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# Musical Memories Cafe

Where Music Connects Community



## Musical Memories Café (MMC)

- Musical Memories Café (MMC) uses music, dance and the sharing of a meal to engage caregivers and their loved ones.
- According to NIH music is a link to memories and medically beneficial to those with Alzheimer's, dementia, and other brain disorders.
- We use the Caregiver Intensity Index to assess caregiver stress and provide targeted interventions and valuable caregiver resources in the community
- During MMCs, caregivers share meaningful experiences with their loved ones and build a network with other caregivers



## Caregiver Recruitment

- 1,200+ unique participants (caregivers, loved ones, older adults, and isolated adults.
- 4,800+ duplicated participants (counted each time they attend a Musical Memories Café)
- Looking to expand to the 8 counties of WNY and CNY with locations currently in:
  - West Falls Center for the Arts
  - Amherst Senior Center
  - Dale Association (Niagara County/City of Lockport)
  - Canopy of Neighbors (East Buffalo, Erie County)
  - **Pending:** West Buffalo
- Want to expand to diverse & vulnerable communities
- Will expand statewide and nationally



## Impact

- 100% of caregivers would **recommend MMC**, and
- Caregiver **needs dropped** from March 2022 to September 2022. Of the 8 needs surveyed, 7 or 8 needs or 87.5% improved.
- 100% of the seven (7) caregiver experience outcomes improved between March 2022 to September 2022.
- The number of caregivers in the **Red Flag area improved/decreased** from 29% in March 2022 to 25% in September 2022.



**Impact (continued) Sept. 2022 – March 2022**

**100% of the caregiver “experience outcomes” improved**

- 100% - 80% said MMC helped **reduce stress** associated with caregiving
- 66% - 50% said MMC helped them **find community resources** to help the one the loved one they care for
- 100% - 87% said that MMC is beneficial to the **well-being of the loved one** they care for
- 100% - 60% said that MMC helped them **improve their relationship** with their loved one they care for and 87% said the MMC provided opportunities to attend concerts that they would not otherwise have in their community
- 100% - 93% said they **felt emotionally supported** by MMC
- 100% - 74% said that MMC helped them to **be a better caregiver**
- 100% - 66% said they are **better informed** because of MMC



“I’ve loved music all my life. I love the sound of the songs. It even surprises me sometimes; how much is still in my brain. I’ll hear a few lines of a song and remember right away - oh I love that song!

The song is in there, (in my brain). I was able to put it in a long time ago and for some reason it stayed in, when very little stays in now.

It’s a horrible disease, I wouldn’t wish it on anyone. Everyday I have to try to pretend to be normal.

Coming here, being here, means a great deal. Singing to the songs I grew up with and remembering them, was like a slice of heaven to me.”



## Expanding Musical Memories Cafe

- **GOAL:** Expand, Sustain, and Maintain Fidelity
- Created a licensing model that is focused on **creating a community** of licensees and caregivers
  - Webinars, FB for Licensees, FB for Caregivers, Tech. Asst.
- Developing comprehensive web site that will increase reach, ease of replication, and **automate adoption and implementation**; allowing for the focus on **community building**
  - Online learning management system
    - ✓ Implementation Training
    - ✓ Volunteer Training
    - ✓ Sustainability Training
    - ✓ Webinars and videos
    - ✓ Customizable Marketing materials
    - ✓ Online resources for grant writing and evaluation



## Cost

With 50-60 participants per MMC:

- \$250 - \$300 for food/session \* 24 Sessions = \$6,600\*
- \$100/musician \* 24 Sessions = \$2,400
- Staffing = \$3,000/year (5 hours/session \* \$25/hour 24 Sessions)
- Licensing = \$1,250

**TOTAL Per Organization MMC = \$13,250 Annual Costs**

\* Food Costs are less with fewer people and with donations. It can also be reduced if an organization cooks food themselves.

\*\* Staffing at \$3,000 is likely a max. It takes 1 staff and 2-3 volunteers to run an MMC

\*\*\* For the first year, the cost will be lower than \$10,000 because food costs won't be so high

❖ Costs can cut in half with 1 MMC/Month





## Sustainability at \$13,250/Site

**10 MMC Sites: \$132,500**

**WFCFA cost: \$40,000**

**Total Cost: \$172,500**

**Revenue: 10 sites at \$1,250: \$12,500**

**Drops WFCFA Management Cost to \$27,500\***

WFCFA costs remain the same regardless of the # of sites. For example:

**20 MMC Sites: \$265,000**

**WFCFA Cost: \$40,000**

**Total Cost: \$305,00**

**Revenue: 20 sites at \$1,250: \$25,000**

**Drops WFCFA Management Cost to \$15,000\***

\* Ongoing development is a different cost center



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**Thank you! Questions?**

