

Our Strategy 2020-2022



music as therapy
international

Our charity strategy

Our vision: To make music an integral part of care for vulnerable children and adults worldwide

How we will do this?

1. Provide Introductory Training to inspire new ways of working and caring using music
2. Offer Sustainability Activities to support lasting change to care practice
3. Seek Capacity Building opportunities for our Partners to work with us to extend the use of music to more vulnerable children and adults
4. Pursue excellence in how we run the charity and the systems we develop to deliver our projects and achieve our goals
5. Never lose sight of our Values:
 - Integrity
 - Sustainability
 - Partnership
 - Courage

UK Programme

Our goal: To empower caregivers in the UK to increase opportunities for vulnerable people to access music

How we will do this?

- 1.** Extend the reach of our of our Introductory Training projects, continuing to prioritise young children under five, people living with dementia and adults with learning disabilities
- 2.** Establish ourselves as a significant contributor to Tier 2 training for caregivers of people living with dementia
- 3.** Build relationships with organisations and influencers in the care sector to promote our offer and share good practice
- 4.** Share good practice to encourage innovative music therapy practice and engage music therapists to identify and contribute to Introductory Training projects
- 5.** Ensure our activities are informed by understanding the priorities, challenges and contemporary practice within care
- 6.** Explore new ways to maintain and strengthen relationships with UK partners following Introductory Training

International Programme

Our goal: To empower caregivers overseas to increase opportunities for vulnerable people to access music

How we will do this?

- 1.** Collaborate with partners overseas to design and deliver new music projects tailored to local needs
- 2.** Collect local perspectives to inform our activities and to strengthen our understanding of local practices
- 3.** Pursue sustainable impact through providing training, resources and support, and championing local pioneers
- 4.** Explore new technologies to facilitate and strengthen overseas activities
- 5.** Improve the infrastructure and processes we use for project co-ordination
- 6.** Share good practice to inform global music therapy practice within international development

Behind the Scenes

Our goal: To strengthen the infrastructure needed to deliver our activities effectively and achieve excellence in governance

How we will do this?

- 1.** Maximise on the potential of existing systems and seek new solutions to improve efficiency of data collection, project management and to strengthen our reporting
- 2.** Review of our policies and compliance with these regularly
- 3.** Ensure we have the necessary expertise and enthusiasm within our Board of Trustees
- 4.** Provide opportunities for the personal and professional development of our team
- 5.** Limit our core costs to 25% of our expenditure

Fundraising

Our goal: To increase income generation to £250,000 per year by 2022 (and build reserves to hold a minimum of 6 months' running costs)

How we will do this?

- 1.** Introduce a stewardship programme to nurture donor relations
- 2.** Enhance performance tracking and analysis across all aspects of fundraising
- 3.** Increase fundraising capacity through delegation of responsibilities
- 4.** Improve the effectiveness of our external communications and raise our public profile
- 5.** Diversify and develop our income streams:
 - Regular donors
 - Major donors
 - Trusts & foundations
 - Corporate sponsorship
 - Community fundraising
 - Legacy fundraising

For more information please contact:

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