

FY25 IMPACT REPORT



MUSIC *for*
SENIORS

*Sharing live music,
lighting up lives!*

MISSION

Music for Seniors connects area musicians with older adults through **live and interactive music programs** designed to engage, entertain and educate seniors – **promoting health and wellbeing, reducing isolation and enriching the lives of all participants.**

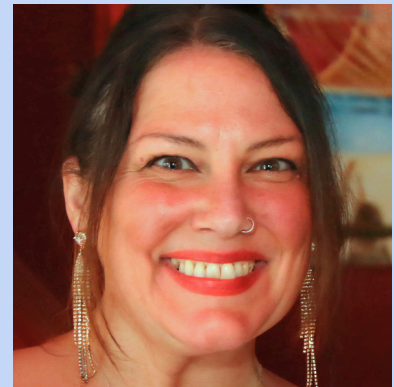
TEAM



Liz Kelly
Executive Director



Matt Bridges
Program Director



Natalie Thomas
Development &
Community Engagement
Director

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PURPOSE

As we get older, we all face different challenges - whether it's dealing with health issues, feeling isolated, or just navigating the changes that come with aging.

That's why we create live music programs specifically designed with older adults in mind.

We know that getting out to events isn't always easy. **Maybe transportation is tricky, or mobility is a concern.** Perhaps scheduling around medical appointments is complicated, or finances are tight.

We get it, and we design our programs around these real-life challenges.

What we're really after is bringing people together through music.

There's something special that happens when people share a musical experience - it connects you not just to the music, but to each other and to your community.

It's about enriching your quality of life and fighting that sense of isolation that can creep in as we age. Because nobody should have to feel lonely.





FY 2025 PROGRAMS

July 1, 2024 – June 30, 2025

1,924 Total Programs

55 Learning Lab / Workshop Sessions

22 FREE Daytime Public Concerts

3 Intergenerational Programs

1,844 Outreach Programs

53,283 Total Participants

52,866 Older Adults

417 Youth



PERSONAL & PRACTICAL IMPACT

“Music is a powerful tool to fight against aging-related emotional and cognitive impairments...”

This accessible intervention should become a major public policy priority for healthy aging.”

–Psychology Today

“Music engages our community in a special way. It's a mood improver and motivator.

*We see responses with music when **NOTHING** else works. People literally “wake up” with certain songs.*

*Music is the **ONLY** thing that makes them do that.”*

–Community Partner staff

”

“The work I do with Music for Seniors is always motivating and inspiring.

It's a blessing to be able to give the gift of music, especially for those who can't get out anymore.

–Musician Partner

“Music is the most important activity we do. People ‘come alive’ because of it.”

–Community Partner

“Some of our population are non-verbal but can sing songs still, perfectly!

Anything rhythmic helps them respond better and can help their memory. People remember and sing hymns from childhood but can't usually communicate.

It's incredible what the power of music can do.”

–Community Partner staff



LIVE & INTERACTIVE PROGRAMS

FREE Daytime Public Concerts

We bring older adults together throughout the year for concerts that feature a variety of musical styles and performance spaces.

From honoring our veterans with a special performance by the Army Corps Band to celebrating the holidays and different cultures through song. It's more than just music, it's a chance to connect, share memories, and enjoy an afternoon tailored to the needs and preferences of older adults.



Outreach



We bring music to older adults wherever they are, whether that's at a community center, a senior gathering space, or in residential communities ranging from independent living to memory care.

Our Musician Partners come ready to connect with each unique group. They know how to reach people at different stages of life, making sure everyone can participate and experience the real healing that music brings.

Learning Labs & Workshops

Learning Labs and Workshops are classes where older adults can explore new creative skills in a supportive environment.

Participants might pick up a ukulele for the first time, learn percussion techniques, or try their hand at songwriting, all under the guidance of experienced teaching artists. The focus isn't on perfection, it's on creating a relaxed space



where people can experiment, connect with peers, and enjoy the learning process. Along the way, they're exercising their minds and often forming friendships that extend beyond the classroom.

It's essentially cognitive engagement wrapped in creativity and community.

Intergenerational

There's something magical that happens when young people and older adults create music together. Whether they're experimenting with beat-making software, writing lyrics side by side, or crafting poetry that tells both their stories, these moments break down walls we didn't even know were there.

Our programs bring generations together around something everyone connects with: music. What starts as a shared project brings mutual appreciation.



NEW & EXCLUSIVE, JUST FOR YOU!

We love sharing the work of Music for Seniors with you, but here's the thing: **it can't happen without your help.** That's why we created something special!



- WHAT:** An exclusive community of Music for Seniors supporters committed to a recurring monthly gift.
- HOW:** Text **"thebeat"** to **41444** or scan the code above to learn more & **become a Founding Member!**

Since launching the Rhythm Section in January 2025, nearly 20 members have joined, contributing a total of \$1,500 monthly to keep our programming going strong.

Here's why it matters: Grant funding isn't always reliable or consistent. We believe **the best way to create lasting community impact is through community participation.** When you join the Rhythm Section, you're giving the gift of music to older adults right here in your community.

Your generosity lets us say "yes!" to communities that need our programs but can't afford them on their own.

Join by December 31st to become a Founding Member and receive a special "thank you!" gift!

To join, use the camera on your smart phone to scan the code above. You can also text "thebeat" to 41444 or **visit www.musicforseniors.org/rhythm-section/ to learn more!**



FINANCIAL STEWARDSHIP

FY25 Functional Expenses

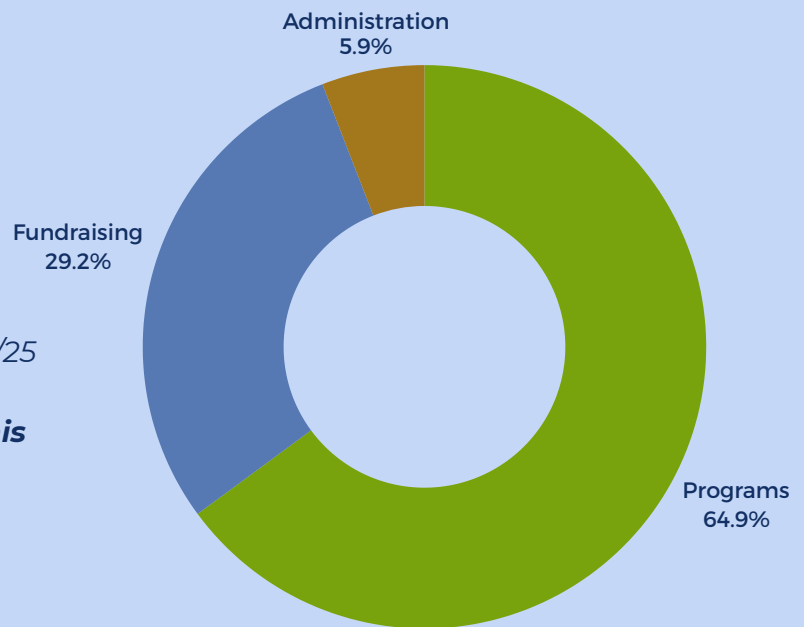
Administration: \$38,812

*Fundraising: \$191,668

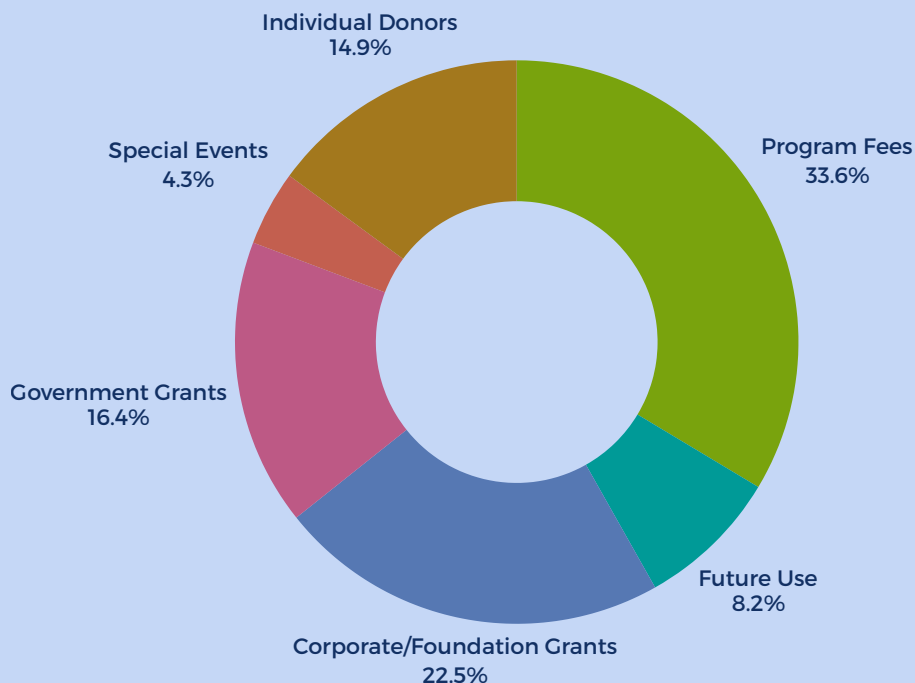
Programs: \$425,994

The Board of Directors made a **conscious decision during the FY24/25 Leadership Transition to **invest in Fundraising** through a local firm. **This percentage will be kept under 18% following FY26.***

Functional Expenses as % of Budget - FY25



FY25 Revenue as % of Total



FY25 Revenue

NOTE: Gift in Kind revenue & expenses total approximately \$68,000 and are **not** included in these numbers

The numbers reflected above are unaudited. Audited financials will be made public upon completion.

NEW FOR FY26

Music for Seniors is now serving STATEWIDE!

In FY25 **14 counties** in Middle and East Tennessee had Music for Seniors programming. With new programs in East TN plus the addition of our first program in Brownsville (in between Jackson & Memphis), **FY26 has already seen us grow to 17 counties, AND the new region of West TN!**

Music for Seniors Service Area | as of October 2025



We are grateful to **AARP Tennessee** for their partnership in offering our first program in West Tennessee, as well as growing our footprint in the eastern region. **Tennessee's Area Agency for Aging and Disability** in Jackson has also been instrumental. We are excited to continue these partnerships for sustained growth.

Program Growth - FY22-FY25

The last three years has seen our programming **grow by over 50%!** It is exciting to see how word has spread leading to more opportunities to serve older adults.

FY22	FY25	% INCREASE
1,277 programs	1,924 programs	+50.6%
33,864 senior participants	52,866 senior participants	+56%
115 youth participants	417 youth participants	+262%

Every dollar given to Music for Seniors is immediately put to work, utilizing the healing power of music to enrich the lives of older adults, effectively reducing isolation, promoting well-being, and building community.

Visit MusicforSeniors.org to see our upcoming events, learn more, and donate.

Thank you for giving the gift of music!



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