

# Our strategy

## 2023 - 2025



music as therapy  
international

A faint, light gray background image of a woman with dark hair, wearing a light-colored top, and playing a large drum. She is looking slightly to the right with a gentle smile. The image is positioned behind the text, which is in a dark blue color.

# Introduction

The last three years were unavoidably shaped by the Covid-19 pandemic. Yet despite the challenges it posed, we are proud to have achieved the strategic goals we set out at the beginning of 2020.

The creativity and commitment of our team and our Partners still enabled children and adults to access music during an extremely difficult period in everyone's lives. The ways in which we adapted to the Covid context uncovered new ways of working and led us to discover new strengths and opportunities to build capacity and support our Partners' local leadership.

As we reflect on our experience and look to the future, we have a renewed clarity for our vision and mission. We're confident there's no need to reinvent the wheel, but we have a new strategy to guide us through the next three years.

# Our strategy 2023-2025

Our 2023-25 strategy will continue our commitment to our guiding values: Integrity, Sustainability, Partnership and Courage. We will be building on the solid foundations of what we've already been doing: Inspiring, empowering and supporting caregivers around the world to explore the role of music in care.

This next chapter will see us expand our activities with new training models and new mechanisms to walk alongside our training participants' continued use of music within the care they provide.

We're looking forward to doing more, to learning more, and to working with music therapists and Partners worldwide to improve the lives of people for whom the benefits of music can make a real difference.



# Vision

To see music embedded into the care of people in vulnerable situations worldwide.

# Mission

To inspire, guide and champion caregivers' use of music to strengthen care.



# Goal #1

## Inspire caregivers to explore the ways music can strengthen care

Embedding music into care is a long journey. You need interest and enthusiasm, then training, resources, dedication and support.

To date we have focused our efforts on working with people who are ready to seek out training and resources. But we realise we have an important part to play a little earlier in caregivers' practice.

We'll now place greater emphasis on joining caregivers earlier in their journey, aiming to **inspire** them to find out more about what music might offer them and those in their care. And we will be ready to guide enthused caregivers towards the training they want, when they are ready.



# Goal #2

## Equip caregivers with what they need to use music in the care they provide

We're not going to change what we do, but we want to ensure our training and support activities remain relevant and responsive to the needs of caregivers.

We're going to make it even easier for people to understand and access the opportunities we offer so they can explore using music themselves within their care practice. We'll be clearer about the different options available and we will develop and broaden our portfolio of activities in response to demand.

We'll improve our stewardship of caregivers and Partners, with more efficient communication, provision of resources and signposting – all to **equip** caregivers to use music effectively and with confidence.



# Goal #3

## Entrust others to develop, deliver and coordinate different aspects of our work

Within our portfolio of activities, there are many which have been tried and tested over many years and in many different contexts. And if the pandemic showed us anything, it's that we have Partners with the ability, confidence and experience to take on leadership of some of our activities.

We're going to embrace this potential and seek out new and existing Partners to work with us to extend the reach of our work. For each of our activities, we'll aim to identify which skills are needed and who is best placed to provide them.

We also recognise we are not always the people best placed to undertake some aspects of what is required to embed music into care practice. We'll invest in local leadership, form partnerships with like-minded organisations and recruit new people to complement the skills of our team and existing Partners where needed. We'll **entrust** others so that, together, we can better respond to demand and build our capacity.

A faint, stylized background image of a woman's face, looking slightly to the right, with her hand near her chin.

# Goal #4

## Focus on impact with an informed understanding of the meaningful difference we can make

We take pride in the integrity of our activities. So, while we are embracing some new strategic directions, we want to ensure we don't compromise on quality or lose sight of our ultimate aim: to strengthen care.

This means we will only pursue activities where we are confident they can have a meaningful impact and, over time, the impact we record will further guide which activities we replicate or develop.

Sharing evidence of our impact as part of this deliberate **focus** on the difference we make will also be crucial for both our fundraising efforts and in realising our strategic goal to inspire caregivers.



# Goal #5

## Embrace a culture of continuous improvement with an emphasis on learning from others

Our resilience as an organisation has been key to our ability to thrive under adversity and to work in challenging contexts.

We want to retain this while ensuring we are operationally efficient, nimble, able to respond to challenges and make the most of opportunities as we encounter them.

We've been doing this for a long time, so it's important we don't get stuck in our ways. These are times of change and shifting cultural perspectives and we want to **embrace** opportunities to improve.

To uphold our reputation for integrity and best practice, we'll proactively ensure our mindset and approach are informed by contemporary thinking and the experiences of others.

# Music as Therapy International

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