



Key Change: Better Care with Music
IMPACT REPORT | 2024-2025



Music is like a smile on a rainy day.
– Long-Term Care Resident

From The Leadership

Bono once said, "Music can change the world because it can change people." Many of us have experienced how music can shift our mood, perspective, or even deepen our sense of connection. For some, it's an uplifting song. For others, music brings them closer to a loved one. In caring communities, music can transform not only the atmosphere but also the quality of care itself.

Our latest initiative, MUSIC CARE CERTIFY™ (MCC), goes a step further. MCC is a comprehensive program that integrates music into the organizational culture of health and social care environments, schools and an individual's care practice. By embedding music as a core component of care, we ensure it is sustained through training, achieving standardized requirements, completing assessments and offering ongoing support.

One of the most powerful aspects of MCC is its focus on quality improvement. We don't just introduce music into caring communities—we measure its impact. Change isn't just hoped for; it's demonstrated and quantified.

Music isn't only an art form; it's a catalyst for measurable change in health and wellbeing. Music makes key changes in caring communities by deepening relationships in the care circle, humanizing systems and procedures, and expressing emotions when words are hard to find.

As we write this report, Deloitte Canada has just released a report measuring the results economically of musical engagement in dementia care. For every \$1 spent around musical engagement, there is a remarkable cost savings of \$2.40. Musical care changes bottom lines. And for those of you who have given, it means the goodness of your gift is transformed too, by 140%.

Thank you for helping us help others through music care.



Stephen Ward
Chair



Bev Foster
Founder & Executive Director

Staff: Bev Foster, ED · Dawn Ellis, Director of Programs & Partnerships · Tanya Albis, Manager Business & Support · Gillian Wortley, CERTIFY Lead · Lisa Mills, Revenue Lead · Chelsea Mackinnon, Research Lead · Natalie Woida, Social Engagement **Board:** Stephen Ward, Chair · Sonia Brown, Past Chair · Cynthia Friesen, Vice-Chair · John Blair, Secretary-Treasurer · Directors at Large: John Guest · Lizzie Cody · Dr. Kate Dupuis · Rachel Friedrich · Alison Kenny-Gardhouse · Dr. Robert Foster · Bev Foster, ED

Our Theory of Change

We believe that music makes care better. Our goal is to improve the culture of caring communities by integrating music into caring relationships, care tasks, and personal care plans within caring communities.





Listening means being able to be changed
by what you hear.

— Alan Alda

MUSIC CARE CERTIFY

MUSIC CARE CERTIFY is an achievement program raising the standard of music delivery in caring communities. There are 3 types of certification that MUSIC CARE by Room 217 offers.

For Organizations

Embeds music into a caring community for better care outcomes



For Individuals

Integrates music into regular care practice for deeper relationships



For Schools

Incorporates music into classrooms to enhance student wellness



Room 217 has earned the right to set a standard.
We need this. We need it now.

– Dan Cohen, Founder/CEO,
Right to Music and
Founder, Music & Memory

Key Changes at Kindera Living through MUSIC CARE CERTIFY

Kindera Living is a people-focused Ontario long-term care provider operating 11 homes across the province. They emphasize kindness, team member well-being, resident-centred services, customizable accommodations, and a progressive, community-oriented culture. Room 217 worked in 9 of their locations in southwestern Ontario this year.

Key Change: 78% reduction in expressive behaviours

Dundurn Place Care Centre, Hamilton, ON

Personal care times can be stressful for both residents and team members. Verbal and physical negative expressive behaviour during care are daily challenges. By learning resident's musical preferences and incorporating personalized playlists into personal care times, meaningful connections were established before providing care, fostering trust and enhancing the overall care experience.



Key Change: Healthier grieving process for 86% of team members

Banwell Gardens Care Centre, Windsor, ON

Team members commonly report feelings of emotional distress and difficulty processing grief following the death of a resident. Through discovering what music palliative residents want played during their final good-bye, team members found the honour walk a way to remember the resident and a way to channel their own grief and loss.



More Key Changes

Key Change: Resident appetite increases by 19% at mealtime

Anson Place Care Centre, Hagersville, ON

Resident experience at mealtimes needed improvement. Food intake was not always satisfactory. Nine per cent of residents expressed dissatisfaction with mealtimes. The 'Sound Bites' initiative was implemented. By creating playlists comprised of residents' preferred music, playing them during the dining experience at the right volume level, mealtimes became more pleasurable for residents.

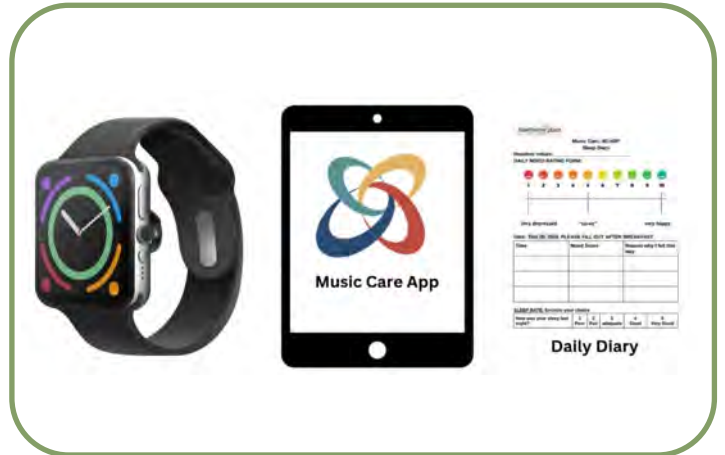


Key Change: Increased sleep time by 20%

Hawthorne Place Care Centre

North York, ON

Good healthful sleep can be impacted due to medication, stress levels, and a change of environment. Not all residents follow the same nighttime routines they once had. The 'Music for Sleep' program used Fitbits to help collect and analyze sleep data and used the MUSIC CARE CONNECT app to play music at bedtime. Team members noticed that with better sleep, resident mood improved and participation in daily activities increased.



Key Change: 75% more client engagement during transition

Acclaim Health Adult Day Program – Soper Club
Mississauga, ON

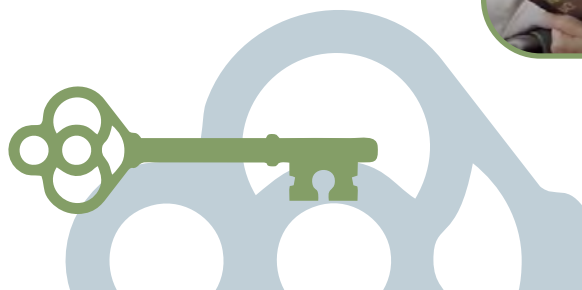
Transitional movement between rooms between lunch and afternoon program was inefficient. Programs didn't start on time because clients were not motivated to move. By using a catchy familiar tune to encourage clients to get up and walk, dance and move, clients were motivated by a 'cue song' as a fun reminder that lunch was ending and programming was beginning.



Key Change: Improved mood and sense of belonging in self-isolating male residents

Menno Place, Abbotsford, BC

Men can find it particularly difficult to adjust to living in long-term care. Some choose to stay in their rooms and self-isolate which becomes a health risk. 'Men's Musicking' is an opportunity for men to come together and listen to music of their past, share stories and engage with one another in a safe and non-judgmental environment.



Program Highlights

New Music Care Advocates

Leslie Cleary – Edmonton, AB

Leslie integrates music into each of her client's care plans. She has started the Circle of Joy Resident Choir where residents sing together, play rhythm instruments and share stories.



Joseph Konty – Portland, OR

Joseph is the Music Director at Gentog, an organization that embraces intergenerational care to promote holistic health and wellness. He uses music with infants to 5 year olds and adults 50+ with dementia and other cognitive challenges.



Shannon Woolfrey – Etobicoke, ON

Shannon uses harp, piano and other instruments as a volunteer in caring communities. She aims to enhance the wellbeing and quality of life for individuals in care.



MUSIC CARE CERTIFY for Schools

We have worked with several elementary schools in the Simcoe County District School Board to complete our beta-testing.



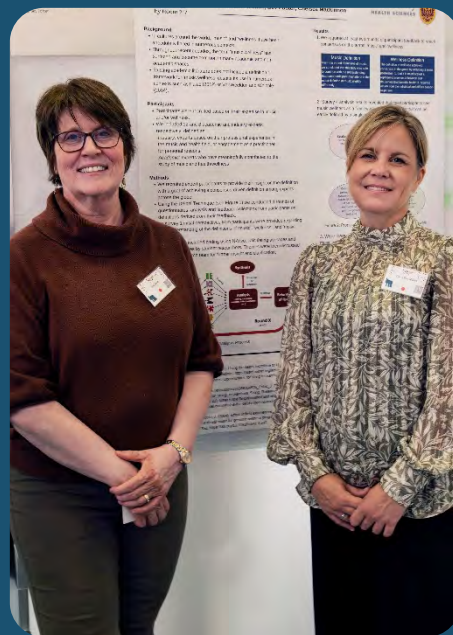
New Tools

Recollections 4, 5, & 6 expand reminiscent sights and sounds into locations around the world using Room 217's music as the background. We explore images and sounds from the UK (British Invasion album,) East Asia (Bamboo Garden album,) and South Asia (Lotus Blossom album.)



Research & Presentations

In partnership with McMaster University Health Sciences, we have developed a Music Wellness definition and model which we have translated into a 4-step process. This year, we either presented, attended or exhibited at 22 conferences in Canada and internationally.



Bev & Dawn presenting our Music Wellness Delphi Study research at the International Music & Medicine Conference in Berlin, Germany.

MUSIC CARE CONFERENCE

Our 16th Canadian MUSIC CARE CONFERENCE was held at Wilfrid Laurier University in November 2024. More than 200 gathered to experience the power of music in care, health and wellbeing.



New Online Courses

Our online course library continues to expand providing more opportunity for learning and skill-building.



Ten Domains of Music Care

This course will provide a framework for music delivery in caring communities with content provided through



Music is NeuroDiverse

This session will explore six key topic areas, including the general role of music in learning, the meaning of

Financial Partners

We are grateful to many individuals for their one time, monthly, and My Tribute donations. As a result of our salon events, individual donations are up 23%. We appreciate the Legacy Network who invest in music care for the longer term. Thank you to the following foundations, trusts, and corporation for their generous support:

Audrey S. Hellyer Foundation ▪ Azrieli Foundation ▪ Durham Community Foundation ▪ Evans Financial ▪ FAVDTR Foundation ▪ Foster Hewitt Foundation ▪ GP Bikes ▪ George Lunan Foundation ▪ Karis Trust ▪ Kelly Willis Green and Rob Green Foundation ▪ J & W Murphy Foundation ▪ Randy Starkman Foundation ▪ Sarah McKinnon Foundation ▪ The Wolrige Foundation ▪ Ullman Wealth Management ▪ Several anonymous donors

About the J & W Murphy Foundation

The J & W Murphy Foundation (JWMF), established in 2008 by Janet and Bill Murphy of Liverpool, Nova Scotia, is a private philanthropic organization focused on community health and wellness. JWMF has made several transformative gifts across Atlantic Canada. JWMF is overseen by Lisa Murphy and Karen Spaulding, Janet and Bill's two daughters.

One of the values that drives Lisa and Karen is trust-based philanthropy, an approach to charitable giving that emphasizes building mutual trust, transparency, and respect between funders and the nonprofits they support, by shifting traditional power dynamics to make funding more equitable and collaborative. JWMF has significantly impacted Room 217's ability to scale music care over the past 5 years. Their giving has not only helped create 2 new palliative collections, but is helping us develop asynchronous MUSIC CARE TRAINING for caregivers through McMaster Continuing Education. Our combined vision is that Room 217 programs and resources would be more accessible in caring communities across Atlantic Canada.



“Room 217 Foundation is a national leader and innovator in the use of music to bring comfort, connection, and dignity to people in long-term and palliative care, and we at the J&W Murphy Foundation trust their expertise to equip caregivers with practical compassionate tools that make a measurable difference in the lives of people we care about.” – Lisa Murphy & Karen Spaulding

Financials

SUMMARIZED STATEMENT OF FINANCIAL POSITION AS AT FEBRUARY 28, 2025

ASSETS	2025	2024
CURRENT		
Cash	\$ 456	\$ 2,851
Short term investments	713,236	610,381
Accounts Receivable	3,950	5,707
HST receivable	18,462	17,733
Inventory	28,773	27,575
Prepaid expenses	281	6,976
Property and Equipment	5,835	3,867
Website and app development costs	109,976	116,469
	880,969	791,559
LIABILITIES		
Accounts payable and accrued liabilities	27,443	29,303
Due to related party	0	15,244
	27,443	44,547
NET ASSETS		
Internally restricted reserve - Legacy Fund	669,064	612,273
Unrestricted	184,462	134,739
	853,526	747,012
	880,969	791,559

Complete audited financial statements are available
on our website, musiccare.org/financials.

SUMMARIZED STATEMENT OF OPERATIONS FOR THE YEAR ENDED FEBRUARY 28, 2025

REVENUE	2025	2024
Unrestricted contributions	\$424,968	\$276,552
Grants and Foundations contributions	166,000	199,596
Education programs and therapeutic resources	89,325	197,405
Internally restricted contributions	66,130	50,000
Voices That Care Event	0	30,024
Investment income	32,267	38,892
	778,690	792,469
EXPENDITURES		
Administration and operations	56,928	61,796
Amortization	73,942	71,914
Communications	3,347	3,347
Contracted services and staffing	403,882	432,472
Marketing	78,804	50,370
Office and general	16,978	9,500
Postage and courier	819	1,863
Professional fees	30,205	25,665
Program expenses	52,746	51,446
	717,651	708,373
Excess (deficiency) of revenue over expenses before the undernoted items	84,096	84,096
OTHER INCOME (EXPENSES)		
Unrealized gain (loss) on investments	13,064	13,064
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	106,514	97,160



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