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 they 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
- 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
Thank you! Questions?