

# WHY REPORT

Lost Chord UK

When words fail music speaks



October 2024

## REPORT CONTENTS

3-6 EXECUTIVE SUMMARY

7-8 WHY BELIEFS, STATEMENTS

10-23 Q1. KEYWORDS LOST CHORD UK

24-34 Q2. WHAT PARTS OF OUR WORK MATTER MOST?

35-52 Q3. WHAT CHARITIES YOU SUPPORT AND WHY

53-57 Q4. DESCRIBE LOST CHORD UK

58-62 Q5 SHARING DEFINING EXPERIENCES

62-69 Q6. WHY YOU SUPPORT LOST CHORD UK

70 72 KEY ORGANISATIONAL RECOMMENDATIONS

October 2024



## BECAUSE MUSIC BRINGS US CLOSER:

### THE WHY BEHIND LOST CHORD UK

#### FOREWORD

Lost Chord UK is more than just an organisation providing interactive music sessions for people affected by dementia and other complex neurological conditions. It is a community united by a deeper purpose, with a shared WHY a purpose that guides and inspires all of us. This "WHY Report" offers a profound exploration of what truly matters to those connected to Lost Chord UK. Through the participation of stakeholders across our community — volunteers, musicians, beneficiaries, funders, staff, and trustees — we have uncovered the unique values, beliefs, and motivations that unite us. Special thanks to everyone who contributed their voices and stories to this vital process. Your input is invaluable in helping us define our shared purpose and impact.

#### EXECUTIVE SUMMARY

The "WHY Report" findings confirm that Lost Chord UK is united by a common purpose that goes beyond our individual roles. Our stakeholders are not just supporting an organisation but are part of a collective movement driven by a shared belief in the transformative power of music and the deep human connections it fosters. Key themes emerged across stakeholder groups: a deep emotional connection through music, a desire for meaningful impact, a sense of belonging, empathy and compassion, and personal growth and fulfilment. This report serves as a foundation to strengthen our community, highlight our impact, and shape our future strategy.

#### INTRODUCTION

Lost Chord UK is proud to present the findings of the "WHY Report," a comprehensive and robust analysis of an extensive stakeholder survey conducted earlier this year. The survey sought to uncover not only what our community does but, more importantly, why we do it.

Between March 1st and May 29th, 2024, we achieved wide-scale participation from all stakeholder groups, including trustees, musicians, volunteers, beneficiaries, funders, carers, service users and staff. This organisational-wide survey used a recognised and reliable methodology - thematic analysis - to examine participants' responses to open-ended questions. Through this rigorous approach, we gained deep insights into the core values, key moments,

and motivations that connect people to Lost Chord UK, providing a reliable foundation for our findings.

The purpose of this extensive survey was to gain a deeper understanding of the unique perspectives of everyone connected to Lost Chord UK. By capturing the voices of our diverse stakeholders, we have uncovered the shared values, beliefs, and motivations that define our organisation, providing valuable insights that will guide our future direction and strengthen our collective purpose.

## KEY FINDINGS OF THE WHY REPORT

- a) **A deep emotional connection through music:** Across all stakeholder groups, a powerful emotional bond with our mission emerged as a central theme. Whether through the joy of a shared song, the therapeutic impact of live music, or the compassionate interaction between our musicians and beneficiaries, it is clear that music forms the heart of our collective experience. This connection is not only about improving the lives of people with dementia but also about touching the lives of everyone involved.
- b) **Purposeful impact and meaningful change:** The report found that stakeholders are driven by a strong desire to make a tangible difference. For volunteers, musicians, and staff, the "WHY" revolves around using their talents and time to contribute to something meaningful. For funders and partners, it is about investing in a cause that produces clear, visible impacts. For everyone, the shared goal is to bring moments of joy, clarity, and connection to those who need it most.
- c) **A sense of community and belonging:** Many responses highlighted a deep sense of belonging and pride in being part of the Lost Chord UK family. The organisation is seen as more than a charity - it is a community where every voice matters, and every role is valued. This feeling of connection was often linked to shared experiences, personal stories, and the bonds formed through our work.
- d) **Empathy and compassion at the core:** Empathy and compassion emerged as key themes across all stakeholder groups. Participants spoke about the importance of understanding, kindness, and respect in all our interactions. Whether engaging with our beneficiaries, supporting each other, or working towards our shared mission, the emphasis on empathy and compassion is fundamental to our identity.

- e) Inspiring personal growth and fulfilment: Many stakeholders expressed how their involvement with Lost Chord UK has enriched their lives, providing opportunities for personal growth, learning, and fulfilment. Musicians spoke of how they have become more empathetic performers, while volunteers, funders, and staff discussed how they have grown in understanding and compassion. This sense of personal enrichment reinforces their commitment to our cause.

## FORMULATING AN AUTHENTIC WHY STATEMENT

The insights from the WHY survey have allowed us to articulate an authentic WHY statement that reflects the shared purpose of the Lost Chord UK community. This statement encapsulates the emotional, impactful, and compassionate aspects that resonate with our stakeholders. It serves as a guiding principle for our ongoing mission and as an invitation for others who share our values to join us on this journey.

## POWERING LOST CHORD UK'S THEORY OF CHANGE

The WHY statement serves as the grassroots up approach and acts as a foundation for our Theory of Change, a framework that maps out how our actions lead to meaningful change for our beneficiaries. It ensures that every step we take is purpose-driven and aligned with our collective shared mission. The insights from the survey highlight the critical role of music in transforming the lives of people with dementia and neurological conditions, and they help us understand how to maximise our impact through intentional actions.

## IMPLICATIONS AND NEXT STEPS

The WHY Report's findings are instrumental in shaping Lost Chord UK's future. The insights will guide the authentic foundation of the aims of our shared Theory of Change, ensuring that our programme, communications, social media, and fundraising efforts are aligned with our shared beliefs and connected purpose. We will integrate the WHY statement into our messaging, ensuring that stakeholders and potential supporters understand not only what we do but why we do it. This approach will enable us to clearly articulate our aims and mission, strengthen our case for support and increase engagement with our stakeholders and encourage new and existing supporters to work towards our goals.

## REPORT CONCLUSION: A SHARED "WHY" THAT UNITES US ALL

The WHY Report findings confirm that Lost Chord UK is united by a common purpose that goes beyond our individual roles. Our stakeholders are not just supporting an organisation but are part of a collective movement driven by a shared belief in the transformative power of music and the deep human connections it fosters. By understanding and articulating our WHY, we strengthen our community, highlight our impact, and ensure that every action we take brings us closer to our vision.

Lost Chord UK's WHY is rooted in the power of music to create deep, human connections and bring joy to those affected by dementia and the wider community. This shared sense of purpose unites us as a community and ensures that our work is impactful and meaningful. As we move forward, we will continue to build on these insights, fostering connections with those who share our aims and values to expand our reach to better support our beneficiaries.

We invite you to read the full WHY Report to explore these insights in more depth and discover the unique perspectives of everyone involved. Your engagement with this report helps shape our future direction and brings us closer together as a community.

## ACKNOWLEDGEMENTS

A heartfelt thank you to everyone who contributed to the WHY survey. Your unique insights and experience have helped us define our shared purpose and shape the future of Lost Chord UK. Together, we are not just supporting a charity but are part of a collective movement that transforms lives through music. Thank you for being a part of this transformative journey!

For more on the principles behind the WHY Programme, please refer to Simon Sinek's TED Talk: ("How Great Leaders Inspire Action")(https://www.ted.com/talks/simon\_sinek\_how\_great\_leaders\_inspire\_action).

## LOST CHORD UK'S WHY

### OUR VALUES: JOY | COMMUNITY | CARING

#### LOST CHORD UK'S: WHY STATEMENT

We believe that music speaks when words fail, unlocking the door to joy, community, and care for those who need it most. Music has the extraordinary power to connect people, find common ground, and evoke memories, sparking moments of recognition, clarity, and shared human experience. For those living with dementia and other complex neurological conditions, music becomes a voice, a lifeline, and a source of profound comfort and belonging.

At Lost Chord UK, we believe that everyone deserves the joy of music in their lives - that no one should face life's challenges alone, especially those who find it difficult to communicate in traditional ways. We know that music touches the heart and soul, and we see first-hand how it brings people together, creating a vibrant community where every person is valued and cared for.

That's why we are committed to creating a world where the transformative power of music is accessible to all, especially to those who need it most. We won't stop until every person affected by dementia or neurological conditions feels the warmth of connection, the spark of joy, and the comfort of community that our interactive music sessions bring.

Together, we are more than a charity; we are a movement of music and compassion, spreading care, joy, and belonging, one note at a time.

#### OUR BELIEFS

1. We believe music has the power to bring joy, community, and belonging to every life, and we won't stop until every person, no matter their condition, feels that connection.
2. Music speaks when words fail, and we are committed to using its power to unite, uplift, and support those facing dementia and neurological challenges.
3. We believe in the extraordinary ability of music to spark joy, create community, and evoke memories - and we won't stop until every person affected by dementia feels its transformative power.

4. At Lost Chord UK, we believe everyone deserves the joy of music, the warmth of community, and the comfort of care—and we are committed to bringing that to all who need it.

5. We believe music is a lifeline for those who struggle to communicate, and we are dedicated to ensuring its power reaches every person living with dementia or neurological conditions.

6. Music connects us all, and we won't stop until every person, especially those living with dementia, feels its unifying and uplifting force.

7. We believe that no one should face life's challenges alone, and through the power of music, we are building a community of care, joy, and connection.

8. Music bridges the gap between isolation and belonging, and we're committed to making sure its power touches every life affected by dementia.

9. We believe that music has the unique ability to bring joy, spark memories, and create community—and we won't stop until everyone experiences that magic.

10. We believe in the healing power of music, and we are on a mission to ensure that every person living with dementia or neurological conditions feels the connection, care, and joy it brings.

## A GUIDE TO NAVIGATING THE WHY REPORT

Each section of this report begins with the specific question we asked and provides a quick overview of the responses from different groups of stakeholders. This is followed by a deeper analysis of the main themes that came out of those responses.

After looking at the responses from each stakeholder group, we then compare and contrast the findings. For example, we look at how internal stakeholders (trustees, staff, musicians, volunteers) responded and compare their views with those of external stakeholders (funders, beneficiaries, carers, and service users).

This structure helps ensure that everyone's voice is heard, while also highlighting the shared values that unite and bring us together as a community.

The questions we asked:

Q1. Please tell us three to five values or keywords that most come to mind whenever you think of LOST CHORD UK.

Q2. Please tell us which parts of Lost Chord's work "providing interactive music sessions for people affected by dementia and other complex neurological conditions" matter most to you and most of all WHY.

Q3. Thinking about the last time you did something to help or gave your support to another charity. Please tell us what charity you supported and WHY?

Q4. Describe Lost Chord UK, and what it does, to someone who does not know anything about it?

Q5. Share a short story about one or more defining moments or experiences (positive or negative) that come to mind when you think of Lost Chord UK.

Q6. Leaving aside any benefits of your role or relationship with Lost Chord, tell us why you chose to support us.



Q1. Please tell us three to five values or keywords that most come to mind whenever you think of Lost Chord UK.

Key value, themes & Trustee responses:

Caring, essential, powerful  
Music, happiness, dementia  
Making a difference  
Organised  
Integrity  
Teamwork  
Caring  
Enjoyment, fun, memories  
Friendliness, empathy, fun, communication, inspiration

Thematic Analysis of Lost Chord UK Trustee's Responses.

#### 1. Caring and Empathy:

Words like "Caring," "Empathy," and "Friendliness" were frequently mentioned. These terms highlight the compassionate approach Lost Chord UK takes in supporting people with dementia and other neurological conditions. It shows that the organisation is deeply committed to providing emotional and social support, ensuring beneficiaries feel understood and valued.

#### 2. Positive Impact and Essential Service:

Terms such as "Essential," "Making a difference," and "Powerful" highlight the significant and indispensable role Lost Chord UK plays in the lives of its beneficiaries. Trustees see the charity's work as vital and transformative, indicating its critical place in the community and its positive impact on the lives of those it serves.

#### 3. Music and Joy:

"Music," "Happiness," "Enjoyment," "Fun," and "Memories" point to the central role of music in the charity's mission. These responses indicate that music not only serves as a therapeutic tool but also brings joy, creates lasting memories, and highlights the quality of life for people with dementia.

#### 4. Integrity and Organisation:

Words like "Integrity" and "Organised" suggest that trustees value the charity's ethical standards and effective management. This theme reflects the importance of trustworthiness, professionalism, and structured operations in maintaining the charity's credibility and ensuring its long-term success.

## 5. Teamwork and Communication:

"Teamwork," "Communication," and "Inspiration" indicate that collaboration and clear communication are key values within Lost Chord UK. These elements are essential for fostering a supportive and efficient working environment, which is crucial for achieving the charity's goals and inspiring stakeholders.

## Conclusion

In essence, the trustees' responses paint a picture of Lost Chord UK as a compassionate, impactful, and well-organised charity that leverages the joy of music to make a profound difference in the lives of people with dementia. The recurring themes of care, essential service, joy through music, integrity, and teamwork highlight the values that define the charity's identity and guide its mission. These insights offer a clear understanding of what makes Lost Chord UK unique and essential in its field.

## Key Musician Values, Themes & Responses:

- Inclusive, Happiness promoting, Involving, Triggering memories
- Joy, music, memories
- Live music for all
- Professional, Compassionate, Fun, Moving, Beautiful
- Music, happiness, compassion, rewarding, special
- Joy, uplifting, enrichment, opportunity, connection
- Joy, compassion, Live, caring, fun
- Compassion
- Community
- Dedication
- Talent
- Enjoyment
- Inspiring, Innovative, Rewarding
- Music joy
- Brightening people's day
- Bringing people together
- A caring family
- Happiness, value, communication, fun, interaction, fullness
- Joy, Interaction & talent
- Musical memories, witnessing the power of music and its therapeutic magic, rewarding work knowing you can help make even a small difference
- Trust, love, compassion, joy, music

## Thematic analysis of Lost Chord UK Musicians' Responses.

### 1. Joy and Happiness:

Words like "Joy," "Happiness," "Fun," and "Brightening people's day" are pervasive in the musicians' responses. This emphasises the musicians' focus on the emotional uplift and joy that their performances bring to the beneficiaries. It aligns with the trustees' emphasis on enjoyment and happiness but is expressed with more focus on the emotional impact of the music.

### 2. Compassion and Caring:

Similar to the trustees, musicians frequently mention "Compassion," "Caring," and "Love," indicating a shared value of empathy and kindness. This shows that both groups see the emotional and caring aspect as central to Lost Chord UK's identity.

### 3. Music and Memories:

"Music," "Musical memories," "Triggering memories," and "Witnessing the power of music" highlight the musicians' emphasis on the therapeutic and memory-stimulating power of music. This mirrors the trustees' recognition of music as a powerful tool, but the musicians add a personal touch by reflecting on the direct impact they see in their work.

### 4. Inclusivity and Community:

Terms like "Inclusive," "Community," and "Bringing people together" suggest that musicians value the inclusive nature of the organisation and its role in fostering a sense of community. This expands on the trustees' focus on teamwork and communication by highlighting the musicians' perspective on inclusivity and community bonding.

### 5. Professionalism and Dedication:

Words like "Professional," "Dedication," "Talent," and "Innovative" indicate that musicians also value the professional and dedicated approach of the organisation. While trustees focus more on organisational integrity and structure, musicians emphasise their dedication and the innovative nature of their work.

### 6. Rewarding and Impactful:

"Rewarding," "Enrichment," "Opportunity," and "Making a difference" reflect the personal and professional satisfaction musicians derive from their work. This aligns with the trustees' view of the charity's impact but adds a layer of personal fulfilment experienced by the musicians.

## Conclusion

Both trustees and musicians of Lost Chord UK share common values of compassion, joy, and the transformative power of music. However, musicians place a stronger emphasis on the direct emotional impact and inclusivity, reflecting their front-line experiences. Trustees focus on the organisational and operational aspects, highlighting structure and integrity. Together, these perspectives create a comprehensive view of Lost Chord UK as a caring, professional, and impactful charity that uses music to create joyful and memorable experiences for people with dementia and other neurological conditions.

### Key Volunteer Values, Themes & Responses:

- Committed, family oriented, supportive, enthusiastic, and empathetic
- Music, Dementia, Interactive, Therapeutic
- Inspiring, professional, team focused, supportive, and committed
- Exciting, stimulating, considerate, musically, and cerebrally energising
- Individuality, volunteering, empathy, understanding dementia, effective communication
- Responsive reactions, euphoria, memory recall, connection, expressions
- Happiness, fun, making a difference

### Thematic Analysis of Lost Chord UK Volunteer Responses.

#### 1. Commitment and Support:

Words like "Committed," "Supportive," and "Enthusiastic" reflect the dedication and enthusiasm that volunteers bring to Lost Chord UK. This aligns with the trustees' emphasis on integrity and teamwork and the musicians' dedication, showing a shared commitment across the organisation.

#### 2. Family and Community:

"Family oriented" and "Team focused" suggest a strong sense of community and familial bonds among volunteers. This mirrors the musicians' mention of "Community" and "Bringing people together," as well as trustees' focus on teamwork and communication, indicating a cohesive and supportive environment.

#### 3. Music and Interaction:

"Music," "Interactive," "Therapeutic," and "Musically and cerebrally energising" highlight the central role of music and its interactive nature in the volunteers'

experience. This is consistent with the musicians' focus on the power of music and the trustees' recognition of music's transformative impact.

#### 4. Empathy and Understanding:

Terms like "Empathetic," "Understanding dementia," and "Effective communication" show that volunteers value empathy and understanding of dementia. This aligns with the compassion mentioned by both trustees and musicians, emphasising a shared value of empathy across all groups.

#### 5. Inspiration and Excitement:

Words like "Inspiring," "Exciting," and "Stimulating" suggest that volunteers find their work invigorating and inspirational. This theme complements the musicians' mentions of "Joy," "Inspiring," and "Innovative," showing that the work of Lost Chord UK is both motivating and impactful.

#### 6. Happiness and Fun:

"Happiness" and "Fun" indicate that volunteers, like musicians and trustees, find joy and enjoyment in their work. This shared value highlights the positive atmosphere and the importance of creating enjoyable experiences for beneficiaries.

#### 7. Making a Difference and Connection:

"Making a difference," "Responsive reactions," and "Connection" reflect the impact volunteers see in their work, emphasising the importance of making a tangible difference in the lives of beneficiaries. This aligns with the trustees' focus on making a difference and the musicians' emphasis on rewarding and impactful work.

#### Conclusion

The responses from trustees, musicians, and volunteers reveal a consistent set of core values centred around compassion, commitment, and the transformative power of music. Volunteers particularly highlight the supportive and family-oriented nature of the organisation, emphasising empathy, excitement, and the interactive aspect of their work. While trustees focus on organisational integrity and musicians on the direct emotional impact, volunteers bring a unique perspective on the supportive and community-focused environment of Lost Chord UK. Together, these insights paint a holistic picture of an organisation dedicated to improving the lives of people with dementia through the joy and therapeutic power of music, supported by a committed and empathetic team.

## Care Service User Values, Themes & Responses:

- Great, entertaining, lively, therapy
- Reliable, fantastic, talented, engaging, mood lifting, wonderful, musical angels
- Memory, entertainment, fun, enjoyment, reminiscence
- Professional, talented, therapy
- Punctual, valuable, entertaining, compassionate, beneficial
- Joyful, entertaining, happy, the guys and girls bring song and sound to the forefront of our resident's minds
- Togetherness, inclusivity, fun, amazing musicians, dementia friendly
- Amazing musicians who bring joy to my tenants through music
- Professional, melody, artistic quality, friendly, value
- Skilled musicians and communication skills, well-organised booking portal
- Interactive participation
- Excellence, value, care, important, mental health
- Inclusive, passionate, creative, welcoming, vibrant

## Thematic Analysis of Lost Chord UK Care Service User Responses.

### 1. Entertainment and Enjoyment:

Words like "Entertaining," "Fun," "Enjoyment," and "Joyful" highlight the entertainment and joy that Lost Chord UK brings to care service users. This aligns with the internal stakeholders' emphasis on happiness and fun, showing that the joy provided by Lost Chord UK is felt across all groups.

### 2. Therapy and Mental Health:

Terms such as "Therapy," "Beneficial," and "Mental Health" indicate that care service users see the therapeutic benefits of the music sessions. This theme is echoed by the musicians' and volunteers' recognition of the therapeutic impact of music, though it is less explicitly mentioned by trustees.

### 3. Professionalism and Talent:

Words like "Professional," "Talented," "Skilled," and "Artistic Quality" emphasise the high regard care service users have for the professionalism and talent of Lost Chord UK's musicians. This mirrors the musicians' own view of their work as professional and dedicated, as well as trustees' focus on organised and effective service delivery.

### 4. Inclusivity and Togetherness:

Terms such as "Inclusivity," "Togetherness," "Welcoming," and "Vibrant" suggest that care service users appreciate the inclusive and communal atmosphere

fostered by Lost Chord UK. This aligns with the volunteers' emphasis on community and empathy and the musicians' value of bringing people together.

#### 5. Memory and Reminiscence:

Words like "Memory," "Reminiscence," and "Mood Lifting" show that care service users value how the music helps with memory recall and emotional uplift. This closely aligns with the musicians' focus on the power of music to trigger memories and bring joy.

#### 6. Compassion and Care:

Words like "Compassionate," "Caring," and "Friendly" reflect the care service users' appreciation of the compassionate and caring nature of the charity. This is a consistent theme across all internal stakeholders, highlighting a shared value of empathy and kindness.

### Conclusion

The responses from care service users strongly align with the values expressed by trustees, musicians, and volunteers, emphasising entertainment, therapeutic benefits, professionalism, inclusivity, memory recall, and compassion. Care service users highlight the joy, entertainment, and therapeutic value of Lost Chord UK's work, reflecting the direct impact they experience. This contrasts slightly with the more operational and structural focus of the trustees and the professional and rewarding aspects noted by the musicians. However, the core values of joy, care, and the transformative power of music are universally shared, demonstrating a cohesive and impactful organisation dedicated to improving the lives of people with dementia through music.

### Community Service User Values, Themes & Responses:

- Community, fun, laughter, a lifeline, supportive
- Support, community, music for all
- The sessions bring joy to the community, whether people are living with dementia or not
- The sessions provide much-needed engaging activities for the community living with dementia
- The sessions help to increase awareness of dementia and hopefully raise money for Lost Chord UK to continue and other charities doing great work in this area such as the Alzheimer's Society
- Dementia, support, music, fun and laughter
- Uplifting, inclusive, fun

## Thematic Analysis of Lost Chord UK Community Service User Responses.

### 1. Community and Support:

Words like "Community," "Supportive," and "Support" highlight the strong sense of community and support that Lost Chord UK fosters among its service users. This aligns with the volunteers' emphasis on being family-oriented and supportive and the musicians' and trustees' focus on teamwork and community.

### 2. Fun and Laughter:

Terms such as "Fun," "Laughter," "Uplifting," and "Inclusive" emphasise the enjoyable and inclusive nature of the music sessions. This mirrors the trustees' and volunteers' mentions of fun and enjoyment and the musicians' emphasis on joy and happiness.

### 3. Lifeline and Engagement:

Words like "Lifeline" and "Engaging activities" suggest that the sessions are seen as vital and engaging by community service users. This theme aligns with care service users' recognition of the sessions as mood-lifting and beneficial and the volunteers' focus on making a difference and providing therapeutic experiences.

### 4. Awareness and Fundraising:

Phrases like "Increase awareness of dementia" and "Raise money" show that community service users appreciate the broader impact of the sessions in raising awareness and funds for dementia-related causes. This is a unique perspective not explicitly mentioned by internal stakeholders, highlighting a broader community impact.

### 5. Joy and Music for All:

The mention of "Joy," "Music for all," and "Inclusive" reflects the inclusive and joyful nature of the music sessions. This aligns with the musicians' and volunteers' emphasis on the power of music and joy and the care service users' appreciation of music's therapeutic and enjoyable aspects.

## CONCLUSION

The responses from community service users strongly align with the values expressed by care service users and internal stakeholders, emphasising community, support, fun, engagement, awareness, and the inclusive and joyful nature of the music sessions.

Community service users particularly highlight the importance of community and support, seeing the sessions as a lifeline and vital for engagement. They also uniquely emphasise the role of the sessions in raising awareness and funds for dementia-related causes. These themes reflect the direct impact on the broader community, complementing the more personal and professional perspectives of internal stakeholders and care service users. Overall, the shared values of joy, community, support, and the transformative power of music reflect Lost Chord UK's comprehensive and impactful approach to improving the lives of people with dementia and fostering a supportive community.

Beneficiary Values, Themes & Responses:

Togetherness, family, hope, joy, love, Fun, exercise, inclusive, giggles, interactive.

Thematic Analysis of Lost Chord UK beneficiaries' responses.

#### 1. Togetherness and Family:

Words like "Togetherness" and "Family" highlight the strong sense of community and familial bonds that beneficiaries feel as part of Lost Chord UK. This aligns closely with the volunteers' description of the organisation as family-oriented and supportive, as well as the community service users' emphasis on community and support.

#### 2. Hope and Joy:

Terms such as "Hope" and "Joy" emphasise the positive emotional impact of Lost Chord UK on beneficiaries, providing them with a sense of hope and happiness. This mirrors the trustees', musicians', and care service users' frequent mentions of joy, happiness, and emotional uplift.

#### 3. Love and Fun:

Words like "Love" and "Fun" highlight the affectionate and enjoyable atmosphere fostered by Lost Chord UK. This aligns with the musicians' and volunteers' emphasis on fun and enjoyment and the care service users' appreciation of the entertaining and joyful nature of the sessions.

#### 4. Inclusivity and Interaction:

Terms such as "Inclusive" and "Interactive" reflect the inclusive and engaging nature of the music sessions. This aligns with the community service users' emphasis on inclusivity and engagement and the internal stakeholders' recognition of the importance of being inclusive and interactive.

### 5. Exercise and Giggles:

The mention of "Exercise" and "Giggles" highlights the physical and playful aspects of the sessions, suggesting that they are not only enjoyable but also beneficial for physical well-being. This theme is unique to beneficiaries, adding another layer to the understanding of Lost Chord UK's impact.

## CONCLUSION

The responses from Lost Chord UK beneficiaries, align closely with the values expressed by internal stakeholders and external stakeholders, emphasising togetherness, joy, inclusivity, and fun. Beneficiaries particularly highlight the sense of family, hope, and love they experience, reflecting the deep emotional connections fostered by Lost Chord UK. They also bring a unique perspective by emphasising the physical benefits and playful aspects of the sessions. These shared values across all stakeholder groups demonstrate Lost Chord UK's comprehensive and impactful approach to improving the lives of people with dementia and fostering a supportive, inclusive community through the power of interactive music.

### Carer's Values, Themes & Responses:

Music, laughter, and fun, Lifeline, Caring and Friendly.

Thematic Analysis of Lost Chord UK carers' responses.

#### 1. Music, Laughter, and Fun:

Terms like "Music," "Laughter," and "Fun" emphasise the enjoyable and joyful nature of Lost Chord UK's sessions. This aligns with the responses of trustees, musicians, volunteers, care and community service users, and beneficiaries, all of whom frequently highlight the importance of music, joy, and fun.

#### 2. Lifeline:

The word "Lifeline" suggests that the sessions are seen as essential and vital for the well-being of the beneficiaries. This theme is also found in the responses of community service users who describe the sessions as a lifeline, highlighting the critical support provided by Lost Chord UK.

#### 3. Caring:

The term "Caring" reflects the compassionate and supportive nature of the organisation, resonating with the values of caring, compassion, and empathy

highlighted by trustees, musicians, volunteers, care service users, and beneficiaries.

#### 4. Friendly:

The word "Friendly" highlights the welcoming and approachable atmosphere fostered by Lost Chord UK. This complements the community-oriented and inclusive values mentioned by other stakeholder groups, emphasising the friendly and supportive environment created by the organisation.

### Conclusion

The responses from carers, relatives, friends, and beneficiaries strongly align with the values expressed by internal and external stakeholders and beneficiaries. Themes of music, joy, and fun are consistently highlighted, reflecting the core impact of Lost Chord UK's sessions. The term "Lifeline" emphasises the vital support provided, resonating with community service users' views. The values of caring and friendliness further reinforce the compassionate and inclusive nature of the organisation, as echoed by all stakeholder groups. Overall, the shared values across all groups demonstrate Lost Chord UK's significant and positive impact on its community, highlighting its essential role in providing joy, support, and a sense of belonging through interactive music sessions.

#### Lost Chord UK Funder Values, Themes & Responses:

Dementia, singing, joy, Community-focused, accessible, inspirational, life-affirming.

#### Thematic Analysis of Lost Chord UK funders responses.

##### 1. Dementia, Singing, and Joy:

The words "Dementia," "Singing," and "Joy" emphasise the core mission of Lost Chord UK in using music to bring joy to people with dementia. This aligns closely with the values of music, joy, and happiness highlighted by all other stakeholder groups, emphasising the transformative power of music in providing emotional uplift.

##### 2. Community-Focused and Accessible:

Terms like "Community-focused" and "Accessible" reflect Lost Chord UK's commitment to inclusivity and its focus on reaching out to the broader community. This resonates with the responses of community service users and internal stakeholders who emphasise the organisation's role in fostering a supportive and inclusive community.

### 3. Inspirational and Life-Affirming:

Words such as "Inspirational" and "Life-affirming" highlight the profound impact that Lost Chord UK's work has on people and the community. This perspective is unique to funders but aligns with the broader theme of making a significant and positive difference in the lives of beneficiaries, as expressed by trustees, musicians, volunteers, and carers.

#### SUMMARY CONCLUSION TO QUESTION 1: SHARED VALUES

When comparing the responses of Lost Chord UK's funders with those of internal stakeholders (trustees, musicians, and volunteers), external stakeholders (care and community service users), beneficiaries, and carers, several overlapping themes and unique perspectives emerge.

The responses from Lost Chord UK's funders align with the overarching themes of joy, music, and community found across all stakeholder groups. The emphasis on dementia and singing directly ties to Lost Chord UK's mission, while the values of being community-focused and accessible highlight Lost Chord UK's commitment to inclusivity and broad community engagement. The unique perspectives of funders, describing the work as inspirational and life-affirming, add a deeper dimension to the understanding of the organisation's impact, highlighting the transformative and positive nature of its programs. Overall, the funders' responses complement and reinforce the values shared by internal and external stakeholders, illustrating a cohesive and unified vision of Lost Chord UK's role and significance in the community.

Based on the analysis of responses from all groups-trustees, musicians, volunteers, care and community service users, beneficiaries, carers, and funders-three keywords to question one on what values they most associate with Lost Chord UK the following three words best summarises the shared values across all stakeholders at Lost Chord UK:

For an average adult unfamiliar with Lost Chord UK, the three keywords encapsulate its essence

1. Joy
2. Community
3. Caring

Context: what the values mean

1. Joy: This means making people happy and smiling. When Lost Chord UK plays music, it helps everyone feel cheerful and excited, like how you feel when you hear your favourite song. Lost Chord UK creates happiness and uplifting experiences through music. Its sessions are designed to bring smiles and positive emotions to people, especially those living with dementia.

2. Community: This is about everyone being together and helping each other. Lost Chord UK brings people together to share music and fun, like a big team where everyone is friends and supports each other. The organisation fosters a sense of togetherness by engaging people from various backgrounds in its activities. It builds connections and supports collective well-being, ensuring that everyone feels included and valued.

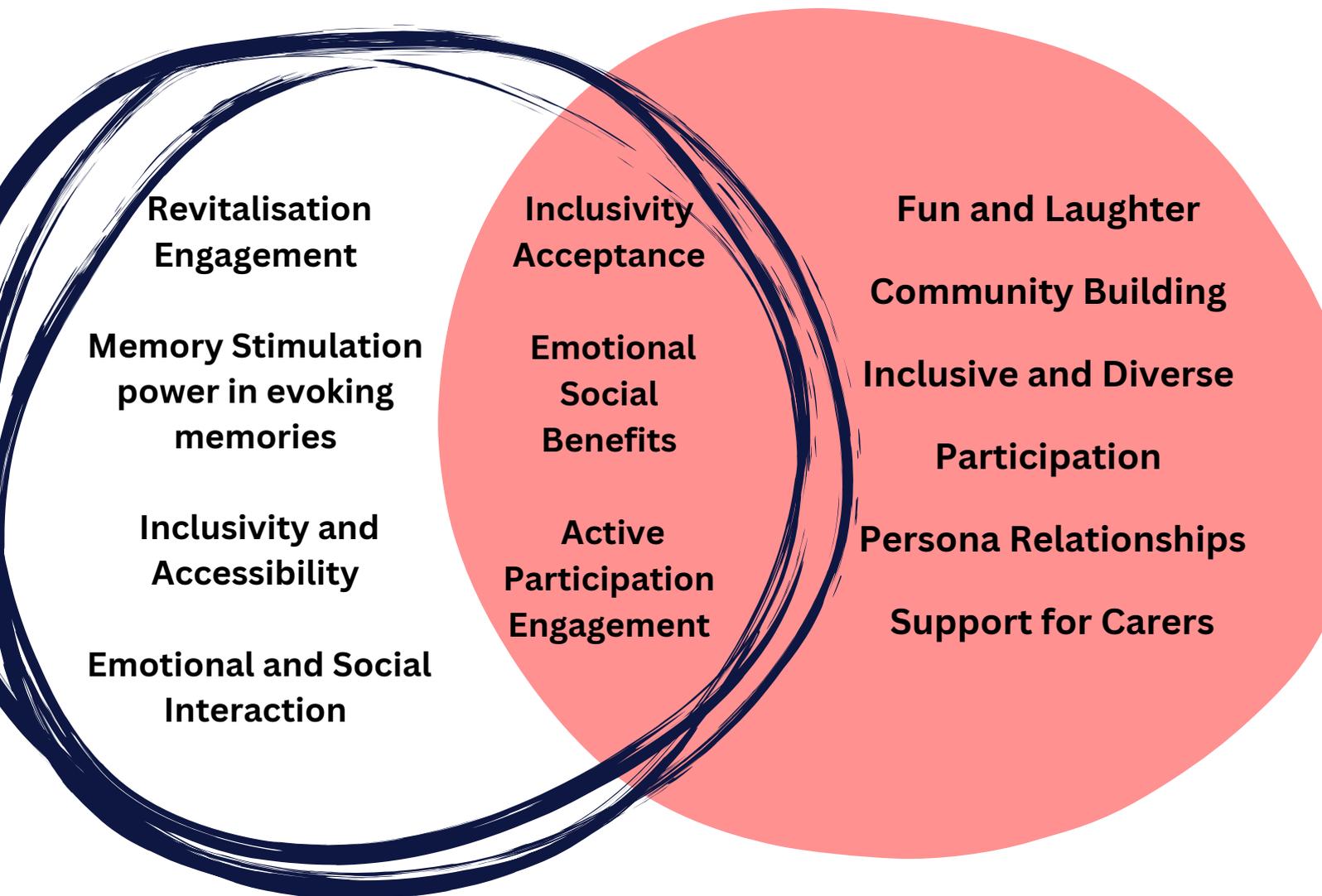
3. Caring: This means looking after others and being kind. Lost Chord UK takes good care of people and makes sure they feel loved and special, just like how a friend helps and cares for you when you need it. Lost Chord UK is dedicated to providing compassionate support. It focuses on addressing the needs of its participants with empathy and kindness, ensuring that they receive the emotional and practical care they need.

## QUESTION TWO

Q2. Please tell us which parts of Lost Chord UK's work "providing interactive music sessions for people affected by dementia and other complex neurological conditions" matter most to you and WHY.

# Care Homes

# Community



Q2. Please tell us which parts of Lost Chord UK's work "providing interactive music sessions for people affected by dementia and other complex neurological conditions" matter most to you and WHY.

### Thematic Analysis Summary: Trustees' Responses

The trustees overwhelmingly focused on the emotional and transformative impact of the interactive music sessions on people affected by dementia and other neurological conditions. Their responses highlight a shared theme of joy, engagement, and connection.

Key themes include:

**Joy, Happiness and Engagement:** Trustees repeatedly mentioned the importance of bringing joy and happiness to those who typically have limited interaction in their lives. The idea that music can elicit smiles, laughter, and a general sense of well-being is central to their understanding of the charity's impact. Words like "priceless," "happiness," and "engagement" show that they value the moments when music helps people break free from the isolation or silence often associated with dementia. The trustees' responses highlight the importance of bringing joy to people who have limited interaction in their lives. They cherish the smiles and reactions that music sessions evoke in participants.

**Transformative Connections:** Another strong theme is the transformative power of music to awaken and enliven people. Trustees are deeply moved by witnessing people with dementia respond positively—whether by singing, dancing, or even just moving in time with the music. They value these moments of connection and communication, where music allows people to express themselves in ways, they might not otherwise be able to. The trustees also appreciate how these moments of transformation can impact not just the people but everyone present, including volunteers and caregivers, creating a shared sense of community and accomplishment.

**Engagement and Interaction:** Witnessing participants engage, communicate, and make connections during music sessions is particularly meaningful to the trustees.

**Transformation and Breakthroughs:** They are inspired by the transformation in participants, from being withdrawn or aggressive to becoming more open, friendly, and engaged.

Trustees' context and perspective:

The trustees' responses highlight a deep appreciation for the therapeutic potential of music and its ability to foster communication and emotional connections.

In summary, the trustees see Lost Chord UK's work as a powerful and essential service that brings joy and connection to people living with dementia, making a tangible difference in their lives. Trustees are particularly moved by the moments of transformation and engagement that the music sessions inspire, seeing these as the most valuable and rewarding aspects of the charity's work.

#### Musicians' Perspective:

The musicians' responses also emphasise the powerful and healing nature of music but provide a richer, more detailed perspective due to their direct involvement in delivering the sessions. Key themes include:

**Therapeutic Impact:** Musicians observe that live music has a significant therapeutic effect, capable of improving mood, cognitive function, and overall well-being.

**Personal Connections and Memories:** They value the ability of music to trigger memories and create connections for people affected by dementia, allowing them to recall life experiences.

**Quality and Accessibility:** Musicians take pride in bringing high-quality, concert-level music to people who otherwise might not have access to such experiences.

**Emotional Rewards:** The emotional rewards of witnessing first-time reactions, whether it's a smile, movement, or even singing along, are profound for musicians. They find joy in the visible transformation of participants as the music session progresses.

**Inclusivity and Engagement:** Musicians strive to ensure that everyone feels included and valued in the sessions, regardless of their level of response.

#### Comparative Analysis:

Both trustees and musicians share a common belief in the transformative power of music. The musicians, with their hands-on experience, provide a nuanced understanding of the impact, focusing on the therapeutic benefits and the joy that music brings to participants and their families. The trustees, on the other hand, emphasise the emotional reactions and breakthroughs that music sessions can facilitate.

Overall, the responses from both groups highlight themes of joy, engagement, and transformation. Both trustees and musicians value the therapeutic impact of music, its ability to evoke positive emotions, and the profound changes it can inspire in people living with dementia. The musicians' responses add depth by detailing the professional and personal satisfaction they derive from contributing to these meaningful experiences.

### Thematic Analysis: Volunteers Compared to Trustees and Musicians

#### Volunteers' Perspective:

The volunteers' responses to the value of Lost Chord UK's work highlight their role in fostering a supportive and engaging environment for participants. Their perspective is rooted in their direct interactions and observations during the sessions. Key themes include:

**Spreading Joy and Connection:** Volunteers emphasise the importance of spreading the joy of music and creating connections. They recognise the impact of their efforts in making participants feel valued and less isolated.

**Communication and Care:** There is a strong focus on communication and care. Volunteers understand the significance of musical therapy in improving the lives of those with dementia and work to highlight the participants' enjoyment through interaction.

**Engagement and Encouragement:** They play a crucial role in encouraging participants to engage and respond positively to the music. Volunteers create a warm, friendly atmosphere that supports meaningful interactions between musicians, volunteers, and participants.

**Observing Transformation:** Volunteers take pride in witnessing the transformation of participants from being closed off to becoming more responsive and joyful by the end of the session. This visible change is what makes the effort worthwhile for them.

#### Comparative Analysis:

**Shared Themes:** All three groups—trustees, musicians, and volunteers—value the joy and engagement that music brings to people living with dementia. They all recognise the therapeutic impact of music and its ability to foster emotional connections and positive transformations.

Trustees: Focus more on the broader impact of the music sessions, including emotional breakthroughs and the awakening of participants' senses.

Musicians: Emphasise the quality of music and the emotional and therapeutic rewards of their work. They take pride in their ability to connect participants with their memories and improve their well-being through high-quality, live music.

Volunteers: Concentrate on the interactions and atmosphere during the sessions, highlighting the importance of creating a welcoming and engaging environment. They see themselves as facilitators of communication and connection, bridging the gap between participants and the music.

Overall Conclusion:

While each group brings a unique perspective to the table, the overarching theme is the transformative power of music. Trustees, musicians, and volunteers all play vital roles in making Lost Chord UK's mission a reality. Their collective efforts contribute to a supportive, inclusive, and joyous experience for people living with dementia, reinforcing the importance of the charity's work in improving participants' well-being and quality of life.

Supporters' Perspective:

The supporters of Lost Chord UK express their views on the work of most importance of the charity's work with a focus on key themes:

Connection and Communication: Like volunteers, supporters highlight the importance of connection and communication. They acknowledge that people with dementia can easily become isolated and see the charity as a means to bridge this gap.

Care: Supporters also emphasise the charity's role in providing care. They view Lost Chord UK as a vital resource that supports people with dementia in a compassionate and understanding manner.

Combatting Isolation: There is a strong awareness among supporters about the risk of social isolation for people with dementia. They appreciate how the charity's work helps mitigate this by providing meaningful interactions and engagement.

Thematic Analysis: Supporters' Perspectives Compared to Musicians, Volunteers, and Trustees

Common Themes: Across all groups—supporters, musicians, volunteers, and trustees—there is a consistent emphasis on connection, communication, and care. These themes underline the charity’s mission to use music as a tool for emotional engagement and support.

Supporters and Volunteers: Both groups highlight the need to combat the isolation of people with dementia. They recognise Lost Chord UK’s role in fostering a welcoming and interactive environment.

Musicians and Trustees: These groups tend to focus more on the specific impacts of music—trustees on emotional transformations and musicians on the quality and therapeutic value of the music. While supporters and volunteers share this appreciation, their responses are more centred on the overall atmosphere and the community aspect of the sessions.

Implications for Lost Chord UK:

The responses from supporters reinforce the charity’s mission and highlight our multifaceted impact. The consistent emphasis on connection, communication, and care across all stakeholder groups suggests that Lost Chord UK is successfully fulfilling its role as a supportive and engaging resource for people with dementia. This alignment of values across different groups strengthens the charity’s position and highlights the importance of its work in improving the well-being and quality of life for its beneficiaries.

Care Service Users’ Responses:

Key Themes:

1. Revitalisation and Engagement:

“Come to life”, “sparkle”, and “spark in their eyes” illustrate how music stimulates emotional and cognitive responses in people with dementia, leading to increased alertness and interaction.

“Uplifted, happy, and vibrant”, “smile and are happy”, and “cheerful mind” convey the positive transformation that service users experience during and after music sessions.

2. Memory Stimulation:

Descriptions like “journey down memory lane” and “remember things from the past” emphasise music’s powerful role in triggering memories and facilitating reminiscence.

Phrases such as “academic evidence” and “songs that hold personal significance” highlight the proven impact of music on memory recall and emotional well-being.

### 3. Inclusivity and Accessibility:

References to “room visits” and “music accessible to all audiences” reflects the Lost Chord UK’s commitment to reaching all residents, regardless of their mobility or health status.

Comments like “beneficial for people with dementia” and “platform for staff and residents to have fun together” showcase how the sessions cater to diverse needs and promote social interaction.

### 4. Emotional and Social Interaction:

Statements like “emotional, cognitive, and social interaction” and “songs performed, sang along, and danced to” highlight the multifaceted benefits of music, improving social bonds and emotional expression.

### 5. Tailored Musical Experience:

Remarks such as “repertoire of music that meets the needs” and “select good pieces so that residents can engage and enjoy” demonstrate the thoughtful consideration of the musicians in selecting appropriate and enjoyable music.

## Comparison with Other Stakeholders:

**Alignment with Trustees and Musicians:** All groups recognise the transformative power of music, emphasising the uplifted mood and improved quality of life for people with dementia. Trustees and musicians focus more on the emotional and mental impacts, while care service users highlight the observable joy and memory recall in residents.

**Contrast with Volunteers:** Volunteers emphasise the joy of spreading music widely and fostering communication. Care service users, on the other hand, provide detailed observations of how music sessions directly benefit the residents, reflecting a more personal and direct impact.

## Care Service User Summary

The responses from care service users highlight the tangible and profound impact of Lost Chord UK's work on people with dementia. The consistent themes across stakeholders—of revitalisation, memory stimulation, inclusivity, and tailored musical experiences—demonstrate the charity's vital role in improving the well-being of its beneficiaries. This feedback not only validates the

effectiveness of the charity's approach but also provides valuable insights into areas for continued focus and improvement, ensuring that Lost Chord UK remains a beacon of hope and joy for those it serves.

#### Community Service User Themes:

##### 1. Fun and Laughter:

Community service users describe sessions as "full of fun, laughter, and singing", emphasising the joyful atmosphere that music sessions create.

##### 2. Community Building:

They see these events as "community building activities", highlighting the role of music sessions in bringing people together and fostering social connections.

##### 3. Inclusive and Diverse Participation:

Sessions in libraries allow a mix of attendees, from local care home residents to young children and people with physical disabilities. This diversity is key to the community experience, as noted in the mention of a "severely physically disabled young man" and "young children" who participate.

##### 4. Personal Relationships:

The close relationship between the musician Maciek and the group is valued, as he "has got to know the group, and the group to know him", showing the importance of consistent and familiar faces in creating a welcoming environment.

##### 5. Support for Carers:

These sessions provide carers with "respite" and a chance to connect with their peers, underlining the dual benefits for both those they care for and themselves.

#### Care Service Users:

##### 1. Revitalisation and Engagement:

Care service users highlight how music "brings people to life" and "uplifts, making them happy and vibrant", focusing on the direct impact on residents' emotional states.

##### 2. Memory Stimulation:

They often mention the role of music in helping residents "remember and sing along to songs from the past", indicating music's power in evoking memories.

##### 3. Inclusivity and Accessibility:

Like community service users, they appreciate the musicians' willingness to "make room visits and play music for those unable to join group sessions", ensuring everyone can participate.

#### 4. Emotional and Social Interaction:

Care service users observe that music sessions "bring back a spark in their eyes and minds", facilitating emotional expression and social interaction among residents.

### Comparison and Contrast of Responses: Community Service Users vs. Care Service Users

#### Shared Themes:

Both community and care service users emphasise the joy and uplifting nature of the sessions, the importance of inclusivity, and the creation of a supportive environment.

There is a strong focus on the positive emotional impact and the sense of community these sessions foster.

#### Distinct Perspectives

Community service users highlight the sessions as community-building and inclusive, benefiting a broader demographic, including carers, children, and disabled people.

Care service users, however, focus more on the specific benefits for residents with dementia, such as memory recall and emotional stimulation.

#### Implications for Lost Chord UK:

Lost Chord UK's music sessions are clearly valued by both community service users and care service users for their ability to foster joy, inclusion, and community spirit. These responses highlight the importance of continuing to provide these interactive sessions, not just as entertainment but as a vital service that enriches the lives of all participants, from those with dementia to carers and community members.

### Comparative Analysis of ALL Responses: Beneficiaries vs. Service Users, Musicians, Volunteers, Trustees, and Supporters

#### Beneficiary Responses:

##### 1. Inclusivity and Acceptance:

Beneficiaries highly value the “acceptance” they experience at Lost Chord UK, emphasising how “everyone is accepted” and that they are welcomed regardless of their physical abilities.

A specific example of this acceptance is the participant in a wheelchair who notes this is the first place where they felt welcomed and able to participate fully, whether singing or “dancing” in their wheelchair.

## 2. Emotional Uplift and Joy:

Beneficiaries frequently mention the emotional benefits of participating, stating that the music makes them feel “uplifted” and “better” after sessions. The joy and happiness they derive from being part of these activities are palpable in their descriptions.

## 3. Active Participation:

The opportunity to “sing, dance, and perform actions” is crucial to beneficiaries. They appreciate that they can engage in these activities in ways that suit them, such as twirling in a wheelchair, highlighting the adaptability of the sessions.

## 4. Sense of Belonging:

There is a strong sense of community and belonging, as beneficiaries feel “welcomed and missed if they miss a session”, indicating that they are valued members of the group.

## Comparison with Other Stakeholder Groups:

### Service Users:

Like beneficiaries, service users appreciate the positive impact on emotions and the ability to “remember and sing along” to familiar songs. Both groups emphasise the transformative power of music on mood and memory.

### Musicians:

Musicians focus on the technical and emotional aspects of the music sessions. They recognise the “therapeutic impact” of their work and strive to provide “high-quality live music” that engages participants. Musicians also value the joy and transformation they witness, similar to beneficiaries.

### Volunteers:

Volunteers emphasise “connection, communication, and care”, acknowledging how music helps break the isolation often experienced by those with dementia. They see their role as creating a “warm and friendly atmosphere”, resonating with beneficiaries’ feelings of acceptance, and belonging.

Trustees:

Trustees highlight the “meaningful difference” each session makes and the “strong responses and transformations” they observe. They align with the beneficiaries’ view of music as a vital lifeline that inspires and enlivens.

Supporters:

Supporters highlight the importance of providing a “supportive resource” and facilitating connection and communication, reinforcing the inclusivity and acceptance experienced by beneficiaries.

Common Themes Across All Groups:

1. Inclusivity and Acceptance:

A shared theme is the inclusivity and acceptance offered by Lost Chord UK, ensuring that everyone, regardless of their physical or cognitive abilities, can participate and feel valued.

2. Emotional and Social Benefits:

All groups recognise the emotional uplift, joy, and therapeutic impact of the sessions, highlighting the crucial role of music in improving mood, memory, and overall well-being.

3. Active Participation and Engagement:

Active participation, whether through singing, dancing, or playing instruments, is a core component that is appreciated across the board, enabling personal expression and connection.

Implications for Lost Chord UK:

Lost Chord UK’s commitment to creating an inclusive, welcoming, and supportive environment is clearly reflected in the responses from all stakeholder groups. The organisation’s efforts to foster emotional well-being and social connections through music are highly valued and crucial to the charity’s success. This collective appreciation highlights the importance of continuing to provide these vital services, which have a profound and lasting impact on everyone involved.

## QUESTION THREE

Q3. Thinking about the last time you did something to help or gave your support to another charity. Please tell us what charity you supported and WHY?

### Charity

“Lost Chord UK is more than a charity” - not passive, with strong emphasis on personal involvement and the meaningful connection between the cause and the supporter. Supporting people through volunteering, organising events, or offering specialised skills. A deep sense of purpose among its supporters, making it more than just a charity—it is a community of people dedicated to enriching lives through the power of music and compassionate care. Across the board—trustees, musicians, volunteers, care service users, community service users, funders, beneficiaries, and carers—a Charity with a unique blend of personal connection, direct involvement, and a shared commitment to making a difference through music and community support defines Lost Chord UK's approach.

### Volunteers

For volunteers' local matters passionate, dedicated long-term support for local communities, taking responsibility & impact driven. Practical support for those in need, globally or locally.

### Trustees

It's personal  
Making meaningful impact  
and  
giving back to the  
community  
really matters

### Funders

support both local and global outreach and impact supporting child sponsorship strengthening the community by investing in the younger generation's development and well-being.

### Musicians

For our musicians, it's deeply emotional a world of interconnections, they are in it for the long term. With empathy for people, both our musicians and volunteers support causes that allow them to use their skills and passions, such as music, art and direct community engagement, to foster connection and healing.

Q3. Thinking about the last time you did something to help or gave your support to another charity. Please tell us what charity you supported and WHY?

Trustee's responses:

#### 1. Theme: Personal Connections Drive Giving

Several trustees mentioned supporting charities due to personal connections or experiences. For example:

One trustee supports Prostate Cancer UK because a friend's father was diagnosed with the disease. This trustee is supporting the friend by contributing to the charity.

Another trustee supports Marie Curie because the organisation provided crucial care during their parents' end-of-life phase.

What This Means:

For many trustees, their charitable giving is motivated by personal experiences or connections to those they care about. They tend to support causes that have directly impacted them or their loved ones. This shows that people are more likely to give to charities when they have a personal story or connection that makes the cause feel relevant and urgent.

#### 2. Theme: Trust and Impact in Giving

Some trustees are very conscious about how their donations are used, prioritising efficiency and impact:

One trustee donates through CAF (Charities Aid Foundation) to charities that they believe save the most lives per pound spent and have the lowest overhead costs. This trustee is wary of large charities, suspecting that they may spend more on administration and marketing rather than directly helping those in need.

What This Means:

Trustees want to know that their donations are making a real difference and are being used efficiently. They prefer to support charities that they believe offer the best value for money, in terms of the impact on the cause versus the amount of money spent. This highlights the importance of transparency and accountability for charities when it comes to how they spend donations.

#### 3. Theme: Community and Local Support

Other trustees prefer to support charities that help their local communities:

One trustee mentioned raising funds through Rotary for local organisations such as scouting groups, CRY (Cardiac Risk in the Young), Men's Shed, and local schools.

#### What This Means:

For some trustees, giving back to their local community is a key motivator. They are inclined to support charities that address needs in their immediate area or have a strong community focus. This highlights the value of local engagement and the importance of charities being visibly active and impactful in their communities.

#### Overall Insights:

The responses from trustees reveal that their motivations for supporting charities are varied but often deeply personal and principled. Whether driven by personal connections, a desire for efficiency and impact, or a commitment to community, these motivations shape the way trustees choose which charities to support. For Lost Chord UK, understanding these themes can help in crafting messages and strategies that resonate with trustees and align with their values, whether that's by emphasising personal stories, demonstrating impact and efficiency, or highlighting community benefits.

This analysis of trustees' responses offers a glimpse into the broader patterns of charitable giving that may be mirrored by other stakeholder groups. By acknowledging and addressing these themes, Lost Chord UK can strengthen its relationships with trustees and other supporters, ensuring that the charity's "WHY" is clearly articulated and aligned with the motivations that drive people to give.

#### Musicians' Responses: Supporting Other Charities

##### 1. Theme: Empathy for Vulnerable Populations

Many musicians expressed a deep empathy for vulnerable groups, whether they are people in crisis or those facing severe challenges:

One musician supports homeless charities because they believe there is an urgent need to address the widespread issue of homelessness.

Another supports UNICEF to help people in need in developing countries, focusing on global poverty and crises.

The Children's Trust and Sarcoma UK are supported by musicians who have personal connections to these causes, whether through direct involvement in charity events or personal loss.

A musician emphasises the importance of supporting single mothers through a local charity, highlighting a cause that supports a vulnerable demographic.

What This Means:

Musicians are motivated by a strong sense of empathy and a desire to support those who are most vulnerable, whether that's children with serious health issues, people affected by poverty, or people experiencing homelessness. Their support is often driven by an emotional connection to these causes, either through personal experiences or a broader sense of social responsibility.

## 2. Theme: Commitment to Social and Environmental Causes

Musicians also demonstrate a commitment to broader social and environmental causes:

One musician mentions supporting environmental and animal charities such as the RSPB, Cheetah Conservation Fund, and Greenpeace, due to concerns about the climate crisis. The sentiment is clear: "there's no music on a dead planet." Oxfam and WaterAid are supported for their focus on ending global poverty, addressing injustice, and improving access to essential resources like clean water.

What This Means:

Musicians are not only concerned with immediate, tangible problems but also with long-term global issues like environmental degradation and poverty. They understand the interconnectedness of these issues and recognise that their impact as artists extends beyond the stage. This commitment to larger causes reflects a broader worldview that values sustainability and justice.

## 3. Theme: Personal Connection and Tribute

Several musicians give to charities that have directly impacted them or their families, using their talents to raise funds and awareness:

One musician organised a concert for Marie Curie in memory of their mother, as the charity was close to her heart.

Another supports Sheffield Hospitals because they've witnessed first-hand the excellent care provided to people, they know.

What This Means:

Like trustees, musicians often support charities with which they have a personal connection. This personal investment is a powerful motivator and reflects how musicians use their art as a way to honour loved ones and give back to causes that have impacted their lives.

#### 4. Theme: Active Participation and Fundraising

Musicians frequently engage in active participation and fundraising for the charities they support:

A musician is involved in outreach music for council-based services and also donates regularly to charity shops.

Another mention organising a fundraiser for a local charity that supports single mothers, showcasing their hands-on involvement.

Playing music at charity events, as mentioned by multiple musicians, indicates their preference for contributing through their skills and talents.

#### Overall Insights:

The thematic analysis of musicians' responses reveals that they are deeply empathetic people who use their talents to support causes that matter to them. Their motivations are driven by personal connections, a commitment to social and environmental justice, and a desire to actively participate in making a difference. These insights can help Lost Chord UK understand the values and motivations of their musicians, ensuring that the organisations "WHY" resonate with their needs and priorities as well.

#### What This Means:

Musicians often choose to support charities not just through donations but by actively participating in events and fundraisers. They leverage their skills and talents to make a difference, highlighting their commitment to using their abilities to benefit others. This hands-on involvement also helps them feel more connected to the causes they support.

#### Comparison of Musicians with Trustees' Responses:

When comparing the responses of musicians to those of trustees, a few key differences and similarities emerge:

**Personal Connection:** Both trustees and musicians are motivated by personal connections to the causes they support. However, musicians often express this connection through active participation, such as performing at charity events or organising fundraisers.

**Focus on Vulnerable Populations:** Both groups show a deep concern for vulnerable populations. Trustees tend to focus more on local community

support, while musicians also have a global perspective, supporting international charities and environmental causes.

**Pragmatism vs. Empathy:** Trustees' responses reflect a pragmatic approach to charity, with concerns about efficiency and impact. Musicians, on the other hand, are more driven by empathy and a desire to use their talents to bring about change.

**Active vs. Passive Support:** Musicians are more likely to engage in active support through their art and direct involvement in fundraising events, while trustees may provide support more passively, such as through regular donations or community involvement.

### Volunteers' Responses: Analysis

#### 1. Theme: Personal Experiences with Health and End-of-Life Care

**Marie Curie and Hospices:** Several volunteers mentioned supporting Marie Curie and local hospices, which provide care for people with terminal illnesses. Volunteers who had first-hand experiences, either through caring for loved ones or witnessing the care provided, were particularly motivated to support these organisations. They expressed deep gratitude and a desire to give back to the services that had helped them or their families during difficult times.

#### What This Means:

Volunteers are profoundly motivated by personal experiences, particularly those related to health care and end-of-life care. The emotional impact of these experiences drives their support for charities that provide similar services, revealing a deep connection between personal life events and charitable giving.

#### 2. Theme: Support for Local and Community-Based Charities

**Food Banks and Local Charities:** Many volunteers supported food banks and other local charities addressing urgent community needs, such as poverty and homelessness. These choices reflect a strong commitment to improving their local community and helping those directly around them who are in need.

#### What This Means:

Volunteers show a strong sense of community responsibility. They are driven by a desire to make a tangible, immediate impact within their local area, which they see as a way to strengthen and support the community they are part of. This

reflects a grassroots approach to charity, where the focus is on direct and local impact.

### 3. Theme: Sustained and Ongoing Commitment

**Regular Donations:** Several volunteers highlighted their practice of regular giving, such as monthly donations to charities like Cancer Research UK and local hospices. This indicates a sustained commitment to the causes they care about, rather than sporadic or one-off contributions.

#### What This Means:

Volunteers demonstrate a long-term dedication to charitable work, emphasising the importance of consistency in their support. This reflects a belief in the sustained impact of their contributions over time and a commitment to helping these organisations achieve their missions on a continual basis.

### Volunteer Comparison with Trustees and Musicians

#### 1. Personal Connection to Health and Care:

**Trustees:** Like volunteers, trustees also mentioned supporting charities related to personal experiences, particularly in health care. They, too, are motivated by personal connections, such as supporting Prostate Cancer UK because of a friend's family member's diagnosis.

**Musicians:** Musicians also shared a personal connection to health-related causes, but they often tied this to their professional involvement in providing music therapy and support, as seen in their support for The Children's Trust and local hospitals.

**Comparison:** Both volunteers and trustees are motivated by personal experiences, especially related to health and end-of-life care. However, musicians tend to link their charitable activities to their professional work in music therapy, showing a blend of personal and professional motivations.

#### 2. Community and Local Impact:

**Trustees:** Trustees often focus on broader societal impacts, such as Rotary raising funds for various local organisations or donating to charities with a wide-reaching influence.

**Musicians:** Musicians also show a commitment to community impact, but their focus is often global, supporting organisations like UNICEF and environmental charities due to a sense of global responsibility.

Comparison: Volunteers are particularly focused on local and community-based charities, reflecting a desire to make a difference close to home. In contrast, trustees and musicians balance local and global causes, with musicians sometimes leaning more toward global issues.

### 3. Sustained Commitment:

Trustees: Some trustees, like volunteers, prefer regular donations and are concerned about the efficiency and impact of the charities they support, aiming to ensure their contributions are used effectively.

Musicians: Musicians' sustained commitment is often seen through their continuous involvement in charitable performances and supporting causes that resonate with their values, like environmental sustainability or health care.

Comparison: Both volunteers and trustees demonstrate a sustained commitment to charity, but volunteers tend to focus more on local charities, while trustees and musicians may support a wider range of causes, including global issues.

## CONCLUSION:

Volunteers, trustees, and musicians at Lost Chord UK share a deep commitment to charitable giving, but their motivations and focus areas differ slightly. Volunteers are particularly driven by personal experiences and a strong desire to impact their local communities. In contrast, trustees and musicians balance personal connections with a broader sense of responsibility, sometimes extending their support to global causes. Despite these differences, all groups demonstrate a strong and sustained commitment to helping others, whether locally or globally.

### Care Service Users' Responses:

#### 1. Theme: Personal Connection to Education and Health

Sponsoring Children in Gambia: One care service user mentioned sponsoring two children in Gambia to attend school, indicating a personal commitment to education, and improving the lives of those in less privileged situations. This reflects a desire to make a tangible difference in people's lives by providing opportunities that they otherwise wouldn't have.

Cancer Research and Marie Curie: Several respondents supported health-related charities, such as a cancer research charity that focuses its funding on projects rather than administration, and Marie Curie Nurses. These choices reflect a preference for charities that directly impact the well-being and care of people, often influenced by personal or communal experiences with health issues.

What This Means:

Care service users are motivated by a combination of personal experiences and a desire to contribute to causes that they perceive as having a direct and significant impact on people. This focus on education and health highlights the importance of tangible, meaningful outcomes in their charitable decisions.

## 2. Theme: Community and Local Engagement

Barchester Charitable Foundation and Healthy Generations: Some care service respondents highlighted their support for local charities such as Barchester Charitable Foundation and Healthy Generations. These organisations focus on community support and providing essential services, like music sessions, which align with the users' immediate environment and needs.

Dementia Awareness and Similar Music Organisations: There was a strong emphasis on supporting dementia-related causes, with users participating in events like Dementia Awareness Week and contributing to dementia-friendly music organisations. This reflects their connection to causes that directly impact their daily lives and the lives of those around them, particularly in a care home setting.

What This Means:

Care service users show a deep commitment to supporting their local communities and causes that resonate with their own experiences, particularly in the areas of dementia care and community support. This local focus reflects their desire to highlight the quality of life within their immediate surroundings.

## 3. Theme: Ongoing Engagement and Personal Interests

Volunteering at Handel Festival: One service user mentioned volunteering at the Handel Festival in London, combining their personal interest in music with an opportunity to give back. This indicates that some care service users are motivated by opportunities that align with their personal hobbies and skills, providing them with a sense of purpose and enjoyment.

Street Initiative in Support of Israel: Another care service user mentioned participating in a street initiative supporting Israel, highlighting the importance of personal and cultural values in their charitable activities.

What This Means:

Care service users are also driven by personal interests and cultural values. When they engage in charitable activities, they often choose causes that align with their passions or beliefs, allowing them to contribute in ways that are personally fulfilling.

Care Service User Comparison with Trustees, Musicians, and Volunteers

1. Personal Connection to Causes:

Trustees: Similar to care service users, trustees often support charities that have a personal connection, especially related to health and end-of-life care. Trustees, however, also consider the efficiency and impact of their donations, focusing on charities that maximise the use of funds.

Musicians: Musicians often link their charitable work with their professional interests, such as supporting music therapy initiatives. Their contributions are driven by both personal and professional motivations.

Volunteers: Volunteers, like care service users, are motivated by personal experiences, particularly in the realm of health care and local community support. Both groups are deeply connected to the causes they support, often driven by their immediate environment and personal history.

Comparison: Care service users, trustees, and volunteers all demonstrate a strong personal connection to the causes they support, especially in health-related and local community initiatives. However, care service users are more likely to engage in activities directly linked to their daily lives and surroundings, whereas trustees and musicians may take a broader view, considering the overall impact and efficiency of their contributions.

2. Community and Local Focus:

- Trustees: support a mix of local and global causes, often driven by a sense of social responsibility and the desire to make a meaningful impact. They may support local initiatives, but also consider broader, more systemic issues.
- Musicians: often engage in charitable activities that have a global focus, such as supporting UNICEF or environmental causes. They balance this

with local community work, particularly in the realm of music and health care.

- Volunteers: show a strong commitment to local causes, much like care service users. They often focus on charities that directly impact their community and prefer to see the tangible results of their contributions.

Comparison: Care service users and volunteers are both highly focused on local and community-based charities, reflecting their desire to improve their immediate environment. Trustees and musicians, while also supporting local causes, often incorporate a broader, more global perspective in their charitable activities.

### 3. Sustained and Personal Engagement:

Trustees: Trustees often support charities through regular donations, driven by a desire to make a long-term impact. They consider the effectiveness of their contributions and prefer charities that use funds efficiently.

Musicians: Musicians tend to support causes that align with their personal and professional interests, often through ongoing engagement, such as performing at charity events or contributing to awareness campaigns.

Volunteers: Volunteers, like care service users, are often motivated by personal interests and experiences. They engage in charitable activities that align with their values and skills, providing them with a sense of fulfilment and purpose.

Comparison: Care service users and volunteers both show a strong, personal connection to the charities they support, often choosing causes that resonate with their own lives and values. Trustees and musicians, while also personally engaged, may take a more strategic approach, considering the long-term impact and efficiency of their contributions.

### Conclusion:

Care service users at Lost Chord UK demonstrate a deep commitment to supporting charities that align with their personal experiences, particularly in the areas of education, health care, and community support. Their motivations are closely tied to their immediate environment and daily lives, with a strong emphasis on local and community-based causes. This focus on tangible, meaningful outcomes reflect their desire to contribute in ways that directly impact their own lives and the lives of those around them.

When compared to trustees, musicians, and volunteers, care service users share a common thread of personal connection to the causes they support. However, their focus is often more localised and immediate, while trustees and musicians may consider broader, more global issues in their charitable activities. Despite these differences, all groups demonstrate a strong and sustained commitment to helping others, driven by a deep sense of empathy and social responsibility.

### Thematic Analysis: Community Service Users' Responses

#### 1. Diverse Charitable Support:

"I support many charities and volunteer my time to support them"

Theme: Broad Commitment to Charity

Analysis: This response indicates a community service user strong personal commitment to supporting multiple causes. The respondent values their role as an active participant in the charitable landscape, suggesting they see charity as a crucial part of their life.

#### 2. Alignment with Mission:

"The Salvation Army, I love their mission"

Theme: Alignment with Lost Chord's Mission

Analysis: This response reflects the importance of aligning with the core mission and values of a charity. The respondent is drawn to the Salvation Army not only for its activities but for the underlying purpose and beliefs that drive the organisation's work.

#### 3. Personal Relevance and Impact Stories:

I make my choices on supporting charities based on what means something to me and dementia charities would be one of those. It is important that the charity is in my consciousness but also that they are able to share what their fundraising does to help, so positive stories of the impact of the charity."

Theme: Personal Connection and Impact Awareness

Analysis: This response highlights the significance of a personal connection to the cause. The respondent is likely to support charities that resonate with their personal experiences or values. Additionally, the importance of transparency and storytelling in fundraising is highlighted, as they want to see tangible results from their contributions.

#### 4. Long-term Volunteering Commitment:

"Samaritan volunteer for twenty-four years. To provide emotional support to people struggling to navigate their lives. Samaritan volunteers provide each

other with wonderful support and being able to offer that support and time to people in distress was a great privilege."

Theme: Long-term Commitment and Emotional Support

Analysis: This response reflects a deep, sustained commitment to a cause. Volunteering with Samaritans for such a long period indicates that the respondent values providing emotional support and finds personal fulfilment in offering assistance to those in crisis.

5. Practical Support and Prioritisation:

"I spent money on items to donate to food bank instead of spending on Xmas cards"

Theme: Practical Support and Conscious Choices

Analysis: This response illustrates a practical, needs-based approach to charity. Instead of engaging in more traditional charitable activities (like sending holiday cards), the respondent prioritises direct, impactful actions—such as donating essential items to a food bank. This choice reflects a preference for tangible, immediate forms of assistance over more symbolic gestures.

Summary of Community Service Users Insights:

The community service users of Lost Chord UK demonstrate a broad and deep engagement with charitable activities. Charity Support: Community service users tend to support a wide range of charities, including well-known organisations like The Salvation Army, food banks, and various health and welfare-related causes. Their charitable actions often include both financial donations and volunteer work. Their reasons for supporting charities are deeply personal, often driven by a connection to the charity's mission or their own life experiences. They prioritise direct impact, practical support, and transparency in how their contributions are used. Many are motivated by a desire to offer tangible help where it's most needed, reflecting a hands-on approach to charity.

Their responses reveal several key themes:

Personal Connection: Many respondents choose charities that resonate with their own experiences or beliefs, particularly those with missions they find compelling.

- Long-term Commitment: Some respondents have sustained their charitable efforts over many years, especially in roles that provide direct support to people in need.

- Impact and Transparency: There is a strong desire for transparency in how donations are used, with an emphasis on seeing the tangible impact of their contributions.
- Practicality: Some prefer to support charities through direct, practical actions that meet immediate needs, rather than through more symbolic gestures.

#### Community Service User Comparison with Musicians, Trustees, and Volunteers:

**Musicians:** The musicians, like the community service users, often support causes that resonate personally with them. However, musicians frequently link their support to artistic and cultural causes, emphasising the importance of humanity, art, and personal connections in their charitable actions. They also focus on environmental causes, reflecting a broader global perspective.

**Trustees:** Trustees tend to focus on causes that offer a direct, measurable impact, often prioritising smaller charities with lower overheads and transparent operations. They are driven by a sense of duty and responsibility, often supporting charities related to personal experiences or those that demonstrate efficiency and effectiveness in their work.

**Volunteers:** Volunteers, similar to community service users, often engage in charitable activities that are close to their hearts. They prioritise practical support and community-focused actions, with many emphasising long-term commitments to causes that offer direct support to people in need.

In summary, while all groups demonstrate a strong commitment to charity, the community service users place a particular emphasis on practical support, personal connections, and transparency in the impact of their contributions. Their responses reflect a grounded, community-oriented approach to charity, where the focus is on direct, tangible actions that make a real difference in people's lives.

#### Funder's responses

##### 1. Global Outreach and Child Sponsorship:

"World Vision. We sponsor a child in Africa"

Theme: Global Impact and Child Welfare

Analysis: This response reflects a commitment to global issues, particularly child welfare. The choice of World Vision, an international charity focused on humanitarian aid and development, suggests that the funder values making a

difference on a large scale, especially in supporting vulnerable children in developing countries. Sponsoring a child specifically indicates a desire to have a direct, personal impact on the life of an individual child.

## 2. Local Community Support:

"Titans Community Foundation supporting children's activities"

Theme: Local Community Engagement and Youth Development

Analysis: This response highlights the importance of supporting local initiatives, particularly those focused on youth development. The Titans Community Foundation is likely involved in promoting activities that benefit children within the local community. The funder's support for such initiatives suggests a commitment to fostering a positive environment for children's growth and development close to home.

Summary of Thematic Insights:

Despite the limited responses from Lost Chord UK funders, two key themes emerge:

### Global vs. Local Impact:

Some funders are focused on making a global impact for example one cited through child sponsorship in Africa, indicating a concern for broader, international issues. This reflects a commitment to addressing poverty and educational needs in developing countries.

### Local Community Engagement:

Another funder prioritises local community initiatives, specifically those that support children's activities. This suggests an emphasis on strengthening the community by investing in the younger generation's development and well-being.

### Comparison with Other Stakeholder Groups:

Trustees: Similar to the funders, trustees are often motivated by personal connections and a desire for their contributions to have a significant impact. Trustees may focus more on efficiency and the measurable outcomes of their donations, whereas funders demonstrate a balance between global and local concerns.

Musicians: Musicians, like the funders, also support a mix of global and local causes. However, musicians often align their support with artistic or environmental causes, reflecting their personal values and professions. The

funders' responses, by contrast, are more focused on direct support for children and community activities.

**Volunteers and Community Service Users:** Both volunteers and community service users share the funders' emphasis on practical support for those in need, whether globally or locally. However, volunteers and community service users may be more hands-on in their approach, directly engaging with the communities they support, while funders might engage more through financial contributions.

**Conclusion: Lost Chord UK's Funders - A balanced approach**

In conclusion, the responses from funders reveal a balanced approach to charity, with an emphasis on both global impact through child sponsorship and local community support focused on youth activities. This indicates a well-rounded charitable philosophy that values both broad, international initiatives and close-to-home, community-based efforts.

**Beneficiaries' Responses:**

"I support Bluebell Wood and the Lifeboats because I think they are important."

**Theme: Importance of the Cause -** The beneficiary is motivated by the perceived importance of the organisations they support. Both Bluebell Wood and the Lifeboats are associated with life-saving and critical care, indicating a preference for charities that provide essential services to vulnerable groups.

"Beyond Words - I supported them by putting addresses into a spreadsheet voluntarily - to enable them to give more picture books to libraries for people who are autistic and cannot read words but can read pictures. They can do this because I didn't ask to be paid I did it voluntarily."

**Theme: Volunteerism and Accessibility -** This response highlights the importance of accessibility and the beneficiary's willingness to contribute time and effort without monetary compensation. The focus on helping autistic people access resources reflects a commitment to inclusivity and supporting those with specific needs.

**Carer's Responses:**

"Ran for dementia."

Theme: Personal Connection and Physical Endurance - The carer's participation in a charity run for dementia suggests a personal connection to the cause, possibly due to a loved one's experience with the disease. The act of running also symbolises a commitment to physical endurance as a way to raise awareness and funds.

Thematic Analysis: Key Insights:

Commitment to Vital Causes: Both beneficiaries and carers are motivated by a sense of duty to support causes they consider vital, such as life-saving services (Lifeboats) and health-related issues (dementia, autism).

Volunteerism and Personal Effort: There is a strong theme of personal involvement and volunteerism. Whether it's running for charity or performing administrative tasks without pay, these people show a deep commitment to contributing their time and effort.

Focus on Accessibility and Inclusivity: The support for charities like "Beyond Words" highlights a value placed on making resources accessible to all, particularly those with disabilities.

Comparison of Carers with Other Stakeholder Groups

Trustees: The trustees also value the importance of the cause, but they emphasise the efficiency and impact of the charities they support. There's a concern for ensuring that donations are used effectively.

Musicians: Musicians focus on causes related to human connection and empathy, often choosing charities that align with their professional and personal values, such as music and art-based charities.

Volunteers: Volunteers, like beneficiaries, show a strong commitment to volunteerism and often support charities that align with their personal experiences or values.

Conclusion

Beneficiaries and their carers are primarily motivated by the importance of the cause and a desire to contribute personally, whether through volunteerism or participation in fundraising activities. Their responses align with a broader theme across Lost Chord UK's stakeholders: a deep personal connection to the causes they support and a commitment to making a tangible difference. This reinforces the importance of transparency, accessibility, and impact in charitable work.

## Summary

What charities our stakeholders support and WHY? and what it reveals about Lost Chord UK's values, beliefs, and purpose.

The responses from stakeholders at Lost Chord UK reveal a deep and varied commitment to supporting causes that resonate personally with each group. Across the board—trustees, musicians, volunteers, care service users, community service users, funders, beneficiaries, and carers—there is a clear pattern of giving to charities that either reflect their personal experiences or align with their core values.

Trustees and funders are often motivated by the effectiveness and impact of the charity, ensuring that their contributions are making a tangible difference. Musicians and volunteers tend to support causes that allow them to use their skills and passions, such as music, art, and direct community engagement, to foster connection and healing. Meanwhile, care service users, beneficiaries, and their carers are drawn to charities that provide crucial services or have had a direct impact on their lives or the lives of loved ones, such as dementia care or educational support for disadvantaged groups.

### “More than a charity”

What stands out about Lost Chord UK is the strong emphasis on personal involvement and the meaningful connection between the cause and the supporter. Stakeholders at Lost Chord are not just passive donors—they actively participate in and contribute to the causes they care about, whether through volunteering, organising events, or offering specialised skills. This unique blend of personal connection, direct involvement, and a shared commitment to making a difference through music and community support defines Lost Chord UK's approach. The organisation cultivates a deep sense of purpose among its supporters, making it more than just a charity—it is a community of people dedicated to enriching lives through the power of music and compassionate care.

## QUESTION FOUR

Q4. Describe Lost Chord UK, and what it does, to someone who does not know anything about it?

### Trustees

Joy, light, a lifeline

### Funders and Partners

A vital community resource that promotes inclusivity and engagement. Comprehensive and wide reaching in care homes to community

### Musicians

"Transformative"- "bringing people to life" by evoking memories and emotional responses.

### By All

A charity that brings professional, high-quality musical experiences directly to those who need them most—people with dementia and their caregivers. With carefully crafted experiences that aim to evoke joy, stimulate memory, and create meaningful connections, making a significant impact on the lives of all involved. Seen by all as a **beacon of hope and happiness**, using the universal language of music to reach and uplift those affected by dementia.

### Care Service Users

Providers of entertainment and reminiscence therapy bringing a sense of normalcy and joy to their lives.

### Volunteers

Communal interactive stimulation and joy through music. A catalyst for self expression.

### Community Service users

Engage uplift and accessibility a community resource that connects and brings people together through music.

Q4. Describe Lost Chord UK, and what it does, to someone who does not know anything about it?

Trustees see Lost Chord UK as a charity that brings joy and light into the lives of those affected by dementia and other neurological conditions. The consistent theme in their responses is the transformative power of music, which has the ability to awaken memories, emotions, and a sense of vitality in people who may otherwise seem disconnected due to their conditions. Trustees describe Lost Chord as not just a music program, but as a vital service that should be accessible to everyone living with dementia. They emphasise the interactive and engaging nature of the sessions, where professional musicians, often accompanied by volunteers, create an environment that encourages participation, whether through singing, dancing, or playing instruments.

The trustees' descriptions convey that Lost Chord is much more than a typical charity—it's a lifeline for many, offering moments of connection and joy that have a lasting impact on both people with dementia and their loved ones. They recognise the sessions as an essential form of therapy that taps into the power of music to stimulate memories and emotional responses, making the experience not only entertaining but also therapeutic and meaningful.

In summary, trustees view Lost Chord UK as an indispensable resource that harnesses the healing power of music to enrich the lives of those living with dementia, while also supporting and uplifting their families and caregivers. Their responses highlight the importance of making this service widely available, reflecting a strong belief in its ability to make a real difference in the lives of those it touches.

#### Thematic Analysis of Stakeholder Descriptions of Lost Chord UK

The responses to the question "Describe Lost Chord UK, and what it does, to someone who does not know anything about it?" from various stakeholders of Lost Chord UK reveal several key themes that highlight the unique value the charity provides to people with dementia and their families. Below, the responses of different stakeholder groups—trustees, musicians, volunteers, care home service users, community service users, and community partners—are analysed to highlight these themes.

##### Trustees

Key Themes: Impact on well-being and inclusivity

Trustees describe Lost Chord UK primarily as a charity that utilises music to bring joy and improve the quality of life for those living with dementia. Their

focus is on the therapeutic impact of music, which they see as a tool to provide happiness, belonging, and self-expression. Trustees emphasise the inclusivity of Lost Chord, ensuring that everyone, regardless of their condition, can engage with and benefit from the music sessions.

**Trustees' Perspectives:** The trustees view Lost Chord as a charity with a clear mission to use music as a medium for improving the well-being of people with dementia. They highlight the importance of inclusivity, ensuring that all who participate in these sessions, including caregivers, feel a sense of belonging and joy.

### Musicians

**Key Themes:** Transformative Power of Music and Emotional Engagement

Musicians emphasise the transformative nature of music in the lives of those with dementia, often describing how music can "bring people to life" by evoking memories and emotional responses. They view their role as not just performers but as facilitators of therapeutic experiences that have a profound impact on the mental and emotional well-being of participants.

**Musicians' Perspectives:** Musicians focus on the emotional and cognitive benefits of music, noting that their sessions often help participants recall memories and engage in ways they otherwise might not. They describe Lost Chord as a charity that brings high-quality, live music performances directly to those who need it most, making a significant difference in their lives.

### Volunteers

**Key Themes:** Stimulation and Joy through Music

Volunteers see Lost Chord as a source of stimulation and joy for people with dementia. They emphasise the interactive nature of the sessions, where music is used to unlock memories and provide pleasure. Volunteers also highlight the community aspect of the charity, where both participants and volunteers form connections through shared musical experiences.

**Volunteers' Perspectives:** Volunteers highlight the interactive and communal aspects of Lost Chord's work. They see the sessions as opportunities for participants to engage, express themselves, and experience joy, with music serving as the catalyst for these positive outcomes.

### Care Home Service Users

**Key Themes:** Reminiscence and Entertainment

Care home service users describe Lost Chord as a provider of entertainment and reminiscence therapy. They appreciate the way music can jog memories and

bring a sense of familiarity and comfort to those with dementia. The sessions are seen as not only enjoyable but also therapeutic, helping participants reconnect with their past selves.

Care Home Service Users' Perspectives: For care home service users, Lost Chord is valued for its ability to create moments of reminiscence and pleasure. They see the charity's music sessions as a way to reconnect with memories and enjoy the present moment, bringing a sense of normalcy and joy to their lives.

#### Community Service Users

Key Themes: engagement and accessibility

Community service users appreciate the accessibility and inclusivity of Lost Chord's sessions. They note the positive impact the sessions have on both people with dementia and their families, describing the events as uplifting and engaging. The sessions are seen as a community resource that brings people together through music.

Community Service Users' Perspectives: Community service users value Lost Chord for its ability to engage and uplift participants. They emphasise the inclusivity and accessibility of the sessions, noting how these experiences bring joy and create a sense of community among participants.

#### Community Partners and Funders

Key Themes: Inclusivity and community impact

Community partners and funders describe Lost Chord as a charity that goes beyond just providing music to people with dementia. They highlight the organisation's broader impact on the community, noting its inclusivity and ability to create environments where people of all abilities can participate and feel accepted.

Funders specifically recognise the comprehensive reach of Lost Chord, from care homes to community hubs, and its ability to connect with a wide range of participants.

Community Partners and Funders' Perspectives: Community partners and funders see Lost Chord as a vital community resource that promotes inclusivity and engagement. They recognise the charity's role in creating inclusive spaces where everyone, regardless of their condition, can participate in and benefit from music.

### What Makes Lost Chord UK Unique?

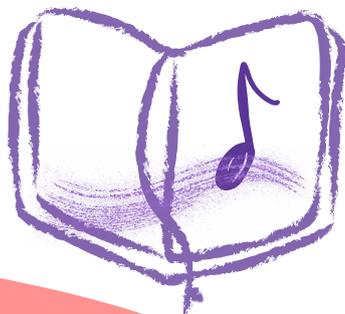
Across all stakeholder groups, a few key themes emerge that highlight what makes Lost Chord UK unique. The charity is consistently described as an organisation that uses the transformative power of music to improve the quality of life for people with dementia and their families.

Music is not just entertainment but a therapeutic tool that evokes memories, stimulates cognitive function, and fosters emotional connections. The emphasis on inclusivity and accessibility is another standout feature, with stakeholders noting how Lost Chord's sessions are designed to be welcoming and beneficial for everyone, regardless of their abilities.

Lost Chord UK is seen by stakeholders as a charity that brings professional, high-quality musical experiences directly to those who need them most—people with dementia and their caregivers. These sessions are more than just performances; they are carefully crafted experiences that aim to evoke joy, stimulate memory, and create meaningful connections, making a significant impact on the lives of all involved. Whether in care homes or community settings, Lost Chord UK is seen as a beacon of hope and happiness, using the universal language of music to reach and uplift those affected by dementia.

## QUESTION FIVE

Q5. Share a short story about one or more defining moments or experiences (positive or negative) that come to mind when you think of Lost Chord UK.



### Volunteer

"A lady who was swearing and very aggressive towards the musicians was transformed by a Celtic tune and became very grateful and communicative. Another said at the end of the concert 'that was worth putting your teeth in for!' Carers have been amazed at people dancing who can barely walk and talking who rarely talk."

### Trustee

"Watching a gentleman living with dementia & whose mobility was badly impaired, take his wife in his arms and dance like a 21 year old with no mobility issues when LCUK musicians started to play. One of the most moving things I have seen."

### Community Service user

"One of our regular attendees sang a beautiful Irish ballad on St Patrick's day. It was a very emotional moment. They videoed one of our tenants singing alongside it was a moment to remember."

### Care Home Service User

"I could confidently say that in every session a defining moment happens as Lost Chord Musicians are so sensitive to resident's needs, life stories and who they are. One very moving moment was when Maria who was born in Italy was encouraged to sing "O Sole Mio" in the middle of a summer concert with more than 50 people present in the room and this heart felt beautiful voice came out of her, the whole audience stopped breathing. Her son was present, and it was so hard to hold the tears back for everyone present. VERY SPECIAL"

### Beneficiary

"The 1st Choir of Hope Concert was really uplifting and inspirational. Particularly the song ""Harbour" as we had a young asylum seeker in the choir.

When you cross the stormy waters, come walk ashore. Bring your sons and bring your daughters, wander no more.

For our door is always open, and our hearth is always warm, if you need a place to shelter, we're a harbour in the storm."

### Musicians

"Bill was in his 90s and never talked to other residents and stared into space all day for 4 years until Patricia and I came along, and he recalled songs from the 1940s when he was a stage performer and joined in with his very strong tenor voice.

It's about choosing the right way to connect with people. "

"I sang Over the Rainbow and held a lady's hand as she was crying. We sang and cried together at the end she told me how much that helped her to remember her late husband and all the memories, and they were good memories, and she was so happy to remember him."

Q5. Share a short story about one or more defining moments or experiences (positive or negative) that come to mind when you think of Lost Chord UK.

Thematic analysis on the responses from each stakeholder group (Trustees, Musicians, Volunteers, Beneficiaries, Care Home Service Users, Community Service Users, Funders, and Staff) sharing their defining moments or experiences with Lost Chord UK we identify the key themes and unique perspectives expressed by each group.

Key themes identified:

1. Emotional connection and impact:

- Trustees: Highlight moments where music evoked significant emotional responses, such as a non-verbal person speaking or dancing again. Stories often centred around unexpected joy or reawakening of emotions.
- Musicians: Often recalled powerful emotional transformations in people, such as residents who appeared unresponsive but began to sing, dance, or smile. They noted the profound personal impact of these moments and the emotional connection formed through music.
- Volunteers: Described the joy and emotional resonance seen in residents, such as bringing back memories or witnessing renewed communication from those considered non-responsive.
- Beneficiaries and Care Home Service Users: Emphasised the joy and happiness experienced by participants and the emotional relief or connection music provided, like reliving fond memories.
- Community Service Users: Recalled specific instances where music brought people together emotionally, creating meaningful and memorable experiences.
- Funders: Mentioned witnessing emotional responses, such as residents with limited mobility dancing or singing.
- Staff: Expressed being moved by the strong emotional impact music had on participants, emphasising the power of music to unite and uplift communities.

2. Reawakening and reminiscence:

- Trustees: Referred to instances where people who were previously non-responsive showed signs of life, such as singing or tapping their feet.

- Musicians: Frequently mentioned moments where music triggered memories, leading to physical reactions or storytelling from those who had been quiet or withdrawn.
- Volunteers: Observed the reawakening of residents' memories and personalities through music, like people who began singing or engaging after long periods of silence.
- Beneficiaries: Recalled music sessions that helped them feel connected to their past and relive joyful moments.
- Care Home Service Users: Noted how music helped people recall names, stories, and songs from their past, fostering a sense of identity and connection.
- Community Service Users: Experienced moments where music sessions brought back memories or connected participants to their cultural heritage.
- Staff and Funders: Recognised the role of music in helping participants remember and reconnect with their past.

### 3. Social interaction and inclusion:

- Trustees: Noted how Lost Chord UK facilitated interaction between residents and their families or staff, breaking down barriers of isolation.
- Musicians: Highlighted sessions where music encouraged interaction between residents, carers, and staff, creating moments of unity.
- Volunteers: Saw music as a tool for fostering social connections among residents and breaking down social isolation.
- Beneficiaries: Emphasised the sense of belonging and community created by participating in choir sessions.
- Care Home Service Users: Reported increased social engagement and communication among residents during and after music sessions.
- Community Service Users: Valued the social aspect of music sessions that brought people together.
- Funders: Witnessed how music sessions encouraged participation and interaction.
- Staff: Reflected on how music brought diverse groups together and fostered a sense of community.

### 4. Transformation and healing:

- Trustees: Described transformative moments, such as a non-verbal resident speaking or dancing, highlighting music's therapeutic power.
- Musicians: Shared numerous stories of personal transformations, where participants showed unexpected physical, emotional, or verbal responses to music.
- Volunteers: Observed transformations in residents' behaviour, such as becoming more active, communicative, or emotionally responsive.
- Beneficiaries: Described how participation in musical activities provided emotional healing and a sense of purpose.
- Care Home Service Users: Noted that music sessions often led to noticeable improvements in mood and engagement.
- Community Service Users: Recited experiences where music led to emotional and behavioural changes.
- Funders and Staff: Saw music as a therapeutic tool with the potential for significant positive change in people's well-being.

#### Comparison and contrast across stakeholders:

- Commonality in emotional impact: All stakeholder groups highlight the emotional resonance and impact of Lost Chord UK's music sessions, whether through joy, reawakening of memories, or the breaking down of emotional barriers.
- Shared observations of transformation: Most stakeholders, from trustees to service users, observe transformative changes in participants, particularly those living with dementia or other cognitive impairments. The reawakening of personality, communication, and physical engagement is a consistent theme.
- Divergence in perspectives on social engagement: While all groups recognise social interaction as a key outcome, the beneficiaries and care home service users emphasise the sense of belonging and inclusion they feel, whereas the trustees and funders may view these outcomes from a broader programmatic or strategic perspective.
- Varied emphasis on professional development: The musicians specifically mention how their involvement with Lost Chord UK has shaped their careers and artistry, which is a unique perspective not directly echoed by other stakeholders.

## Summary

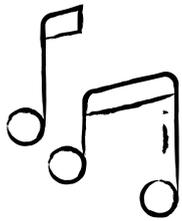
The stakeholders' stories suggest that Lost Chord UK's music sessions are profoundly impactful, fostering emotional connections, reawakening memories, and transforming both participants and performers. For trustees and funders, these themes demonstrate the value and effectiveness of their investment. For musicians, these experiences highlight professional and personal growth opportunities. For beneficiaries and care home service users, the sessions provide meaningful, joyful, and socially enriching experiences that improve quality of life.

Lost Chord UK will leverage these insights to:

1. Strengthen our storytelling and impact reporting: By collecting and sharing these powerful stories, we can better demonstrate our impact to funders and the wider community.
2. Tailor Future Programs: Encourage social engagement and inclusivity, creating more opportunities for interaction among different groups.
3. Highlight Transformative Power of Music: Clearly articulate and emphasise our unique role in using interactive music as a tool for transformation and healing, which could attract more supporters, funding, volunteers, and partnerships.

## QUESTION SIX

Q6. Leaving aside any benefits of your role or relationship with Lost Chord, tell us why you chose to support us



### *Supporting because*

- Personal connection and empathy
- Belief in the power of music and the arts
- Desire to give back to the community
- Sense of purpose and fulfilment
- Recognition of LCUK's high-quality work and impact
- Personal growth and development
- Community and belonging

### *Transforming lives through music!*

Lost Chord UK has multidimensional appeal with all united by the appreciation for the charity's impact on people with dementia and the community at large.

With a common belief in the value and impact of its mission and a consistent theme of supporting Lost Chord UK due to its ability to transform lives through music.

Lost Chord UK plays a crucial role in improving the well-being of people, especially those with dementia, by creating emotionally and socially enriching experiences through the power of music.

Q6. Leaving aside any benefits of your role or relationship with Lost Chord, tell us why you chose to support us.

Why different stakeholder group's support Lost Chord UK

### 1. Trustees

Distinct Themes and Perspectives:

Personal Fulfilment and Giving Back: Trustees express a strong desire to contribute positively to society, indicating that their support for Lost Chord UK (LCUK) stems from a sense of personal fulfilment and a wish to "give back." This is reflected in statements like feeling good about supporting a cause that might benefit loved ones in the future.

Advocacy for the Arts: Trustees also emphasise the value of music and the arts in improving education, health, and well-being. They support LCUK to promote a broader understanding of these benefits and help ensure such services are available to those in need.

Recognition of LCUK's impact: A pragmatic view is evident in their appreciation for Lost Chord UK's effectiveness and the positive difference it makes for people with dementia, suggesting trust in LCUK's management and impact.

### 2. Musicians

Distinct Themes and Perspectives:

Personal growth and emotional reward: Musicians view their involvement with LCUK as a deeply meaningful and rewarding experience. They emphasise the "miracles" they witness and the joy and happiness that music brings to those with dementia. This reflects a profound emotional connection to their work and a sense of personal fulfilment.

Passion for music and advocacy: Many musicians are driven by a passion for music and its healing power. They see LCUK as a platform to use their musical skills to benefit others, often expressing pride in their role and commitment to the charity's mission.

Community and belonging: The idea of being part of a "family" or community is recurrent, indicating that musicians feel a strong sense of belonging and camaraderie through their association with LCUK.

### 3. Volunteers

Distinct Themes and Perspectives:

Desire to make a difference: Volunteers are motivated by a strong desire to make a positive impact in their community, especially in the lives of those with dementia. Many speak of wanting to help or give back, particularly after retirement or in a bid to stay active and connected.

Personal connections and continued engagement: Personal connections to dementia, through family members or professional experiences, play a significant role in their decision to support LCUK. Some volunteers have a history in care or healthcare and see their involvement as a continuation of their commitment to helping others.

Love for music and socialisation: Many volunteers are drawn to LCUK due to a personal love for music and the social opportunities it provides. They enjoy interacting with others and feel that their participation helps create a vibrant, supportive community.

#### 4. Care Service Users

Distinct Themes and Perspectives:

Appreciation for tangible benefits: Care service users focus on the direct benefits that LCUK's services bring to their residents, particularly in terms of joy, stimulation, and mental engagement. They recognise the therapeutic effects of music on people with dementia and appreciate the quality and consistency of LCUK's performances.

Support for local and personalised services: They value LCUK's local presence and the personalised approach that the charity brings, often highlighting the excellent relationship with LCUK's staff and musicians, which reinforces their commitment to support.

Partnership and mutual benefit: Many care service users express a reciprocal relationship with LCUK, providing venues or logistical support in exchange for the benefits that the charity's activities bring to their residents.

#### 5. Beneficiaries

Distinct Themes and Perspectives:

Self-expression and inclusivity: Beneficiaries highlight LCUK as a space where they can express themselves freely and feel accepted. They appreciate the non-judgmental, inclusive environment that allows them to reconnect with past skills and identities, particularly through music.

Personal enjoyment and engagement: Many beneficiaries describe a sense of personal joy and fulfilment derived from their participation, seeing it as a rare opportunity to engage in meaningful activities and social connections.

Support for community-based charity work: There is a shared appreciation for LCUK's role in supporting the community and the genuine engagement it fosters, which further motivates their support and participation.

## 6. Funders

Distinct Themes and Perspectives:

Community impact and social responsibility: Funders emphasise the importance of LCUK's work in providing "practical positive help" to people in their community. They see their support as part of a broader commitment to social responsibility and improving the quality of life for local residents and the wider community.

Value alignment: Their contributions are often aligned with a belief in the value of community service and support for vulnerable populations. They are motivated by seeing the tangible impact of their financial contributions in action.

## 7. Community Service Users

Distinct Themes and Perspectives:

Community building and joy: Community service users value the role LCUK plays in bringing people together and creating joy within the community. They appreciate the inclusive nature of LCUK's work and how it fosters a sense of togetherness among participants.

Proactive engagement and support: Many in this group were directly approached by LCUK or its musicians, highlighting a proactive approach to building partnerships and extending the charity's reach, which they find appealing and supportive.

## Summary

Each stakeholder group has distinct themes and perspectives based on their roles, personal experiences, and values. Still, a common thread across all groups is a deep respect for LCUK's mission and a belief in the transformative power of music to improve the lives of those living with dementia.

Key themes and emerging perspectives of all stakeholder groups combined:

1. Personal connection and empathy:

Many stakeholders, including trustees, musicians, volunteers, care service users, and beneficiaries, express a deep personal connection to dementia or a loved one affected by it. This connection often drives their motivation to support Lost Chord UK (LCUK). For instance, trustees and musicians mention family members who suffered from dementia, influencing their decision to contribute to the charity. Volunteers, too, cite personal experiences, like having a family member in a care home, which motivated them to engage with the charity.

2. Belief in the power of music and the arts:

A shared belief among all stakeholder groups is the transformative power of music, particularly in improving the quality of life for those with dementia. This belief is a strong driver for their support. Trustees speak of the underestimated importance of music in education, health, and wellbeing. Musicians frequently mention how music facilitates "miracles," brings "joy and happiness," and provides a therapeutic impact on people with dementia. Care service users and community service users similarly highlight the joy and stimulation music brings, improving mental health and quality of life.

3. Desire to give back to the community:

Several stakeholders, especially trustees, volunteers, and funders, express a desire to give back to their communities. Trustees feel good about contributing to society, while volunteers speak of wanting to make a difference or giving back with their spare time. Funders and community service users emphasise the positive impact of LCUK on their local communities.

4. Sense of purpose and fulfilment:

Many stakeholders describe a sense of purpose and fulfilment derived from supporting LCUK. Musicians find their work with LCUK to be "the most valid and worthwhile," expressing a profound sense of pride and community. Volunteers feel the need to remain active and socially connected, with some even seeing their work with LCUK as an extension of their lifelong careers in care.

5. Recognition of LCUK's high-quality work and impact:

There is a broad consensus across stakeholder groups regarding the high quality and positive impact of LCUK's work. Trustees mention the charity's effectiveness in organising and making a difference. Care service users and beneficiaries commend LCUK for providing extraordinary musical performances and creating life-changing experiences for those involved. Funders also highlight the charity's practical and positive contribution to the community.

## 6. Personal growth and development:

Especially among musicians and volunteers, there is an emphasis on personal growth and development. Musicians describe the joy of participating in rewarding work, which allows them to connect with people they might not otherwise meet. They highlight how working with LCUK highlights their personal and professional growth by providing unique opportunities and experiences.

## 7. Community and belonging:

Several stakeholders express a strong sense of community and belonging through their support of LCUK. Musicians refer to the charity as a "family," indicating a feeling of being part of a larger, supportive community working toward a common goal. This theme is also present among volunteers and care service users who emphasise the camaraderie and collaborative spirit that comes from being involved with LCUK.

## Comparative Summary:

### Beliefs and Values:

**Trustees, Musicians, and Volunteers:** Share a belief in the therapeutic and transformative power of music, with a focus on the benefits to people with dementia. They value giving back, community engagement, and the opportunity to make a positive difference.

**Care Service Users and Beneficiaries:** Value the tangible benefits of LCUK's services, such as joy, happiness, and mental stimulation for residents. Their support is driven by the observed positive impact on their communities or loved ones.

**Funders and Community Service Users:** Focus on the practical and social benefits of LCUK's work, emphasising the charity's role in community building and improving the quality of life.

### Motivational Factors:

**Trustees and Volunteers:** Motivated by personal connections to dementia, a sense of responsibility to give back, and a desire to support a worthwhile cause.

**Musicians:** Driven by a deep-seated passion for music, personal fulfilment from seeing the impact of their work, and a desire to bring joy and therapeutic benefits to others.

Care Service Users: Motivated by the high quality and direct benefits of LCUK's services for their residents, often citing the unique and valuable nature of the music sessions provided.

Beneficiaries and Funders: Motivated by the positive impact on the community, the joy LCUK brings to participants, and the desire to support practical and meaningful charitable work.

Conclusion:

Stakeholders of Lost Chord UK are united by their appreciation for the charity's impact on people with dementia and the community at large. Despite varying reasons-ranging from personal experiences, a belief in the healing power of music, a desire to give back, to recognising LCUK's exceptional work- there is a consistent theme of supporting Lost Chord UK due to its ability to transform lives through music. This support is driven by both emotional and practical considerations, highlighting the multidimensional appeal of LCUK across its diverse stakeholder base.

Each group's motivation reflects their unique perspectives and values, but all converge on a common belief in the value and impact of LCUK's mission.

Overall, the analysis reveals that Lost Chord UK plays a crucial role in improving the well-being of people, especially those with dementia, by creating emotionally and socially enriching experiences through the power of music.

#### WHY REPORT CONCLUSION AND RECOMMENDATIONS

The findings from the WHY Report provide Lost Chord UK with a wealth of insights that can significantly lead and inform our Theory of Change program, shape our communications strategy, strengthen our social media presence, and reinforce our fundraising case for support. These insights reveal the core values and beliefs that unite our community, offer a deeper understanding of what matters most to our stakeholders, and highlight the unique aspects of our work that truly resonate with those we serve and those who support us.

Key Recommendations: To leverage the insights effectively.

### 1. Integrate the WHY into our Theory of Change Program

The WHY Report has clarified the emotional and meaningful reasons that drive our community's commitment to Lost Chord UK. We should use this understanding to refine our Theory of Change program, ensuring that our vision, mission, and activities are clearly aligned with the shared values of our stakeholders. By explicitly incorporating these themes - such as the emotional connection through music, the desire to create meaningful change, and the importance of empathy and compassion - we can create a Theory of Change that not only reflects our community's beliefs but also guides us in making strategic decisions that are both impactful and authentic.

Actionable Steps:

- 1) Align our strategic goals with the core values identified in the report.
- 2) Use the WHY statement as a foundational element in all planning and decision-making processes.
- 3) Develop programs and initiatives that highlight our unique strengths, such as the therapeutic power of music and our community-driven approach.

### 2. Revitalise Our Communications Strategy

The insights from the WHY Report should be at the heart of our communications strategy. We need to move beyond simply describing what Lost Chord UK does and focus more on why we do it. By communicating our WHY more clearly, we can create a stronger emotional connection with our audience, increase engagement, and build a more compelling narrative around our work.

Actionable Steps:

- 1) Develop key messages that articulate our WHY in a way that resonates with different audiences, from beneficiaries to funders.
- 2) Share stories and testimonials from stakeholders that highlight the emotional impact of our work and the personal reasons they support us.
- 3) Use language that reflects the empathy, compassion, and community spirit that defines Lost Chord UK, ensuring our communications are authentic and relatable.

### 3. Improve our social media engagement

Our social media channels are powerful tools for sharing our WHY with a broader audience and creating a more engaged community. We should use the

insights from the WHY Report to guide the content we create and share, focusing on stories, visuals, and messages that convey our unique purpose and the impact of our work.

Actionable Steps:

- 1) Create content that showcases the defining moments and experiences that stakeholders shared in the survey, using video, imagery, and storytelling to bring these stories to life.
- 2) Highlight the emotional connections and personal growth experienced by our musicians, volunteers, and beneficiaries, using quotes, testimonials, and behind-the-scenes content.
- 3) Run targeted social media campaigns that focus on our WHY, encouraging followers to share their own experiences and reasons for supporting Lost Chord UK.

#### 4. Strengthen our fundraising case for support

The findings from the WHY Report provide valuable insights that can be used to strengthen our fundraising efforts. By understanding what motivates our supporters and aligning our fundraising messages with their values and beliefs, we can create a more compelling case for support that inspires greater engagement and commitment.

Actionable Steps:

- 1) Develop fundraising appeals that focus on the transformative power of music and the unique impact of our work on people with dementia and neurological conditions.
- 2) Use stories from stakeholders to illustrate the meaningful change that donor support makes possible, highlighting both the personal impact on beneficiaries and the broader social impact of our programs.
- 3) Emphasise the emotional connection that donors can have with our cause, inviting them to become part of a community united by a shared purpose.

#### 5. Engage and mobilise our community

The WHY Report shows that Lost Chord UK is a community united by a deep sense of purpose and shared values. We should leverage this unity to engage and mobilise our stakeholders more effectively, encouraging them to become ambassadors for our cause and helping to spread our message more widely.

### Actionable Steps:

- 1) Create opportunities for stakeholders to share their stories and experiences, both online and offline, helping to build a stronger sense of community and belonging.
- 2) Develop a series of events, both virtual and in-person, that bring stakeholders together to celebrate our shared WHY and the impact of our work.
- 3) Encourage volunteers, supporters, and partners to act as advocates for Lost Chord UK, providing them with the tools and resources they need to effectively share our message with their networks.

### Moving forward with shared purpose

By integrating the insights from the WHY Report into our Theory of Change, communications, social media strategy, and fundraising efforts, Lost Chord UK can deepen its connection with its community, improve our impact, and inspire even greater support for our mission. As we move forward, we will remain committed to articulating our WHY clearly and passionately, ensuring that everyone who comes into contact with Lost Chord UK understands not just what we do, but why we do it. This renewed clarity of purpose will be the driving force that guides us in creating meaningful change for those we support and in building a stronger, more united community around our cause.