



FUNDRAISING FOR MUSIC & MEMORY



ABOUT THIS GUIDE

This guide provides detailed instructions on how to solicit funds on behalf of Music & Memory online and in your community. For questions regarding this process, email carequestions@musicandmemory.org.

Our Story

Music & Memory trains healthcare professionals working in a wide range of healthcare organizations on how to create personalized music playlists for those in their care. We use digital music devices, such as iPods and other Mp3 players, to deliver personalized⁵⁴ music playlists. Musical favorites can provide relief in many different forms for residents participating in the program. For instance, music that is personal to an individual can help them access memories not lost to dementia, reawakening residents so they may communicate and feel like themselves again.

Our goal is to bring joy into the lives of people suffering from a wide range of cognitive and physical challenges. Through access and education, and creating a network of Music & Memory certified organizations, we aim to make this form of personalized therapeutic music a standard of care throughout the healthcare industry.

The Music-Brain Connection

As we all know, hearing the songs associated with a first love or a favorite movie causes a rush of emotions and memories. Music is profoundly linked to our personal history. In fact, our brains are hard-wired to connect music with long-term memory.

Even for persons with severe dementia, music can tap deep emotional recall. For individuals suffering from Alzheimer's or other related dementias, recent memory for names, places, and facts may be compromised, but memory from their teenage years is well-preserved.

Favorite music or songs associated with important personal events can trigger memories of lyrics and the experience connected to the music. Beloved music calms chaotic brain activity and enables the listener to focus on the present moment, regaining a connection to themselves and others.

How Personalized Music Can Transform Lives

Grounded in extensive neuroscience research, tested and proven in thousands of Music & Memory certified organizations, our personalized music program has provided therapeutic benefits for thousands of individuals, clients and the staff who care for them. Again and again, health care professionals tell us our program is often life-changing for everyone involved:

- Finally, professional staff have a way to give pleasure to persons with advanced dementia—often the most difficult to reach.
- Personalized music offers an enjoyable, fulfilling activity for persons on dialysis, on ventilators or who are bed-bound.
- Individuals are more cooperative, attentive and willing to accept care; their brighter moods boost staff morale and enable staff to be more person-centered.
- Because individuals are calmer and less agitated, sundowning (confusion and restlessness) is often reduced or eliminated.
- Individuals are more engaged with those around them.
- Family and staff are able to connect in a more meaningful way with residents around music and memories.
- Personalized music provides a valuable tool for the effort to reduce reliance on antipsychotic medications.

In the words of Tony Lewis, President and CEO of Cobble Hill Health Care in Brooklyn, N.Y., *“Despite the enormous sums of money spent on mood- and behavior-altering medications that are often not particularly effective, nothing compares to these iPods when it comes to improving quality of life.”*

Armed with the facts about Music & Memory and how personalized music can make a positive impact, you’re now ready to organize your equipment donation drive!

Getting Started

When preparing to launch a Music & Memory fundraiser the first thing to keep in mind is to set realistic expectations, as you may only raise a modest amount from a large group of potential donors. That’s ok, every little bit helps, and keep in mind you’re also raising awareness with every person you reach.

A successful fundraiser comes down to meeting the needs of your audience. Believe it or not, we’re all built to give, but we often can’t generate the opportunities on our own, so providing your audience with something easy and satisfying is key. With this in mind, you may want to suggest that in addition to money, people can donate:

- iTunes gift cards
- Gift cards to purchase new devices
- iPods or SanDisk MP3 Players (Clip Jam or Sport)
- New headphones*
- Charging cords and headphone splitters

**Please note that for hygienic reasons, health settings will not accept used headphones.*

All of the above items are needed by long term care organizations running Music & Memory programs, and by collecting these items in addition to funds, you can help ensure they always have the resources they need to continue their vital work.

Fundraising Platforms

These days, there are a number of quick and easy ways to raise money online, many of which are specific to a cause or part of social media, so if you're interested in starting a personal fundraiser to raise money for Music & Memory, you'll have no trouble finding something that works for you. Here are a few great options:

MightyCause: Want to fundraise for your Music & Memory program, but not sure where to start? Consider creating a fundraiser on [MightyCause](#). It's free and easy to use. Plus, [Music & Memory](#) is officially listed as a cause, making it more convenient for you to set up your own fundraiser. With MightyCause, you can customize your fundraiser, set goals, share with friends, and send collected funds directly to Music & Memory with the click of a button.

Facebook: Facebook offers a robust set of fundraising tools that make it fun and easy to collect money for a cause. For example, a [birthday fundraiser](#) can be an amusing and heartwarming way of getting people's attention to support something you believe in. In addition, if you live in a country where Facebook offers nonprofit fundraisers, you can create a fundraiser that directly benefits Music & Memory. You'll be able to customize your fundraiser, select audiences for promotion, set goals, and post content to drive potential donors to your fundraiser. [Music & Memory](#) is registered as a charitable organization on Facebook, so you'll have no trouble transferring the funds once your fundraiser comes to a successful conclusion.

GoFundMe: GoFundMe, which has quickly become a giant of social and crowdfunding, is a great way to raise money for Music & Memory. GoFundMe makes it easy to set up a campaign, communicate it to your friends and manage the donations. Music & Memory is listed as an official charity so you'll have no trouble adding our organization as your selected charity. Starting a fundraiser is free but there is a [transaction fee charged by the payment processors](#) when donations are made. That fee comes out of the donation and the rest goes to the fundraiser. Check out these out-of-the-box [ideas for creative fundraisers](#) using GoFundMe.

Amazon Smile: AmazonSmile offers all of the same items, prices, and benefits of Amazon.com, but with one distinct difference. When users shop on AmazonSmile, the Amazon's Foundation contributes 0.5% of eligible purchases to the charity of your choice. For frequent Amazon users, this additional perk is a great way to give back to charities effortlessly. Music & Memory is listed as an official charity so all you have to do is create an account, select Music & Memory, and start spending! [Click here](#) to set up your account and get started.

Corporate Giving

If you work for a company that supports corporate giving, this could be a good option for you to fundraise for Music & Memory. Corporations give in various ways, including cash donations or grants, [in-kind gifts](#), [sponsorships](#), [cause-related marketing](#), and [pro bono](#) services.

Businesses usually give out cash or grants in two ways. The amount of information you can find varies:

- **Corporate giving programs** -- These are run by the company itself, often through a dedicated department such as Community Relations or CSR. *Companies are not required to make this information public.* Unless the company chooses to publicize it, you might have difficulty finding who and what a corporate giving program supports and how much it has given.
Company-sponsored foundations -- A company can set up a separately-administered private foundation. A U.S. company-sponsored foundation is subject to the same IRS rules as other foundations. *They must give money every year and make information about their giving public.* They often--but not always--have webpages telling what they will and won't fund, and how to apply. Sometimes they don't take applications, because they only support pre-selected organizations.

Companies also like to promote [workplace giving](#) through employee matching gifts programs and other efforts that encourage their workers to give their time and/or money to charity. Don't be afraid to ask if your employer provides these ways to give back.

Offline Fundraising

If you're more comfortable raising money offline, there are plenty of options. Here are a few tried and true methods:

Donation Jar: A well placed donation jar is a simple and easy way to collect funds. Having a well-labeled donation jar to display in public places is like having a volunteer or staff member present to solicit gifts—and they're great for potential donors too! Your supporters have the option to donate without being pressured or made to feel guilty if they decide not to give. [Click here](#) for more tips.

If you're comfortable approaching local businesses, you might also ask that they promote your donation jar at checkout by simply asking customers 'would you like to donate \$1, \$5, \$10 to Music & Memory?' You'd be surprised how many businesses are open to this sort of promotion. Don't be afraid to ask!

Bake Sale: This is a reliable fundraiser that consistently earns \$50-\$150. Baked goods or ingredients can easily be purchased using personal funds. When this funding isn't available, it works well to ask local restaurants (Dunkin Donuts, Tim Hortons, Panera, etc.) to donate day-old baked goods. You can also host holiday-themed bake sales and offer to deliver treats for larger donations.

Textbook Collection (great for students!): Collecting and reselling used textbooks is a great fundraiser, especially at the end of the semester. Many students don't bother selling their used books, and would be happy to donate them to your cause. You can then resell them to other students on campus or online.

Of course there are many other ways to raise funds. Think outside the box and find something that aligns with your skills and interests:

- Sponsor a walk or run.
- Golf or sporting event or tournament.
- *Battle of the Bands* concert
- Talent show
- Gala/silent auction
- Cycling race
- Live stream concert

Other Ways to Give Donations

There are always occasions for generosity, and those that look for them profit the most. Music & Memory will gladly accept in-lieu-of-flowers cash gifts, gifts of stock/bonds or funds allotted in an estate plan or will, because we know what it means to give during those times. Thank you for your gift!

Wedding: in lieu of flowers

Funeral: in lieu of flowers

Bonds/Stock: send gifts of stocks/bonds.

Estate/Will: funds allotted in estate planning

If You Need to Send a Check

For checks, please be sure to include your contact information so Music & Memory can send you a receipt for your donation.

Mail to:

Music & Memory
160 First Street, PO box 590
Mineola, NY
11501

A Special Note for You

On behalf of all of us at Music & Memory, thank you for everything that you're doing to keep people living with Alzheimer's and dementia, and other cognitive conditions connected to the joy of favorite music. All of our success is due to passionate individuals like you who believe wholeheartedly in the power of music to help others. Thank you for helping to make a difference.

We look forward to hearing from you and helping you to succeed. We're all in this together! Please contact us through our website.

Thanks again for your help, and good luck!

Music & Memory

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