

exhale

Musical Memories Cafe

Where Music Connects Community



Musical Memories Café (MMC)

- MMC is a joyful and compassionate hour of shared musical experience designed to enrich the lives of people with dementia, Alzheimer's or other cognitive or physical challenges, caregivers, and isolated older adults. We offer a meal and professional musical entertainment in a welcoming space.
- During MMCs, caregivers share meaningful experiences with their loved ones and build a network with other caregivers



MMC 3-Year Numbers

- 2,700+ unique participants (caregivers & family, loved ones with dementia/Alzheimer's, and isolated older adults.
- 7,200+ hours of respite
- 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,
 - **Pending:** West Buffalo
- Seeking to 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!”



“Everyday I have to try to pretend to be normal, But not here. 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 to Implement MMC

With 50-60 participants per MMC

- \$150 - \$200 for food/session * 24 Sessions = \$4,800*
- \$100/musician * 24 Sessions = \$2,400
- Licensing = \$1,250

TOTAL Per Organization MMC = \$8,450 Annual Costs

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

*** For the first year, the cost may be lower than \$8,450 because food costs will not be so high

- ❖ Costs can cut in half with 1 MMC/Month



exhale

**Musical
Memories** Cafe
Where Music Connects Community

Thank you! Questions?

