

TFN Impact Report

Name of your Organisation:	My Life Films
Name of the project TFN funded:	Film packages to improve the quality of life for people living with dementia
Date Funded by TFN:	07/2/17
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The TFN funding has allowed us to create 3 film packages for 3 people living with dementia and their carers with match funding from The Hampton Fuel Allotments Charity.</p> <p>The film packages each contain 2 films: a 30 minute film (The Long Film) and a 5 minue film (The Short Film).</p> <p>The Long Film features images from family albums, interviews with the person and their family and their favourite music. This is an in-depth, detailed biography of the person's life that they watch to reminisce positively about their life on a regular basis. This improves their mental health and wellbeing by boosting their mood and self-esteem.</p> <p>The Short Film is a compact overview of the person's life and their character. It helps care workers get to know the person with dementia by giving them a quick, engaging introduction to the person with dementia. It helps them to see the individual beyond the illness, and communicate better with them, rapidly improving the patient-carer relationship and improving the quality of person-centred care given.</p> <p>These films are an effective therapeutic tool that is calming people down when they feel anxious, giving them joy when they feel sad, and helping them to recover from low moods quicker. It helps them to feel significantly better, and become more capable as a result. This gives them the confidence to socialise more and help isolated beneficiaries reconnect with their wider community.</p>
What portion of the project did TFN fund?	32%
How many direct beneficiaries did the TFN funded project reach?	6
How many indirect beneficiaries did the TFN funded project reach?	30
Were you able to leverage further funding as a result of TFN support?	Yes

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<p>If yes, how much were you able to raise?</p>	<p>As a result of the support from TFN, we then went on to produce a marketing film for TFN. The profits from this film were redirected into helping improve the lives of people living with dementia.</p>
<p>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</p>	<p>No</p>
<p>How important was TFN funding in helping you achieve your objectives?</p>	<p>We wouldn't have been able to achieve our objectives without TFN funding</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>Over the past 12 months, My Life Films has brought on one extra full time staff member to manage the increased output of films and we've almost doubled our turnover from the previous year. We have had positive results from our pilot clinical trial with South West London and St George's NHS Trust and are working towards another larger scale trial to verify these findings. We have on board new supporters and funders, as well as retaining old ones.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>We really enjoyed the process of pitching to and we would love the opportunity to be a part of it again. TFN is a fantastic concept which allows small charities such as ours to stand in front of an audience of enthusiastic donors, it is a wonderful opportunity, as demonstrated by energy of the room on the night.</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>The 3 families we worked with did not want to be part of a case study, however, below is an example of how great an impact one of these film packages can be on the star and their carer.</p> <p>Case Study: Tom</p> <p>In 2011, Tom was medically retired from work without a formal diagnosis of dementia. He is HIV Positive and had experienced a long period of minor cognitive impairment; as it progressed it lead to difficulties at work and some problems at home. Eventually this climaxed in disciplinary measures at work for failing to perform to full ability. Over the following 5 years his condition deteriorated until 2016, when he was diagnosed with HIV Associated Neurological Disorder (HAND), which had caused dementia.</p> <p>Things were then at a low both for Tom, who was presented with a life-changing health condition, and for Mike, his partner and only full-time carer. Mike describes the deterioration of Tom's wellbeing: 'Tom coped with the changes most heroically but it was clear that with deficits affecting speech and decision-making so profoundly and rapidly, that he became withdrawn and shied away from contact with friends and family. Possibly there was some embarrassment, fear of not being able to fully engage in company, feeling less valid - its difficult to know.'</p> <p>In early 2017, Mike and Tom were told about My Life Films from a friend in the dementia community. Mike describes initially feeling</p>

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hesitant, before going ahead with the service: 'I prevaricated a while before contacting this amazing company, initially, as I felt some concern about how it might make Tom feel to see himself on film in his condition. After eventually contacting My Life Films one of the team came to visit us at home and explained to us how the films would be put together, and I was convinced. After the film was delivered we contacted all our relatives to either visit them with the films or give them on-line access, all in very disparate parts of the UK. The feedback has been astounding and for the first time I believe some of them were beginning not only to understand our situation better but becoming more sensitive to Tom's needs and how they could engage with him more successfully.'

Mike's words about Tom's response to the films speak for themselves: 'Tom's reaction to seeing himself on film was enchanting. Despite very limited vocabulary, Tom whispered to me about the things he was watching as well as pointing and smiling. Indeed, every time we take time to watch the film together his reaction is the same. The wonderful thing is that this is now available to us (and others) for ever: a constant at a time when, sadly, things are otherwise changing and slowly fading.'

'Tom's demeanour following the film has improved, in part I believe because it has given us a reference point in our lives. By showing his film to friends, family and many other people as well as co-carers, we have ensured understanding and awareness and closer support. Tom is now very happy in group situations, even among complete strangers and large crowds because, I think the film as given him confidence both in recognising himself as someone who is loved and understood by many as well as showing him how it has validated his wonderful and life and contribution to our relationship, his family and many other people he touched in his life.'