



2017 IMPACT
REPORT

2

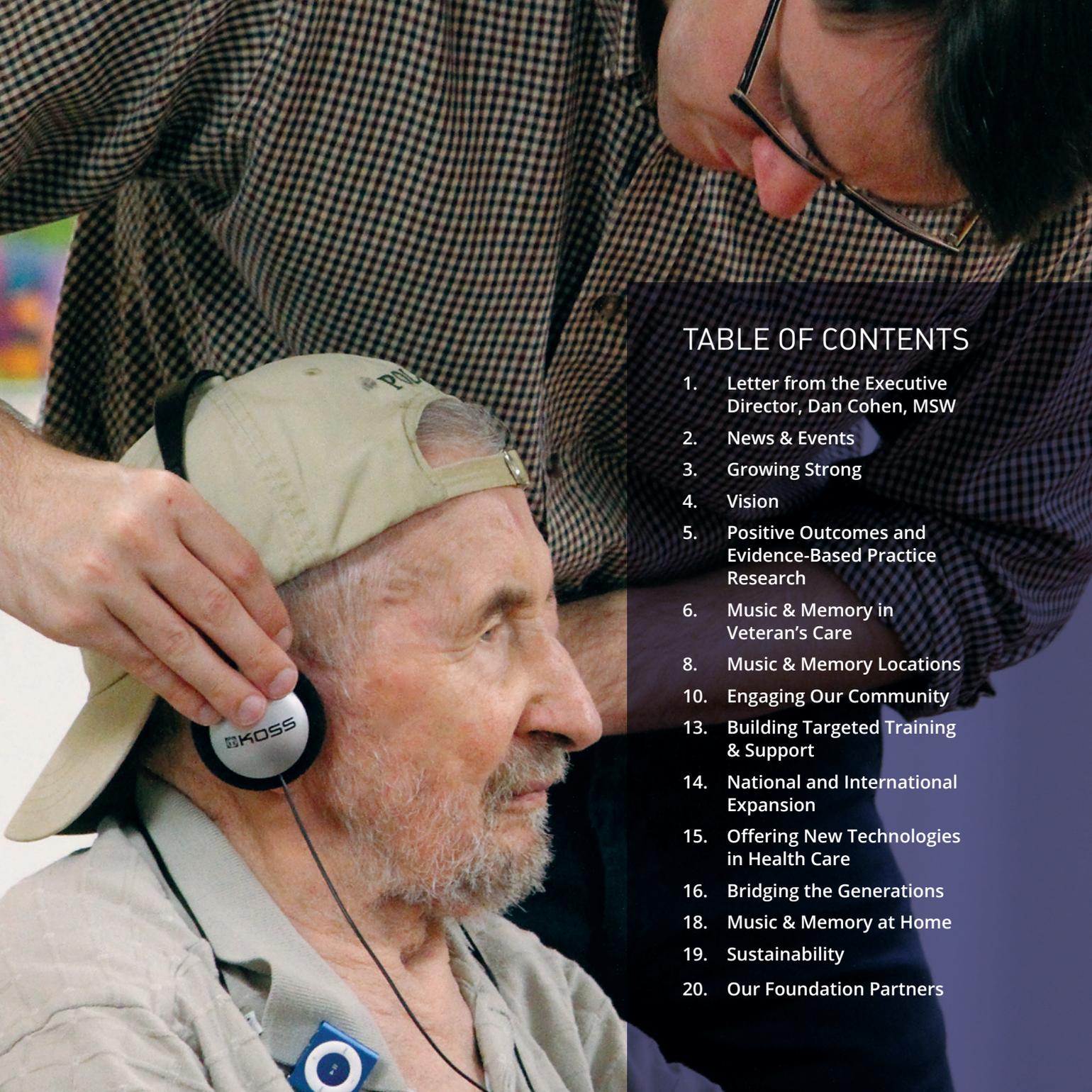


TABLE OF CONTENTS

1. Letter from the Executive Director, Dan Cohen, MSW
2. News & Events
3. Growing Strong
4. Vision
5. Positive Outcomes and Evidence-Based Practice Research
6. Music & Memory in Veteran's Care
8. Music & Memory Locations
10. Engaging Our Community
13. Building Targeted Training & Support
14. National and International Expansion
15. Offering New Technologies in Health Care
16. Bridging the Generations
18. Music & Memory at Home
19. Sustainability
20. Our Foundation Partners

LETTER FROM THE EXECUTIVE DIRECTOR



Dear friends,

Every day, thousands of elders are having a better day listening to their music. Wherever they are, whether at home, in residential care or in a hospital, connecting people with their favorite music improves the quality of their life. Moods brighten, fewer antipsychotic drugs are needed, bonds are renewed, joy ensues.

As marvelous (and simple) as this sounds, it takes a concerted effort to scale up a program to benefit the many elders in structured health care environments. Our goal at Music & Memory is to help make room for music 24/7—to make the argument that everyone benefits when people are engaged with the music they love.

We have come a long way since working from my basement on Long Island in 2010, training a sampling of local nursing homes to today, where Music & Memory is now the gold standard in 5,000 health care sites globally. But to put this in perspective, in the U.S. we are only reaching two percent of the estimated 2.5 million individuals in long-term care nationwide; even a smaller percentage of the 4 million at home with some form of dementia.

Music is the most “fast-acting” non-drug approach to improving the lives of all persons with **dementia, Parkinson’s, depression** and other **behavioral challenges**, even for those in **pain**. We should always be asking, do they have their music?

This 2017 Impact Report marks eight years of Music & Memory. Is our vision of every elder having access to their own favorite music a reality yet? Certainly not. But, with the commitment of our friends and partners, we are closer every day.

Dan Cohen, MSW
Music & Memory

“It has been absolutely amazing to see someone’s face light up when they hear their own personalized music. We have seen a decrease in adverse resident behaviors, less wandering, more social interaction and the residents are more upbeat and happy after listening to their music. Through the power of music, certain adverse “ behaviors have been reduced without using medication.”—Kim Martinson, Morseland Nursing Home, Wisconsin

NEWS & EVENTS

A special night in Nashville

Nashville, TN, November 2017 - The Academy of Country Music's Foundation, Lifting Lives, sponsored a house concert at the beautiful estate of Johnathon and Newman Arndt in support of Music & Memory, including a performance by Little Big Town, this year's winner of the CMA Vocal Group of the Year. It was a spectacular evening attended by Alzheimer's advocates Kim Campbell, widow of Glen Campbell, and Kim Williams-Paisley who took the stage to raise awareness for Music & Memory and share their experience. "I've heard it said that, if words are the language of the mind, then music is the language of the heart," Campbell told the crowd. "When Glen began to lose his language, playing guitar came from somewhere else deep inside of him."

Getty image - Johnathon and Newman Arndt, Little Big Town, Dan and Diane Cohen and Pete Fisher, CEO of the Academy of Country Music.





averaging

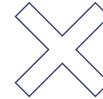
75,000

program participants



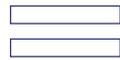
5,000

healthcare sites



5 hours

of listening per week



19,500,000 hours
of life-affirming musical engagement

GROWING STRONG

As the need expands, **Music & Memory has invested in technology that will radically scale our program without costly overhead.** Through connected, innovative platforms we are able to onboard new sites, provide training, track program status, communicate, support and collect data on the impact of the program.

While our founding mission was to help people with Alzheimer's and other dementias reconnect with the world through personalized music, experience teaches us that musical favorites benefit most everyone. Our mission has since evolved to help individuals with a wide range of cognitive and physical conditions to engage with the world, ease pain and reclaim their humanity through the use of personalized music playlists and other digital technologies.

"For me, Music & Memory is a weapon in the arsenal to fight for dignity, hope and fulfillment in the lives of our elders. This program, more than any other form of therapy, reconnects the resident to a sense of self and well-being. —Tom Davis, Director of Spirituality, Signature HealthCARE- Memphis, TN



Music & Memory is honored to have support from many artists in the music industry, including legends Carole King, Elvis Costello and Cyndi Lauper.

VISION

We envision a world where every individual, of every ability and condition, has access to beloved, life-affirming music and other digital resources that enhance community and engagement in meaningful living. We are working to achieve this vision through the following core efforts:

- **Educate**
- **Advocate**
- **Train and Support Caregivers**
- **Bridge the Generations**

POSITIVE OUTCOMES AND EVIDENCE BASED PRACTICE RESEARCH

The steady stream of anecdotal success stories and smaller research studies have prompted leading researchers to embark on large multi-year investigations. The largest is a National Institute of Aging \$3.7 million, five-year grant to Brown University's Center for Long-Term Care Quality and Innovation. This is a follow-up study to one Brown University completed which **demonstrated a statistically significant impact of Music & Memory in reducing the use of antipsychotic medications as well as behavioral and psychological symptoms of dementia.**

In late 2018, the University of California at Davis will complete its third year of research with Music & Memory, measuring antipsychotic drug reduction and reduced aggressive behaviors concurrent with our rollout to 300 California nursing homes.

"The closer we get to the songs that have deep emotional connection for a person, the more therapeutic 'dose effect' we see." —Mark Hammond, MD, 30 Year Geriatrician



MUSIC & MEMORY® IMPROVES LIVES IN VETERAN'S CARE COMMUNITIES

Memory care units, long-term care communities and hospitals that serve veterans face a unique mix of challenges. Populations are predominantly male, many of whom have experienced war firsthand. Depression, PTSD, alcohol and drug dependency, and other mental health conditions occur at a higher rate than among the general population. Personalized music playlists can help the veterans to relax and find a welcome, peaceful respite.

For those in veterans hospitals, Music & Memory can help to make an institutional stay feel more personal.

"We have a lot of veterans in our hospital who are waiting a year for placement," says Anne Johnson, LCSW, Caregiver Support Coordinator at the San Francisco VA Medical Center. "Many have dementia and need a nursing home that will accept residents with behavioral issues. So our inpatient service is trying to find ways to improve the lives of folks who are stuck here."

At the Idaho State Veterans Home in Boise, Oni Kinberg, LCSW, Director of Social Work, has used personalized playlists as well as classical music on speakers to improve the dining room experience. A noisy, restive environment during meals was causing some residents to avoid mealtimes. "When people are listening to their own headphones or classical music on the speakers, it's a lot calmer," he says. "We were able to readjust the environment."

Oni and staff have also "data mined" residents' playlists to discover those with similar interests, to create small music appreciation groups. In addition, to ease residents out of their isolation, he has purchased splitters to encourage sharing. "I teach volunteers and spouses to listen together when they visit residents," he says. "Hit pause and discuss what you've both heard and the associated memories."

"Seeing the joy that music brought to the residents through their smiles, singing, or dancing was really inspiring," says former intern Amanda Baker. "It showed how much a person's quality of life can be improved with something so simple as music."



Veterans aren't the only ones to benefit.

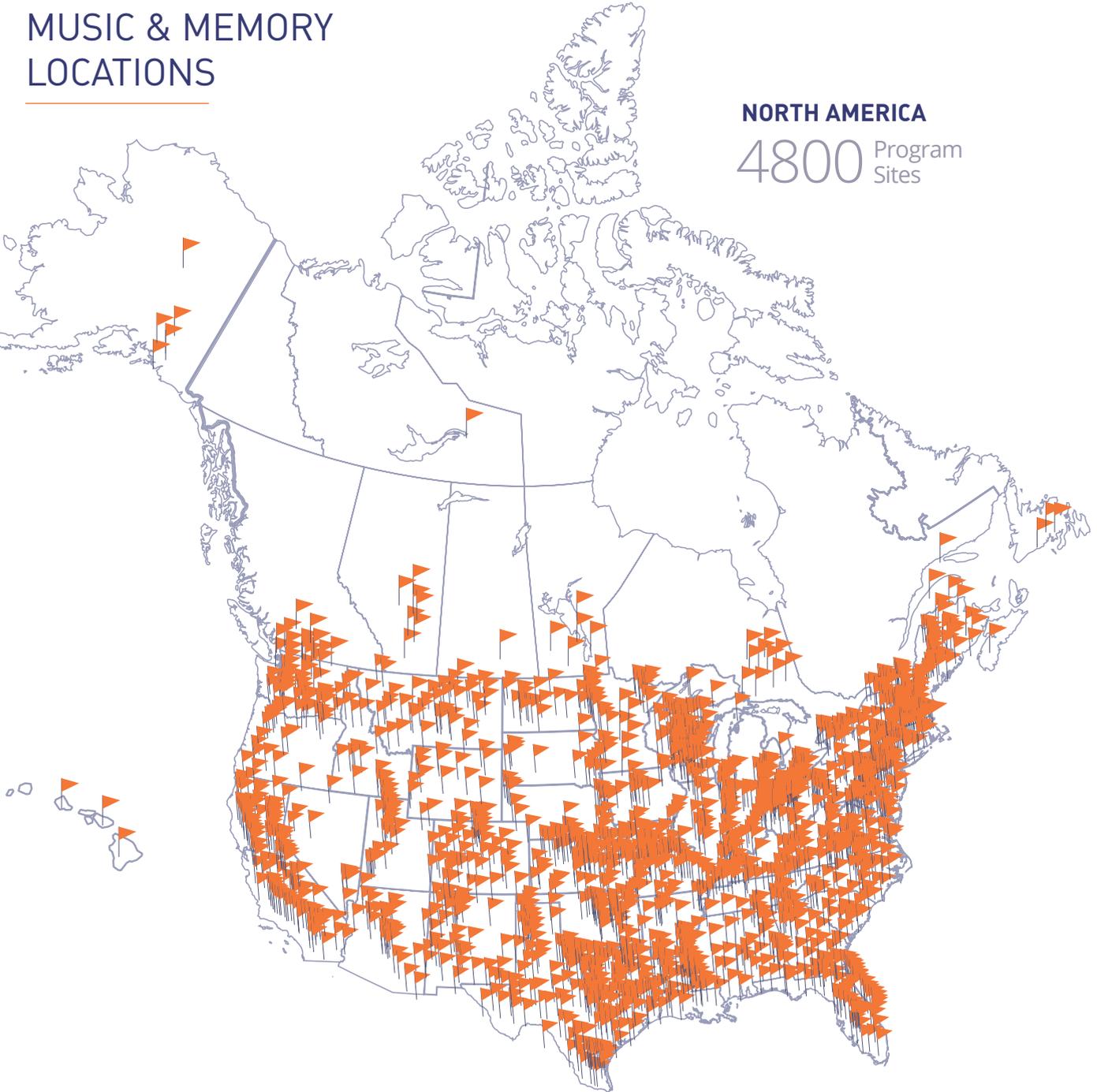
Among the first care communities to participate in Music & Memory, the Vermont Veteran's Home in Bennington used interns to help launch their program in 2011. The interns joined in Music & Memory's webinar training, then concentrated on setting up the program in the Freedom Village dementia unit. One intern was so inspired that she wrote all of her graduate school papers about Music & Memory and dementia, with a goal of pursuing this work in her professional career.



MUSIC & MEMORY LOCATIONS

NORTH AMERICA

4800 Program Sites



EUROPE

57 Program Sites

- United Kingdom
- The Netherlands
- Germany
- Switzerland



Five nursing homes in Israel, serving 150 residents, joined our international community in 2017 as part of a pilot project endorsed by the Israeli National Association of Nursing Homes. Each care community received certification training, a laptop computer, 45 digital music devices, \$500 in iTunes music credits, chargers, headphones and headphone splitters.

AUSTRALIA

109 Program Sites



"The iPods help us create quality personal time for the residents, bringing staff and residents closer to one another, in a way that is enjoyable and creates happiness," says Helena Ben Yona, an occupational therapist at Atzulat Hamonfort in Mailya.



ISRAEL

5 Program Sites

ENGAGING OUR COMMUNITY



Here in the U.S., our personalized music program now serves care communities in all 50 states. As part of that expansion, we've collaborated with state departments of health and aging to bring Music & Memory to thousands of people living in public nursing homes and other care settings. Wisconsin pioneered this effort in 2013 and now has more than 440 MUSIC & MEMORY® Certified Care Organizations statewide. Thanks to state government leaders across the country, we're now engaged in 24 state initiatives—and counting.

"This is the best thing I have ever done in my entire public service career."
—Kevin Coughlin, Policy Initiative Advisor - Executive, Division of Long-Term Care, State of Wisconsin

HEALTHCARE

An understanding of the challenges faced by direct care workers, recreational activity staff, nurses and administrators on the front lines guides the training and support we offer. Our regional directors, covering every state in the U.S., as well as the E.U. and Australia, hone best practices and provide assistance to Music & Memory Care Organizations through **topic calls and resources available on demand on our Care Community website**, available to all program staff.





DONORS

None of our work could happen without our donors. Individual contributions of all sizes plus support from foundations large and small account for **46 percent of our funding**. We are grateful to all of you who believe in sharing the power of personalized music.



STUDENTS

From elementary schools to university campuses, **students bring energy and enthusiasm to MUSIC & MEMORY® Certified Care Organizations**. Tech-savvy students help professional staff build iTunes libraries and create personalized playlists. New friendships form across generations. Smiles tell the story.



VOLUNTEERS

Thousands of volunteers serve as Music & Memory ambassadors, helping us to increase awareness about the benefits of personalized music, collect digital music devices, and raise funds. Ranging in age from teens to retirees, our volunteers partner with professional staff to discover individuals' music favorites, create personalized playlists and share listening time.

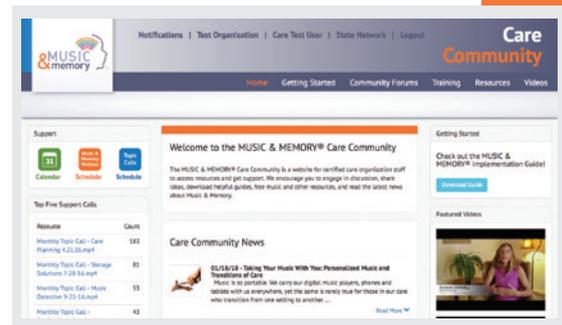
BUILDING TARGETED TRAINING & SUPPORT

Over the last eight years, our primary focus has been providing best-in-class training and support for professional care staff in nursing homes, assisted living communities, hospitals and hospices to offer those in their care access to their favorite songs with transformational results.

Our experience has taught us that **the program works best when an interdisciplinary team of care professionals shares the load, interweaving the music throughout the institution.** From researching musical preferences, locating songs, creating playlists and keeping them updated and available 24/7 to residents, we've learned the key to success requires our comprehensive, field-proven training. Our diligent team approach addresses the challenges of varied care settings and staff roles, as well as industry-wide high staff turnover rates. To date, we've trained more than 20,000 care professionals via live webinars, but to reach even more, we are building out our online training platform, available on demand. Our online courses will increase our capacity to build sustainable programs, and continue to offer tailored content for the various healthcare settings, time zones, and languages.

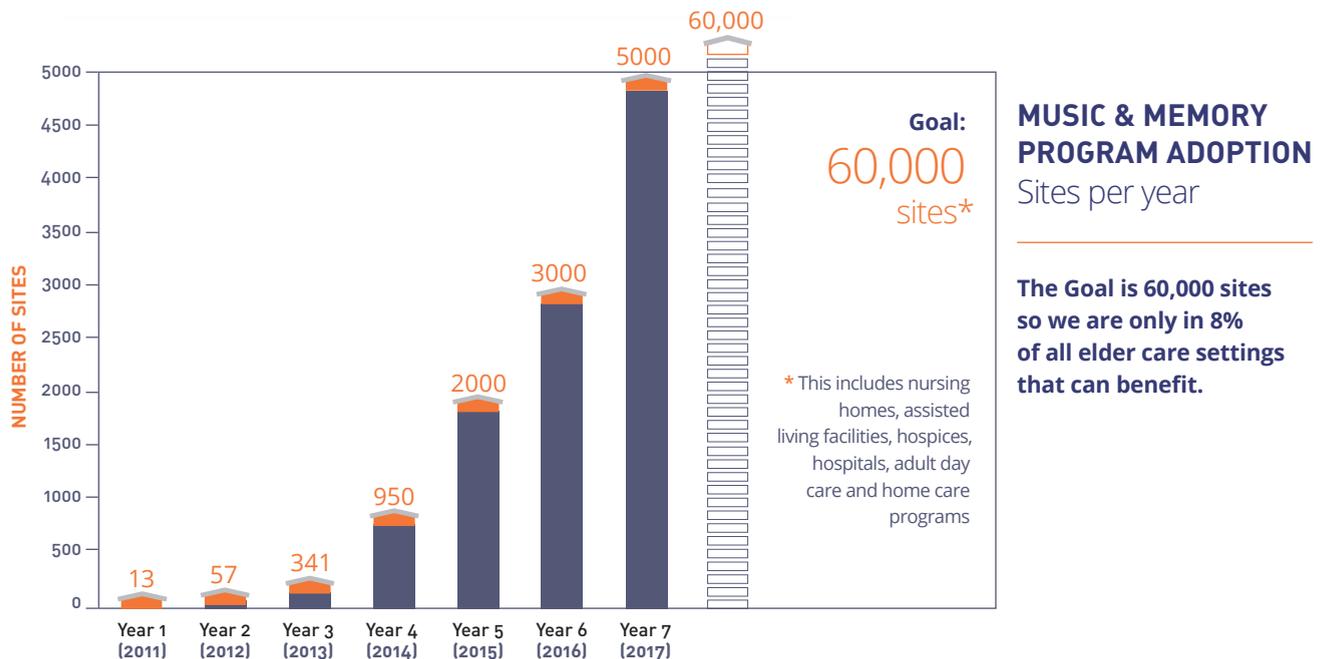


"We're all very excited! Thank you for creating such a comprehensible, well-researched, and well-supported program. We truly are honored to be part of it."—Sara Weum,
Kline Galland Home - Seattle, WA



Music & Memory Care Community website available to all program staff.

NATIONAL AND INTERNATIONAL EXPANSION



Five million people live with Alzheimer's in the U.S. alone. Music & Memory is currently in place in 5,000 healthcare organizations, in all fifty states, 24 of which have supported the program with federal funding. We have come a long way in a short time, but there remain 55,000 institutions serving elders and others who have no access to life affirming, personalized music. **While the cure for Alzheimer's and other dementias may be a long way off, the benefits of music can change lives right now.**

Beloved music can help improve quality of life for those in assisted living communities and boost spirits and decrease pain in patients in hospitals. Personalized playlists brighten moods for individuals in adult day centers and can make a huge difference for people in hospice and their families during their end of life journey. For individuals aging in place at home and their caregivers, research has shown that favorite songs provide respite, ease transitions and reduce caregiver stress. Through continued efforts in education and advocacy on the state and local levels, our program can be there for those who need it most, regardless of setting, and as individuals transition from one setting to the next.

OFFERING NEW TECHNOLOGIES IN ELDER CARE

We're all about music—it's in our name. Now we're going beyond the music, exploring new accessible technologies that reconnect people in care settings with the rest of the world.

Our newest program, Tablet Engagement, builds upon the successes our care organizations have experienced with personalized playlists. The almost limitless variety of apps coupled with tablet accessibility features allows Music & Memory Certified Organizations to further embrace innovation and culture change—with amazing results.

At one such organization, Oneida County Long Term Care Facility in Malad, Idaho, the Tablet Engagement program enabled a Native American resident to listen to Navajo news from distant New Mexico and virtually attend pow-wows. Another resident remotely participated in a funeral for her twin sister. A 102-year-old resident purchased gifts for loved ones, including a wedding present for family in London. And that's just a small sample of how residents feel empowered.

"Technology makes them feel that they can still do things, and when you can still do things, you can still learn things, your mind is still stimulated. When you're stimulated, you start taking control of your life. You have initiative. This feels like their home, which is what it's supposed to be." —Cindy Dawson, Oneida County Long Term Care Facility



BRIDGING THE GENERATIONS

In a culture that places a premium on youth, those who suffer from advanced age and its infirmities—particularly Alzheimer’s and other dementias—are often left out. Too often, misinformation and stigma keep generations apart. Music & Memory is changing that dynamic with large-scale intergenerational engagement, where both the young and the old share experiences through music and other accessible technologies.

Music & Memory is using music and technology as a bridge between the generations. These student volunteers help to interview program participants about their favorite music, compile personalized playlists, teach use of music devices and headphones, and share the music with residents. The result is an eye-opening, uplifting experience for the volunteers and a meaningful connection for the older adults.





"The best part about volunteering with Music & Memory was that I was able to help found a Music & Memory program that is going to help shape the lives of many people with Alzheimer's. I loved that I was able to make a lasting impact on The Manor Health and Rehabilitation Center and their residents. I believe that everybody no matter what their age, or health condition deserves to have a life full of happiness."

—Meghan Kryscnski, student



MUSIC & MEMORY AT HOME



“Personalized music is a profound gift for families at home with a relative with Alzheimer’s or dementia - to see their relative come alive.”

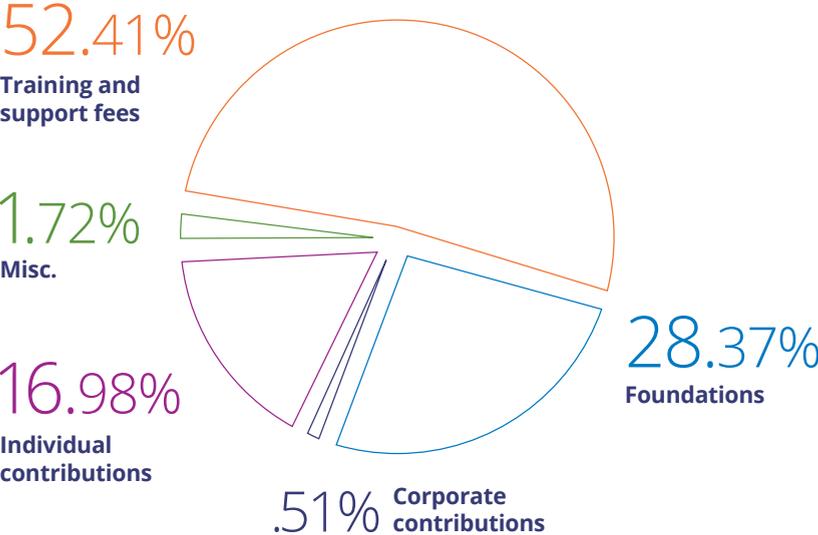
—Jed Levine, CaringKind

Seventy percent of individuals with Alzheimer’s are being cared for at home, where personalized music provides important benefits to the person with dementia as well as their family caregivers. **Music & Memory supports families** by working through 50+ partners such as CaringKind (formerly Alz. Association, NYC Chapter), Quebec Alzheimer Societies, the Jewish Community Center and others, enabling caregivers faced with the daily challenges of the disease to **connect, communicate** and **keep their relative safe at home longer**.

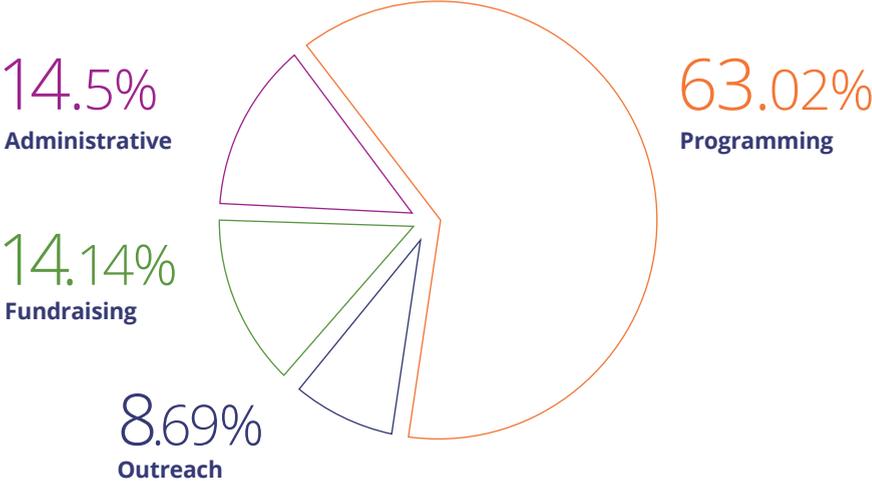


SUSTAINABILITY

REVENUE BY TYPE



EXPENSES BY TYPE



MEET OUR FOUNDATION PARTNERS

Abraham J. & Phyllis
Katz Foundation



May and Stanley Smith
Charitable Trust



“As an international grantmaking organization, the Stavros Niarchos Foundation (SNF) aims to support programs worldwide that address today’s most pressing needs, help create opportunities, and benefit society at large. Music & Memory is one such program. Driven by what is most meaningful to the patient, the program enables families and health care workers to connect with and empower patients, even those once considered unreachable, in various health care settings. They have harnessed existing and accessible technology to improve clinical care, quality of life, and social bonds for everyone involved - patient, family, care providers, and volunteers. We are proud to support Music & Memory around the world and to witness first-hand the program’s profound impact.” —Stavros Niarchos Foundation

THANK YOU

\$600,000 +

Abraham J. and Phyllis Katz Foundation

\$200,000 - \$599,000

Stavros Niarchos Foundation

May and Stanley Smith Foundation

Silicon Valley Community Foundation

\$100,000 - \$199,000

Shelley & Donald Rubin Foundation

Artemis Rising/Phoebe Snow Foundation

The Kendeda Fund

\$50,000 - \$100,000

Arthur N. Rupe Foundation

Consumer Technology Association Foundation

\$20,000 - \$49,000

The Fan Fox and Leslie R. Samuels Foundation, Inc.

The Reva and David Logan Foundation

Winter Park Healthcare Foundation

Long Island Community Foundation

The Good People Fund

The Healthcare Foundation of New Jersey

Bose





17 West 17th Street, Fl. 7, New York, NY 10011

212-602-1331

www.musicandmemory.org