

# Annual Report 2020



music as therapy  
international

Registered Charity No: 1070750

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

## **Our Strategy to Achieve this (2020-2022)**

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 Strengthening 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



# The humanising power of music

The driving factors behind *Music as Therapy International* have long been the importance of carers for the most vulnerable people in society and how much music adds to lives. Covid-19 brought both of these to the fore.

Lockdown brought us so many examples of the ways music was being used to enhance restricted lives.

**Choosing music** gave a snapshot of how we felt  
**Singing** provided a way to connect with others  
**Listening to music** influenced our moods  
**Sharing music** gave a way to exchange stories  
**Playing music** was an outlet for self-expression and gave us purpose.

Whether in our own homes, or used by the frontline caregivers and key workers we have relied on to support people we couldn't be with in person, we have been reminded of the humanising power of music in a time of anxiety, isolation and uncertainty.

Our music therapists show caregivers how to make these benefits and so many more accessible to people across the lifespan as an integral part of their care.



# Three things you should know about us at the end of a year like no other

## 1) We have responded to the challenges of Covid-19

- Creativity and commitment from our team and partners worldwide saw us find ways to further our 3-year strategy, creating and sustaining opportunities for vulnerable children and adults to access music, despite significant disruption from the pandemic.
- We have worked hard to understand our partners' changing situations, the needs of those in their care and how they want our help, and adjusted the training and support we offer.

"We may not be doing all our training in the way we intended, but we are working at our partners' pace and adapting as and when is needed. In that sense, we haven't changed."

**Freya Gibbs**  
UK Programme Coordinator



# A few things we did differently

We provided additional musical instruments to our partners to help mitigate Covid transmission and spoke to 246 of them via video messages.



Our Interactive Music-Making students' presentations moved online to evidence their music sessions with pre-school children.

We redesigned our Motivation Programme to include Zoom sessions for peer support and new Covid-responsive resources.



We re-shaped our Blended Learning Programme so practitioners in the Occupied Palestinian Territories still graduated proud of their achievements.

# Delivering on our Strategy

Our impact this year demonstrates **far-reaching activities and achievements** we are proud, which saw us deliver on our strategy despite the challenges of Covid-19.

While **accessing care settings has been more difficult** than usual, we've joined others worldwide to **embrace new technologies** and explore **new ways to stay in touch with our partners**.

In turn, our partners around the world have helped us understand how they've been affected this year, sharing **local perspectives** so we could **shape our support** to be practical, immediate and relevant.

We've built relationships with new organisations and developed projects destined for new countries and care-givers, helping us **extend our reach** when the time is right.

Starting the year with **strong reserves** gave us the ability to **invest in our infrastructure**, such as improving how we measure and report on the **impact of our activities**.

"It's been an incredibly challenging year, but the progress with our strategy is testament to the dedication of our team, volunteers and partners to make our vision a reality."

**Alexia Quin**  
Director



## 2) We remain an impactful charity

- We have always worked alongside uncertainty, unpredictability and all manner of factors beyond our control. 25 years and 196 projects have helped us to develop patience, flexibility and resilience which is serving us well with current challenges.
- We've developed new ways to assess our impact, which leaves us excited by the difference *Music as Therapy International* has made this year to people facing challenges at any stage in life.

We have created opportunities for



**11,798**

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

We have trained and supported



**252**

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

Our projects have reached



**71**

care and education settings around the world

"Where we've been unable to go, our Partners have stepped in. Their local leadership and courage has been amazing."

**Makeda Mitchell**  
International Programme  
Coordinator



# The difference we've made

Caregivers were committed to using music within care.

*"Your guidance was very helpful in helping our plans for restarting services in new ways."*

Geoff

Caregivers gained new skills and confidence

*"Thank you for this opportunity to get to know myself and to shape myself even better through this COURSE!"*

Alina

87% of our UK Partners and 92% of our International Partners tell us they feel more committed to their work since our training.



100% of our UK Partners and 94% of our International Partners say they feel more confident since our training.

Caregivers felt supported

*"It is immense to hear from you once again... even if you were far & interrupted by Coronavirus, you have been thinking of Rwanda."*

Felix

Therapeutic benefits of music were available to service users

*"There isn't a day when I don't use music and musical instruments."*

Mia



Service users and caregivers got to know each other better  
*"Music helped the kids to discharge their energy and give them space to express their feelings in a safe atmosphere."*

Zainab

Care skills were optimised

*"By simply making time to listen and talk about what Janet liked in our music session, Debbie was able to extend Janet's music session experience into her daily life."*

Clare

Music was embedded into care provision

*"Music has been an invaluable addition to the curriculum at our facility."*

Shoma



Caregivers had opportunities for agency and professional development

*"I felt more empowered"*

Myrna



### 3) We are a resilient organisation looking to the future

- We ended 2019 in the strongest financial position we have ever enjoyed, with our annual income up 22% on the previous year and over £13,000 generated by our activities themselves.
- We have responsibly built up a good level of Reserves over the past five years which has given us financial security over the past year.
- There's no shortage of activities in development for 2021! There's an introductory training project and a digitally enhanced IMM course starting in January (UK), a stronger Distance Learning Model (Romania and Myanmar), a new approach to training carers of people living with dementia (India) and field work planned in five countries beyond the UK which was deferred from 2020.

"With no one furloughed, we've had capacity to work directly with our partners and closely with each other to strengthen processes behind the scenes and be well-prepared for the year ahead. Great team work!"

**Lotte van Buuren**  
Administrator



# How you've supported us

Our relatively **secure financial position** and **build up of reserves** reflects the strength of **diverse income sources** and the humbling support of individuals and organisations old and new.

While this wasn't a year for holding cake sales, running marathons or doing any of the other amazing community activities people do to raise money for us, we were hugely grateful for the generous compassion with which some of our **corporate and Trust supporters stepped in**.

The positive responses we've received from our **Donor of the Month** initiative continue to encourage and motivate our efforts and the growing number of people **pledging a legacy gift in their Will** to the charity gives us great confidence for our long-term future.

Compared to so many organisations, we consider ourselves **incredibly fortunate**. But the uncertainty which has clouded so much of this year and made **fundraising for the future difficult** will undoubtedly extend into 2021.

"The support we've received this year has been nothing short of incredible. Thanks to everyone who stood by us, we've been able to navigate this difficult time and are able to enter the new year with optimism."

**Richard James**  
Fundraising Manager



**MUSIC AS THERAPY INTERNATIONAL ANNUAL ACCOUNTS 2019**  
**Receipts and Payments for the year 1st January to 31st December 2019**

	<b>2019</b>	<b>2018</b>
	<b>GBP £</b>	<b>GBP £</b>
<b>Cash Income</b>		
Unrestricted Income	109,663.35	93,830.88
Multi-Country Grant	30,000.00	0.00
Projects in Romania	5,467.18	6,295.46
Projects in Georgia	2,350.00	1,088.10
Projects in Rwanda	0.00	2,859.76
Projects in the UK	21,188.60	33,298.00
Projects in India	0.00	0.00
Projects in the Occupied Palestinian Territories	0.00	58.00
Projects in Ethiopia	3,000.00	3,750.00
Projects in Myanmar	0.00	0.00
<b>Total Cash Income for period</b>	<b>171,669.13</b>	<b>141,179.40</b>
<b>Cash Expenditure</b>		
MasT International (Unrestricted)	58,228.39	65,094.87
Fundraising [ <i>See Note 1</i> ]	18,083.32	-
Projects in Romania	8,651.81	8,054.85
Projects in Georgia	2,024.28	2,771.25
Projects in Rwanda	1,069.45	5,906.79
Projects in the UK	32,508.51	22,873.91
Projects in India	363.82	862.58
Projects in the Occupied Palestinian Territories	12,736.11	9,172.93
Projects in Ethiopia	3,416.58	13,239.89
Projects in Myanmar	5,428.11	0.00
<b>Total Cash Expenditure for period</b>	<b>142,510.37</b>	<b>127,977.08</b>
<b>Gain/Loss</b>	<b>29,158.76</b>	<b>13,202.32</b>

*Note 1: Our Fundraising expenditure has been separated out for the first time (it was previously recorded within MasT International (Unrestricted)).*

**Sponsors 2019-20:** Borletti-Buitoni Trust, Bryan Guinness Charitable Trust, Capital Group, The Casey Trust, Cupsmith, Downe House School, Eleanor Rathbone Charitable Trust, The Fineman Trust, The Fitton Trust, The Foyle Foundation, The Gordon Fraser Charitable Trust, Jolly Good Communications, Lambeth Charitable Organisations Trust, Newton Prep School, Pure IP, the Rhododendron Trust, Vanneck Ltd and The Wates Foundation.

The Mowl Street Business Centre,  
Mowl Street, London, SW9 6BG.

020 7735 3231  
[info@musicastherapy.org](mailto:info@musicastherapy.org)

[www.musicastherapy.org](http://www.musicastherapy.org)



**Director:** Alexia Quin  
**Fundraising Manager:** Richard James  
**International Programme Coordinator:** Makeda Mitchell  
**UK Programme Coordinator:** Freya Gibbs  
**Administrator:** Lotte van Buuren

**Trustees:** Jo Ashby, John Ellis, Kevin Huttly, Katya Lester,  
Dr. Hannah Reid, Jane Robbie  
Registered Charity Number: 1070760