

## TFN Impact Report

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| <b>Name of your Organisation:</b>  | The Choir with No Name  |
| <b>Name of the project TFN funded:</b>   | Outreach: workshops and community projects  |
| <b>Date Funded by TFN:</b>   | 16/03/2017  |
| <b>Were you able to undertake your project as planned?</b>   | Yes   |
| <b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b> | <p>Our initial objectives for 2017/18 were to run 32 outreach singing workshops, take part in 4 community projects and have 500 new people coming into contact with CWNN throughout the year.</p> <p>Thanks to funding from TFN to support our outreach programme and core activities, we are very pleased to have met, and exceeded, these objectives. Since April 2017, we have hosted 45 outreach workshops, have taken part in four community projects and reached a total of 579 new people (486 workshop attendees and 93 new choir members).</p> <p>We conduct an annual member survey to monitor the impact of our choirs on members' circumstances, both inside and outside of choir. Our 2017 survey results showed that, as a result of taking part in choir activities...</p> <ul style="list-style-type: none"> <li>- 90% reported increased confidence</li> <li>- 91% reported learning new skills (team work, social skills and tolerance were the top three highlighted)</li> <li>- 91% reported making new friends</li> <li>- 75% reported improved mental health</li> <li>- 82% reported they were motivated to try new things</li> <li>- 65% reported taken up new activities and services outside of choir</li> <li>- 43% of members felt choir has helped them take up volunteering, employment or find/maintain more secure housing.</li> </ul> <p>In addition, we also offer participant feedback questionnaires at all our workshops. In 2017, our workshops have had the following reported impact on attendees (out of 75 respondents):</p> <ul style="list-style-type: none"> <li>- 99% felt more relaxed</li> <li>- 99% learned about singing</li> <li>- 92% gained confidence</li> <li>- 94% felt less anxious</li> <li>- 96% felt more motivated to try new things</li> <li>- 94% would like to take part in a singing workshop again.</li> </ul> |

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|  | <p>Here's a selection of feedback from workshop participants: "It was wonderful. I love the way [choir director] Sam effortlessly brought out people's strengths and helped people feel more confident. Singing really brought the group together.", "I would like to do some singing again because I can sing and I'm looking for something to do", "You really made my day!"</p> <p>We ran workshops at homeless hostels and day centres, as well as at services for those at risk of homelessness, or who are particularly isolated, including mental health services, addiction recovery groups, food poverty projects, autistic adult services, women's health groups and support services for trans people. Our workshops offered a soft introduction to the multiple mental and physical health benefits of group singing, as well as a chance for some of the hardest to reach members of the community to engage in group activities. TFN funding allowed us to take part in longer community projects, in partnership with organisations such as the Young Vic in London and Tate Liverpool, where we got to work with participants over a period of time, and therefore are better able to gauge the positive impact and benefits of group singing on individuals. Our workshops also showcased an effective model for support services to replicate, as well as increasing sector knowledge of the proven multiple health benefits of singing together. We received four repeat requests from services to return to host subsequent workshops for their clients.</p> <p>TFN funding also supported our London choir director rehearsal costs, as well as core costs, meaning we could continue to run our weekly rehearsals followed by a hot meal, 48 weeks of the year, across all four choirs. We have had 271 choir rehearsal attendees since April 2017.</p> |
| <b>What portion of the project did TFN fund?</b>                             | 93.5% of our outreach workshop programme, 19% of the London choir director rehearsal fees, 3.5% of our core costs   |
| <b>How many direct beneficiaries did the TFN funded project reach?</b>       | 486 workshop attendees and 278 CWNN rehearsal attendees (764 total)   |
| <b>How many indirect beneficiaries did the TFN funded project reach?</b>     | 15,780 (gig audience members)   |
| <b>Were you able to leverage further funding as a result of TFN support?</b> | Yes   |
| <b>If yes, how much were you able to raise?</b>                              | We were introduced to TFN event attendee from Octopus Giving, a TFN corporate member, by our TFN sponsor. Octopus Giving went on  |

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|  | to select us as their charity of the year 2018. We also performed at a personal event for another TFN member, and not only received a personal donation from him, but also some further personal donations from attendees of the event.   |
| <b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b> | Yes   |
| <b>If yes, please can you provide details of the support you received?</b>                               | Octopus Giving, as part of their COTY programme, also offer volunteer and pro bono support, which we will be taking full advantage of!  |
| <b>How important was TFN funding in helping you achieve your objectives?</b>                             | We would have found it difficult to achieve our objectives without TFN funding  |
| <b>Since presenting at TFN, has your organisation undergone any other significant changes?</b>           | In early 2017 we identified a need to make our choirs more financially sustainable long term, and have developed a new partnership choir model in response to this. This new way of working sees us partner with a local homeless sector organisation who take on the admin side of the choir, including the cost & line management of the choir manager role. The homeless sector partner is also able to offer members direct access to their services (something we have been unable to do previously), while we focus on the musical side of things, ie. choir director, gigs and workshop programme. We have subsequently merged our two London choirs into a new centrally based CWNN London 'superchoir' under this model, in partnership with care, support & housing service Look Ahead.                                 |
| <b>Do you have any other comments or feedback on the experience of the TFN process?</b>                  | It is hugely refreshing to go through a process with a funder where it feels personal and supportive, and where you receive a very quick answer to your application. We have very much enjoyed the TFN process and would highly recommend it to other small organisations.  |
| <b>Can you tell us any personal stories to highlight the value of the project?</b>                       | Liverpool choir member, ambassador and CWNN member workshop attendee, Dan, shared his story: 'Wednesday [choir rehearsal day] is a day where I'll wake up and know that whatever happens, it's choir that night and that's all that matters. I can look forward to it, leave my troubles at the door, just go and sing. Simple. If my life was a ladder, at the time I joined Choir with No Name I was on the very bottom rung of that ladder. Coming to choir got me out of my hostel and brought me out of my shell. It is a really happy space - I've made a lot of life-long friends. Music allows me to express myself and is a distraction from the negative stuff in my head. Coming to choir was the start of me climbing up that ladder and slowly but surely I got to where I am today – a confident, outgoing person.' |