment.

There is also a growing number of organisations with whom our partnerships help us achieve our aims. In particular, I would like to thank the ARMS Center, Evangelical Lutheran Schools, The Gallagher Trust, Innovative Aged Care, James Wolfe School, Hospice Speranta, MacIntyre No Limits, Music for Dementia 2020, Musicians without Borders, Oxleas NHS Foundation Trust, Playlist for Life and Rwanda Aid.

In 2019 our projects would not have been possible without the time and skills of 22 volunteers; expertise with a value of just under £19,500. As this is now such a significant contribution to our income and is so integral to the successful delivery of our projects, you will start to see us include it in our accounts in the future (alongside other volunteer contributions and gifts-in-kind).

Plans for the future

Our vision: To make music an integral part of care for vulnerable children and adults worldwide

How will we do this?

1. Provide Introductory Training to inspire new ways of working and caring using music
2. Offer Sustainability Activities to support lasting change to care practice
3. Seek Capacity Building opportunities for our Partners to work with us to extend the use of music to more vulnerable children and adults
4. Pursue excellence in how we run the charity and the systems we develop to deliver our projects and achieve our goals
5. Never lose sight of our Values:
 - Integrity
 - Sustainability
 - Partnership
 - Courage



music as therapy
international

Registered Charity No. 1070360

Our Work Overseas in 2019

“ When words
fail,
music speaks ”

Local Partner





Makeda Mitchell

Team Assistant

2019 has been a fantastic year in which we supported all our international Local Partners in the ways that they asked for.

As well as the delivery of projects, we've been looking into new ways to offer improved support. Our overseas work has always influenced our UK activities, but this year we've begun to see this happen in reverse, too. We learnt so much from our 2018 UK partner survey that we've decided to launch an international one to capture our Local Partners impact and opinions.

The commitment of all our international Local Partners to continue their music programmes has been phenomenal. Every project we were involved in had countless successes – too many to include in the following section. So, I will just share a few that stood out.

Particular highlights

Expanding our reach

New Introductory Training projects were delivered to staff in a care setting in India and three schools in the Occupied Palestinian Territories. Our activities also expanded into Myanmar, where we supported teachers with their music sessions. Our Local Partners' tremendous work has created opportunities for over 1,400 additional people to access music.

A focus on Capacity Building

2019 has seen many of our Local Partners act as pioneers in the ways they took ownership of their music activities. Earlier this year, our Georgian Partners organised the country's first ever Music Therapy Conference. In Rwanda, our Local Partners delivered Locally-Led Training to staff at four care settings and it was fantastic that they also returned for support visits – continuing our Sustainability approach.

Identifying future opportunities

This year we received enquiries for Introductory Training Projects from a new setting in Ethiopia and a new country, Gambia! In response to request we've also been looking into the possibility of launching an online training tool as a means for staff to access our training in India. Identifying if there is scope to deliver these projects in the coming years has been particularly exciting.

Plans for the future

Our goal: To empower caregivers overseas to increase opportunities for vulnerable people to access music

How will we do this?

1. Collaborate with partners overseas to design and deliver new music projects tailored to local needs
2. Collect local perspectives to inform our activities and to strengthen our understanding of local practices
3. Pursue sustainable impact through providing training, resources and support, and championing local pioneers
4. Explore new communication tools to facilitate and strengthen overseas activities
5. Improve the infrastructure and processes we use for project co-ordination
6. Share good practice to influence global music therapy practice within international development



“I’m at the top
of the band! I
never knew I
could do this!”

Group participant
with dementia



Freya Gibbs

UK Programme Assistant

Whereas 2018 was more reflective and looked at how to improve our support and sustainability activities, 2019 has been more active.

Our work last year hugely informed our approach for 2019 and the feedback received regarding our new resources has been very positive. We have been busy coordinating several projects, and recruiting for this year's Interactive Music - Making course.

I have also personally had the opportunity to work on fundraising and press for projects, and have taken responsibility for research, which I've thoroughly enjoyed. I'm looking forward to building on this, working towards our new strategy for 2020.

Particular highlights

Three new Introductory Training projects

This year our Partner network grew; we worked with young adults with profound and multiple learning difficulties and the residents of two dementia settings. In total, our projects created opportunities for 17,500 vulnerable children and adults to access music as part of their care.

Interactive Music-Making continues

We increased our marketing spend this year and have recruited the full cohort of 12 students - with some travelling from outside London again which diversifies our impact. I look forward to seeing their numbers bolster the 51 Interactive Music - Makers already working in the UK.

Launching the Motivation Programme

Partner feedback from last year's Sustainability Review helped us create a Motivation Programme, with a quarterly newsletter and UK Resource page. This aids our partners to not only 'get started' but to 'keep going' with their use of music beyond project end.

Creating the Research Guidelines


Our guidelines and subsequent weekly research bulletin has kept the team up-to-date on the use of music in the health, social care and education sectors, as well as grounding our understanding of policy and research. It has also been useful for resource creation and fundraising applications.

Plans for the future

Our goal: To empower caregivers in the UK to increase opportunities for vulnerable people to access music

How will we do this?

1. Extend the reach of our Introductory Training projects continuing to prioritise young children under five, people living with dementia and adults with learning disabilities
2. Establish ourselves as a significant contributor to Tier 2 training for caregivers of people living with dementia
3. Build relationships with organisations and influencers in the care sector
4. Share good practice, encourage innovative music therapy practice and engage music therapists to build organisational capacity
5. Ensure our activities are informed by understanding the priorities, challenges and contemporary practice within care
6. Explore new ways to maintain and strengthen relationships with UK partners following Introductory Training



“It makes me
forget that I am
sick, I have no
pain when I play
the music”

Patient feedback



Lotte van Buuren

Administrator

I started at *Music as Therapy International* in March 2019 and it has been fantastic to work in this team. We are small but there is so much going on!

I completed my first Gift Aid claim, drafted a Parental Leave and Pay Policy and clarified our processes for tracking freelancers' documentation. I also ensure accounts are reconciled and everyone gets paid on time.

For next year I am looking forward to getting more involved in budgeting and reforecasting, and particularly enjoy looking into how we can save more money and time by making our systems as efficient as possible.

Particular highlights

Living Wage Employer

We celebrate the fact that we pay our regular, UK based staff a real Living Wage.

Policy updates

We have written a Duty of Care for Project Contributors Policy to support our volunteers and freelance music therapists. This sits well alongside our recently updated Safeguarding Policy.

Safeguarding

Any member of staff directly involved in our projects will now be required to undertake safeguarding training every three years. In addition, all of our Trustees now hold DBS certificates.

Financial position

As a result of careful financial management and thanks to fantastic support from our Ambassadors, regular donors and partners, we were able to deliver our projects under budget both in 2018 and 2019 whilst exceeding the forecast impact.

Strategy and values review

We created our three-year strategy, which is incorporated in this document. To better reflect our current position, we are also revising our values.

Plans for the future

Our goal: To strengthen the infrastructure needed to deliver our activities effectively and achieve excellence in governance

How will we do this?

1. Maximise on the potential of existing systems and seek new solutions to improve the strength and efficiency of:
 - data collection
 - project management
 - reporting
2. Maintain regular review of our policies and compliance with these
3. Ensure we have the necessary expertise and enthusiasm within our Board of Trustees
4. Provide opportunities for the personal and professional development of our team
5. Limit our core costs to 25% of our expenditure



“ One small thing
can make a huge
difference ”

Imelda Staunton CBE





Richard James

Fundraising Manager

Reflecting on 2019, I'm proud to say we've continued to build on the progress of previous years in every way. We've started to see our projects featured in the press, raising awareness of our work and introducing the charity to new audiences and potential supporters.

As we lay the groundwork for future growth, we've been hard at work creating handbooks for Legacy Giving and Community Fundraising for anyone who wants to support us. You can download them both from our website now.

You may also have noticed our new 'Donor of the Month' initiative – just another way for us to say thank you for all the support you give us. We really wouldn't be here without you!

Particular highlights

Regular donors

We increased our donations from this source to circa 15-20% of our total income – a target we set at the end of 2017.

Major donors

Income from major donors increased by over 15% compared to 2018.

Trusts & foundations

In May we received our largest single grant to date from the Borletti-Buitoni Trust. It will support our work in Romania, Occupied Palestinian Territories and Rwanda up until the end of 2020.

Corporate sponsorship

We welcomed the support of artisan drinks producer Cupsmith, who featured our logo on all of their products and will donate to the charity for every packet sold!

Community fundraising

We were thrilled to be awarded a BBC Radio 4 charity appeal, which was broadcast from 13-17 October, raising more than £15,000.

Legacy fundraising

In September we introduced Legacy Giving to our fundraising portfolio and have already received our first three pledges for future legacy gifts.

Plans for the future

Our goal: To increase income generation to £250,000 p.a. and build reserves to hold a minimum of 6 months' running costs

How will we do this?

1. Introduce a stewardship programme to nurture donor relations
2. Enhance performance tracking and analysis across all aspects of fundraising
3. Increase fundraising capacity through sharing of responsibilities
4. Improve effectiveness of our external communications and raise our public profile
5. Diversify and develop our income streams:
 - Regular donors
 - Major donors
 - Trusts & foundations
 - Corporate sponsorship
 - Community fundraising
 - Legacy fundraising



We have created opportunities for



17,974

vulnerable children and adults to
access music as part of their care

We have trained and supported



635

caregivers around the world to use
music in the care they provide

Our projects have reached



196

care settings around the world

Accounts 2018



music as therapy
international Registered Charity No. 1070768

INCOME	2018 GBP	2017 GBP
MasT International (Unrestricted) ¹	93,830.08	78,602.92
Projects in Romania	6,295.46	356.23
Projects in Georgia	1,088.10	1,000.00
Projects in the United Kingdom	33,298.00	31,090.00
Projects in Rwanda	2,859.76	740.00
Projects in the Occupied Palestinian Territories	58.00	4,000.00
Projects in Ethiopia	3,750.00	0.00
Total Income for period	141,179.40	115,789.15

EXPENDITURE	2018 GBP	2017 GBP
MasT International ²	48,170.80	35,911.84
Fundraising	12,254.56	13,492.56
Projects in Romania	8,054.85	9,829.94
Projects in Georgia	2,771.25	704.76
Projects in the United Kingdom	22,873.91	32,726.30
Projects in Rwanda	5,906.79	23,699.60
Projects in the Occupied Palestinian Territories	9,172.93	4,532.69
Projects in Ethiopia	13,239.89	0.00
Projects in India	862.58	580.97
Other International	4,669.51	7,932.73
Total Expenditure for period	127,977.08	129,411.39
Gain/Loss	13,202.32	-13,622.24

Whilst most of this report reflects on our achievements in 2019 and our plans for 2020, the accounts here report on our income and expenditure for 2018.

“ I became a supporter initially through a personal connection, but I have continued over a long period because *Music as Therapy International* is a brilliant example of a small charity with passionate leadership doing a lot with a little ”

Simon Peyton-Jones
Major donor

¹ The MasT International income represents all unrestricted donations received by the charity

² The MasT International expenditure represents core and whole organisational strategic costs combined