


community albums



ANNUAL IMPACT REPORT 2019

BUILDING BETTER COMMUNITIES
THROUGH MUSIC AND MEDIA



“These sessions are incredible to be part of. It’s been incredible to see how they have helped a wide range of young people in so many ways.”

EMMA PHILLIPS
PROJECT KEY WORKER, BANBURY
YOUNG HOMELESSNESS PROJECT

“All of our TV adverts are made at our studio and they are quality products! Every video, every song, every single recording that goes out has a child’s voice. To know that it is not just the child’s voice being captured, but that they are also part of making the product - that is one of the greatest things I feel proud of since the music and media work began.”

HUMPHREY
CHILDREN AT RISK ACTION NETWORK - KAMPALA, UGANDA

“The lesson was really fun, amazing, and I liked having other people listen to my music.”

PUPIL
ATTENDING OXFORDSHIRE
HOSPITAL SCHOOL

“The project has become a regular fixture of how I work with several clients, and the way it has improved their engagement and confidence is having a positive impact on the rest of the work I do with them. The project has more than fulfilled any expectations.”

CONNOR SOUTHWOOD
PROJECT KEY WORKER

“It’s great to see our families growing in confidence and working together to achieve some great results. The singing outside The Hill at Christmas was a great community event, with members of the group leading different tasks to organise it all. People are excited about Vocal Band - it’s the highlight of some people’s week. I’m blown away by the confidence the group now have.”



BOBBIE SOUTH
YOUTH WORKER





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CONTENTS

From the Chairman and CEO	3
Theory of Change	4
In the last year ...	5
Building Hope	6
Building Peace	8
Building Empowered Lives	10
Financial Report	12
Trustees and Staff	15

FROM THE CHAIRMAN AND CEO

“IT IS GREAT TO SEE HOW, THROUGH ALL THAT IS DONE, COMMUNITY ALBUMS IS ‘BUILDING BETTER COMMUNITIES THROUGH MUSIC AND MEDIA’”



MESSAGE FROM THE CHAIRMAN

This impact report reflects the last 12 months and shows the ongoing development of our programmes. With a new strategy and business plan launched, we have three key aims:

BUILDING HOPE: Our UK work reflects a diverse range of support given to many people who need to feel the inspirational hope and encouragement that music and media can bring. These projects have supported work that is combatting the effects of homelessness and mental health difficulties.

BUILDING PEACE: An initial project in Kenya last year has inspired national messages of peace in Zimbabwe, the UK and other countries. These projects have targeted mass audiences and have successfully been shared on social media and spread across borders.

BUILDING EMPOWERED LIVES: At the core of our work, we want to make a lasting difference. These projects are designed to initiate conversations that lead to lasting change.

There are many results emerging from the first year of this strategy. It is great to see how, through all that is done, Community Albums is ‘building better communities through music and media’. Thank you for your support and we hope you feel inspired by this report!

DAVE MANN



MESSAGE FROM THE CEO

In October 2018, I started as the new CEO of Community Albums. If time flies when you are having fun, it seems to disappear when you are working hard and having fun. I’d like to give a lot of appreciation and credit to the staff team who give so much energy, enthusiasm and of their time, passion and talents to see communities all over the world using music and media to share opinions, collaborate and explore their creative potential together. The delivery of this year’s impact is really all down to them.

We have recorded a dip in income this financial year. However, that does not paint an accurate picture of the reality we face. We’re busier than ever and our strategic plan, launched this year, is kicking in. Financial commitments, six months into the new financial year, have already equalled the level of fundraising achieved this year. As well as strengthening existing programmes, plans with new partners, new staff and new projects are underway. We look forward to seeing the results of these in the years ahead.

We can’t tell every story, play you every song or tell you about all of the many positive changes that have taken place in the last year, but we hope this report reflects some of the impact has been uniting, inspirational, healing and transformational!

As we move into 2020, we look forward to new and growing partnerships with organisations, and even more stories of change. Thank you for your support and may we all continue to build hope, peace and empowered lives in our own communities!

ELISE BELCHER

community albums

THEORY OF CHANGE

CHANGE AND IMPACT

VISION

A world where each person's voice and creativity heals, unites, empowers, inspires, influences and creates positive change.

STRATEGIC FOCUS 1 BUILDING HOPE

TARGET GROUP

Communities in the UK and around the world

ACTIVITIES

Design bespoke projects

Facilitate participatory conversations around the issue faced

Deliver mobile studios

Run workshops teaching music and media skills

Produce films, songs and other music/media products

Promote the final product

Engage duty-bearers

Facilitate learning and reflection

SHORT TERM

Someone has SPOKEN ...

People trained

Variety of new skills learnt

Increased confidence in expressing themselves

Increased ability to work together with others

Variety of engaging media products

Engaging messages for others

Healing

Uniting

MEDIUM TERM

Someone has HEARD ...

Changed perceptions

Changed attitudes

Changed confidence

Influenced leaders and duty-bearers

Negotiations for change

Inspiring

Empowering
Influencing

LONG TERM

Together they've made a lasting change

HOPE
An individual's life direction has changed

A community has solved the challenge it was facing

PEACE
Violence ended (or did not start)

Reconciliation of divisions

EMPOWERED LIVES
Marginalised group no longer discriminated

Improved access or quality of public service

Creating positive change

MISSION

Working to see communities all over the world using music and media to share opinions, collaborate, and explore their creative potential together.

STRATEGIC FOCUS 2 BUILDING PEACE

INPUTS

Partner's expertise and existing programmes

Cutting edge music and media professionals

Proven development practitioners

High quality music and media equipment

STRATEGIC FOCUS 3 BUILDING EMPOWERED LIVES

GOAL

To build better communities by using music and media to create a positive change in their lives.

IN THE LAST YEAR ...

“SOMEONE HAS SPOKEN, SOMEONE HAS HEARD”



SOMEONE HAS SPOKEN

- Delivered **166 MUSIC AND MEDIA SESSIONS** to build confidence and skills in all those who are part of them
- Worked with **2,305 PARTICIPANTS** to heal, unite, inspire and empower through music and media



SOMEONE HAS HEARD

- More than **37,500** have been directly engaged in watching or listening to the messages created in film or in song through targeted engagement in the UK
- An estimated **3 MILLION** were reached through efforts to build peace in Zimbabwe
- Across 12 months, and after 9 years of work in Uganda, an estimated **13 MILLION** have heard messages advocating for children’s rights on the radio and an estimated **22 MILLION** on national television

TOGETHER THEY WILL MAKE LASTING CHANGE



VOCAL BAND

The Bretch Hill Community Choir, also known as ‘Vocal Band’, continues with regular sessions throughout the year. We have built some great relationships with the people who attend the choir, and there is a ‘family’ feel to the sessions which makes newcomers feel very welcome and relaxed. Sarah has been a regular and valued member for over 2 years. She now volunteers as an assistant with the important tasks of setting up the equipment, choosing/ evaluating songs, making cups of tea/ coffee, encouraging other less confident participants.

“The choir builds you up so if you’ve had a bad week you can finish the week on a high. When I started going to the choir I was suffering with loneliness and depression but being part of the choir has changed that by getting me out of the house, making friends and singing - it’s fantastic, it’s really great, I love it.”

- We have delivered 58 sessions with an average of 30 participants
- 4 participants said their mental wellbeing had improved as a result
- 6 felt that they had a greater sense of belonging in their community because of the sessions
- 11 stated they had acquired new skills
- 24 said they were now working with others to inspire a positive change

Last Christmas, the group built up their confidence to perform to 300 people in a live choir event, many singing in public for the first time!

“THE CHOIR BUILDS YOU UP
SO IF YOU’VE HAD A BAD
WEEK YOU CAN FINISH THE
WEEK ON A HIGH ...”

CHANGING TRAX

‘Changing Trax’ trains vulnerable young people to develop technical and social skills, improve employment prospects and create songs with valuable messages to share with the wider community. All of the participants are in a variety of challenging situations which includes homelessness, being alcohol and drug dependent, coming from abusive homes and having poor mental health.

Despite many challenging issues facing the group, some incredible work is taking place.

So far there have been 40 young people that have attended the digital music sessions from a mix of demographics, ethnicities, genders and ages 15-23. They have attended from The Foyer, a centre for young people without a permanent home, and have also been referred from both the Health & Wellbeing Service and the Employability Service. It has been good to see that the project is benefitting a range of young people. A young female participant wrote a very powerful song called ‘I’m not who you say I am’ about a girl who had suffered from verbal abuse by her father as a child which led to self-harming. Her aim is for the song to encourage other young people suffering in a similar way to talk about their circumstances with Childline.

BUILDING HOPE

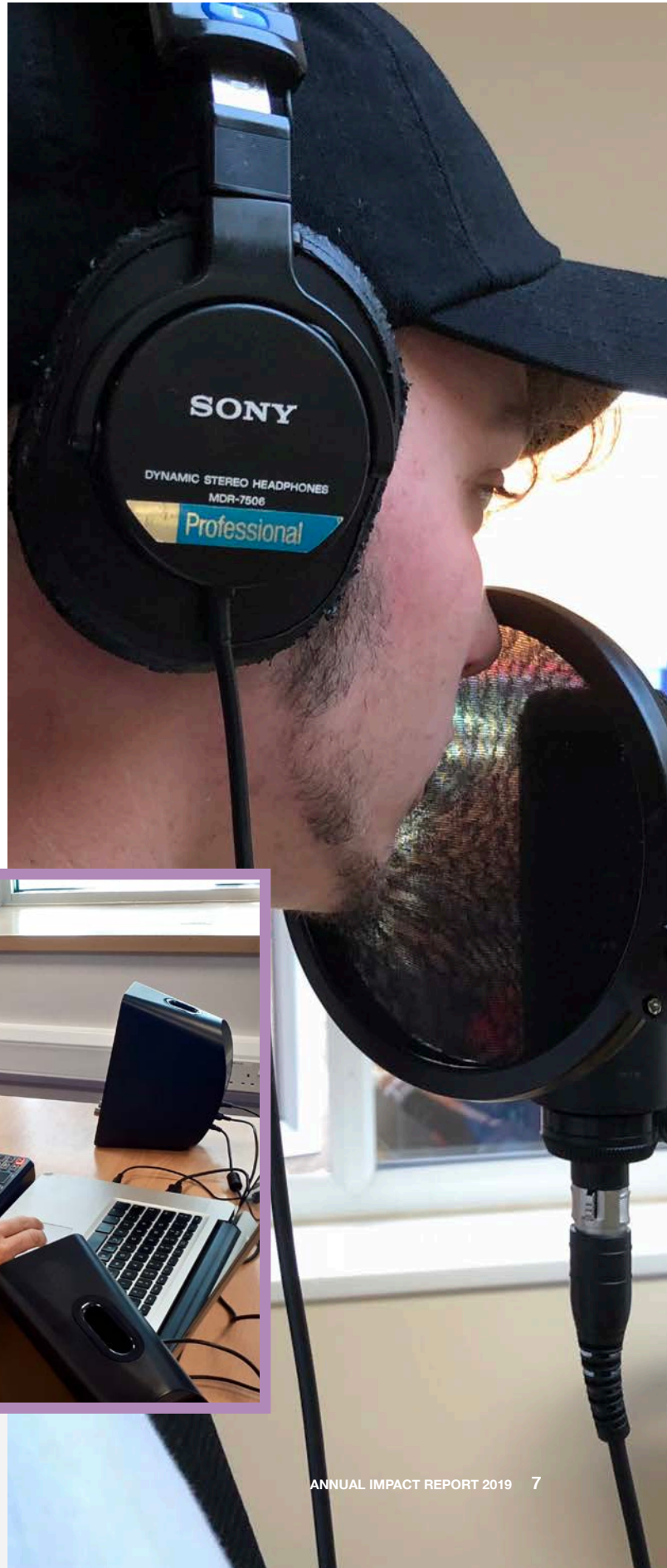
OTHER PROGRAMMES TOWARDS 'BUILDING HOPE':

Oxfordshire Hospital School Music and Media Sessions: supporting children aged 5-18 who are fighting serious illness. Children use the sessions to enjoy the activity or work towards gaining an AQA qualification in digital music and media skills. Next year, we hope to expand the work to include more OHS sites as well as involving the 'home schools' of the pupils.

Watch here: <https://vimeo.com/348828991>

National Deaf Children and Adolescent Mental Health Service Film Sessions: We completed some bespoke sessions to support Deaf children express themselves.

The Hill Transformation: We are working with several partners in Banbury to open a music and media studio as part of a new community centre. Watch this space!



PEACE

INSPIRING PEACE IN NATIONAL ELECTIONS

In 2017 we started a journey of building peace with The Salvation Army in Kenya. The powerful words and catchy melody chorus of "Kenya, My Home" inspired communities across Kenya to 'choose peace' in their national election. It was not long before the music echoed across countries and children in Zimbabwe, with their homeland also facing an election of incredible significance, wanted to write their own version.

Ollie, Taku and Corma travelled to work with schools, youth and music groups to re-record the popular peace anthem. Corma said:

"Zimbabwe is a beautiful country, which despite its economic hardship and political uncertainty, is fostering a hope for a better future. This project was commissioned by The Salvation Army in Zimbabwe, who worked very hard behind the scenes to bring everything together for us.

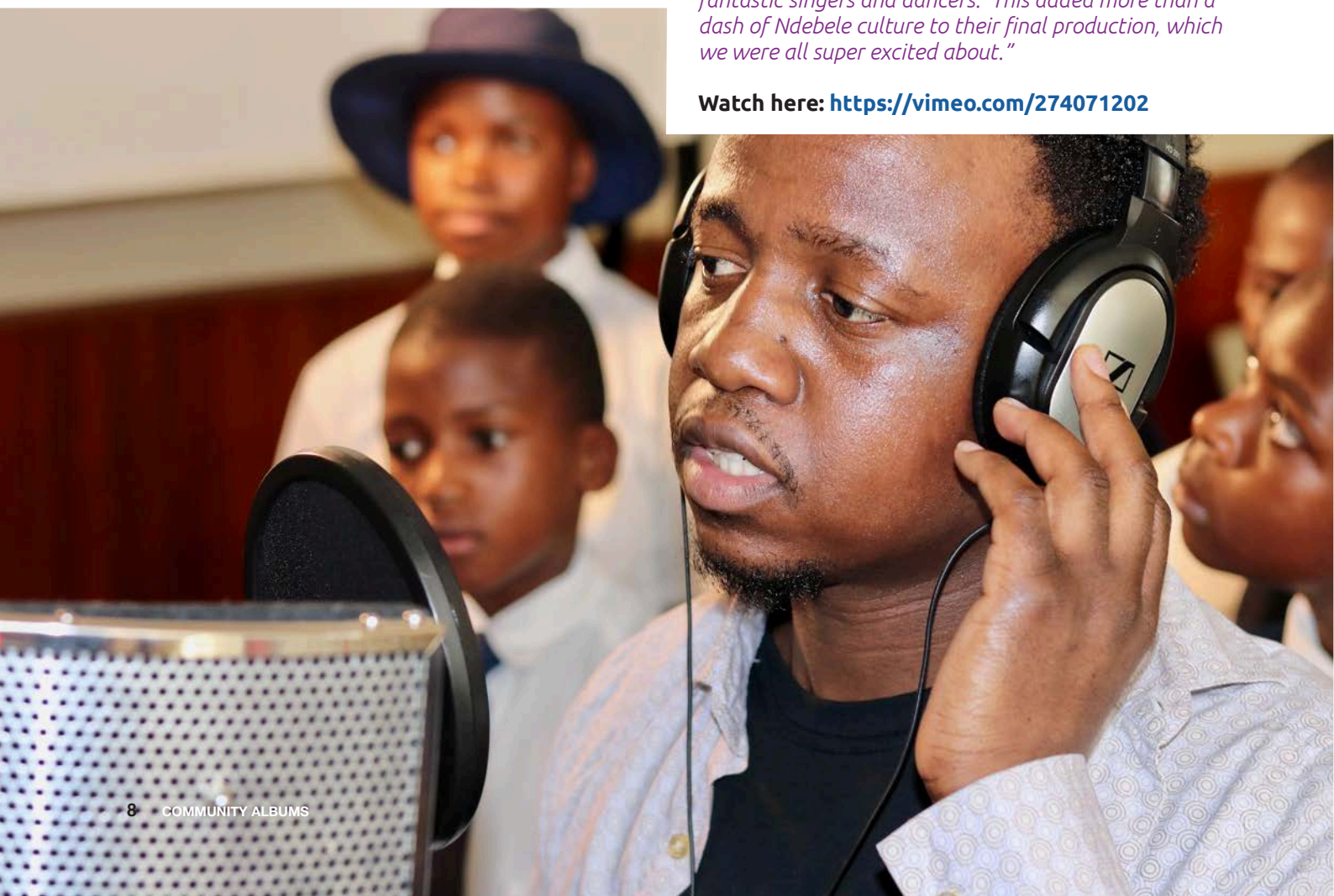
During our time in Zimbabwe, Taku and Ollie worked with 6 different schools to build the chorus and create the melody and lyrics for the song. It was surprising to see just how strong the children's views were on the future of their country and their role in this.



After recording the chorus and verses in Shona and English, we had the opportunity to work with a large number of musicians. It was an epic day in which we recorded over 200 musicians playing shakers, timbrels, brass, drums, guitars, organs and vocals. Everything to give the track its authentic Zimbabwean sound!

Our trip ended with an exciting adventure down to Matopos, where we worked with the Ndebele people. They have a beautiful poetic nature and are also fantastic singers and dancers. This added more than a dash of Ndebele culture to their final production, which we were all super excited about."

Watch here: <https://vimeo.com/274071202>



PEACE

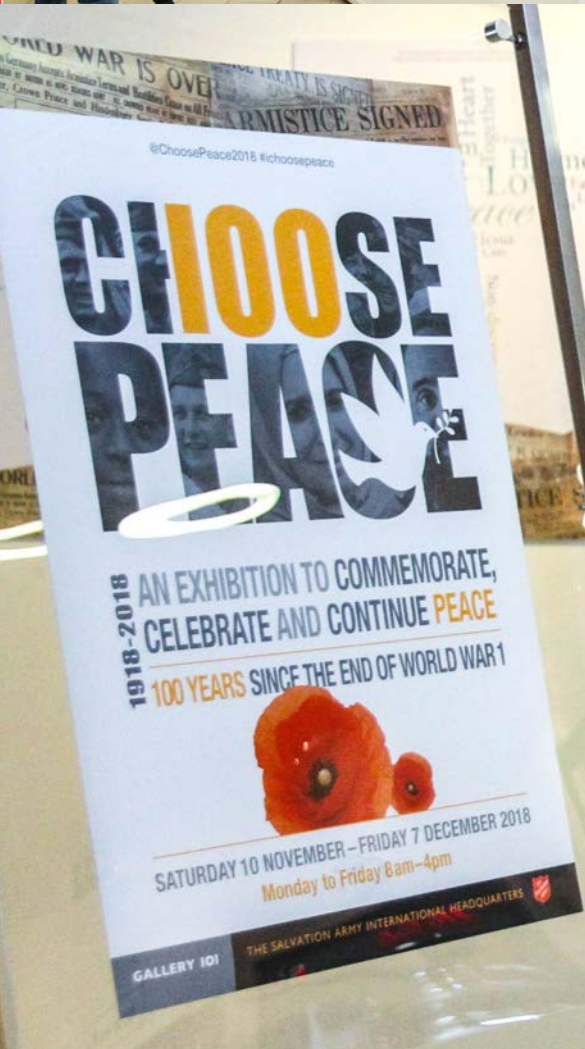
BUILDING PEACE



CHOOSE PEACE: In November 2018, we marked 100 years since the signing of the Armistice in 1918 by leading an exhibition on peacebuilding in central London. 'Choose Peace' aimed to commemorate, celebrate and continue peace. We brought together seven peacebuilding organisations to highlight peace achievements in recent years, to explain why working towards peace is still needed and to encourage more people to 'Choose Peace' in their own lives. It included:

- Stories, photographs and films from our work with The Salvation Army in Kenya and Zimbabwe
- Stories of reconciliation between indigenous and settler populations by The Salvation Army in Canada
- Photographs of reconciliation work by the Archbishop of Canterbury in South Sudan
- Photographs of community peacebuilding efforts by 'Creators of Peace', 'Together 4 Peace' and 'CHIPS'
- Stories of tackling land rights and justice issues in the Philippines by USPG
- Facts and graphs of conflict around the world in 2017 by Uppsala University
- Artistic work portraying the impact of conflict as well as 100 people from 100 countries saying what peace meant to them

Over 25,000 people interacted with the exhibition – both online and in the exhibition space.



OTHER PROGRAMMES TOWARDS 'BUILDING PEACE':

The Salvation Army International: We continue to explore ideas to support The Salvation Army's peacebuilding efforts across Africa.

Bonny Downs Community Association: We will be able to report on our new initiative, starting in East London, to speak out against knife violence and gang culture across the capital and beyond in our next annual report. Watch this space!



EMPOWERED

CHILDREN AT RISK ACTION NETWORK

The Children at Risk Action Network is keeping children safe in Uganda. They are made up of a network of 150 churches, schools and organisations. At the network's hub, a music and media studio 'Hope Studio' has been opened by the network.

In March, Rob spent some time in Uganda working with Solomon, CRANE's music coordinator. He trained him in advanced recording, mixing and mastering techniques. This is just one example of the type of ongoing support that Community Albums give to CRANE.

As well as this, they worked with local musicians and singers on two of the competition winning songs that local children had written. These songs are being used to raise awareness on how children and young people can keep themselves safe from HIV/AIDS and still live a positive and fulfilled life if they already have contracted the disease.

It is pretty impressive that the music and media work achieved annually by CRANE includes:

- Writing songs and making films to promote positive messages
- Give thousands of children access to music and media training through camps, studio activities and community programmes
- Annually reach over 13 million people through radio adverts
- Annually reach over 22 million people through television documentaries, talkshows and adverts
- Next year, we will have worked with CRANE for 10 years. We have commissioned a report to review the impact made by the music and media programme during this time.

“THESE SONGS ARE BEING USED TO RAISE AWARENESS ON HOW CHILDREN AND YOUNG PEOPLE CAN KEEP THEMSELVES SAFE FROM HIV/AIDS ...”



CHANGING TRAX

When Aaron first took part in our 'Changing Trax' programme he was living in the Foyer, not engaging with college and unsure what path he wanted to take with his life. He loved the music sessions and through writing and recording his raps about his life he became more confident and able to communicate what he was passionate about. He realised that he loved being creative so much that he wanted to be involved in the music/ film industries as a 'set-designer'. He re-enrolled in college and then was accepted on a carpenter apprenticeship scheme as the first step on his journey.

EMPOWERED

BUILDING EMPOWERED LIVES



OTHER PROGRAMMES TOWARDS 'BUILDING EMPOWERED LIVES':

National Citizenship Service: We have completed a series of bespoke workshops and 780 young people have participated in exploring how they could use music and media for unity.

St Joseph's Vocational Training College, Kamuli, Eastern Uganda: We have launched a new venture to support 16-25 year olds with their education, and using music and media to express themselves. More updates in the next report!

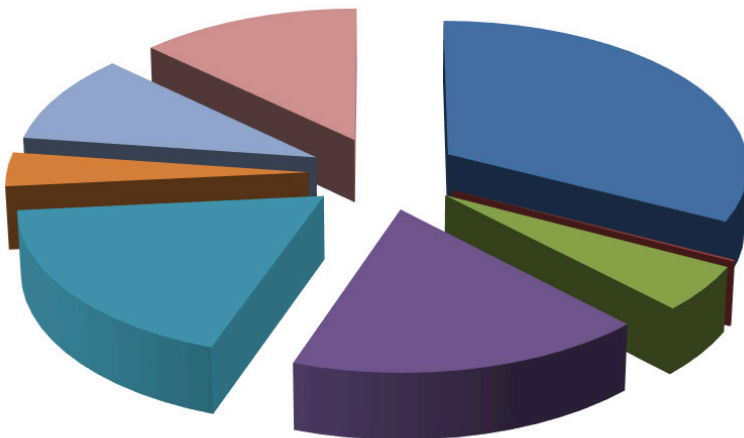




FINANCIAL REPORT

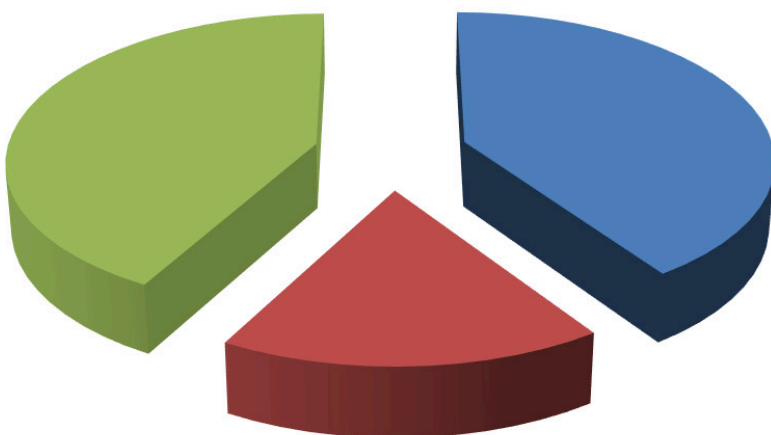
	Predicted in 2020	2019	2018	2017	2016
Income	107,373	55,430	68,009	73,094	55,094
Expenditure	130,654	50,697	58,645	69,070	53,587
Reserves Held	6,518	4,733	9,364	4,020	1,507
Funds brought forward from previous years	30,162	25,429	16,065	12,040	10,533
Funds carried forward to next year		30,162	25,429	16,064	12,040

PROJECT EXPENDITURE: NATIONAL



- Oxfordshire Hospital School £7618
- YMCA £38
- The Hill £1191
- Banbury Foyer £4113
- Banbury Youth Homelessness Project £4250
- Vocal Band £873
- Deaf Cam HS £2310
- National Citizen Service £3028

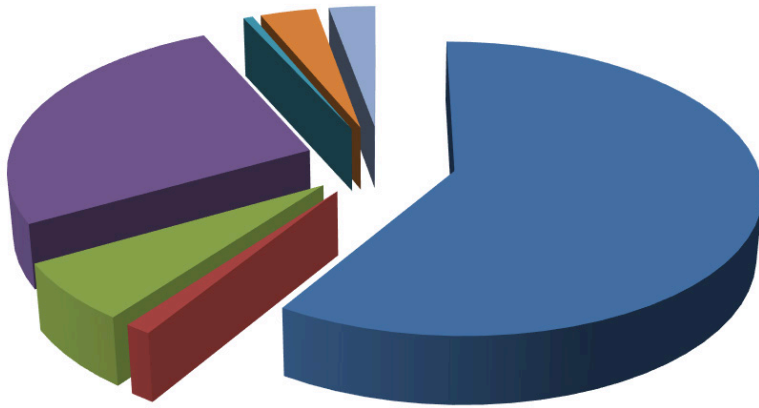
PROJECT EXPENDITURE: INTERNATIONAL



- Children at Risk Action Network, Uganda £2194
- Salesians, Uganda £946
- The Salvation Army, Zimbabwe £2278

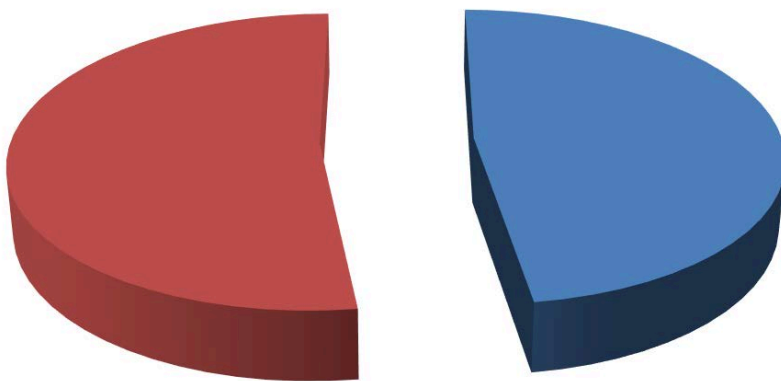


TOTAL ACTIVITY EXPENDITURE



- Wages and Salaries £29,869
- Insurance £633
- Transport £3330
- Legal and Professional Fees £13,390
- Office Costs £298
- Software and Media £1742
- Other Expenses £1435

BREAKDOWN OF SALARY EXPENDITURE



- Wages: Project Delivery
- Wages: Core Activities

Currently we have two staff that work towards core operational activities and a group of 10 incredibly gifted musicians, filmmakers and producers who help us deliver activities with participants. The paid hours of work equates to approximately 48% of the time required to deliver our work successfully. 52% of the total time required to deliver our work was completed on a voluntary basis.

We are grateful to those who gave their time to support our ambition and achievements as a charity, and are working hard to ensure that funds are raised for more staff to support project delivery.

IF YOU WOULD LIKE TO SEE OUR FULL ANNUAL REPORTS, PLEASE VISIT www.charitycommission.gov.uk and search for Community Albums.





TRUSTEES AND STAFF

THANK YOU TO OUR TRUSTEES WHO HAVE GUIDED THE WORK THROUGHOUT THE YEAR!

David Mann, **Chair**

Dave Pilkington, **Vice-Chair**

Dave Newman, **Safeguarding Officer**

Andrew Yates, **Treasurer**

Irini Pantelidou, **New Member**

We are seeking new trustees for our board. If you have a keen interest in our work and are willing to offer your leadership skills with us, please do get in touch. We are especially keen to recruit trustees with marketing/communications experience and legal expertise.

THANK YOU TO OUR STAFF AND PROJECT CONSULTANTS WHO HAVE IMPLEMENTED THE WORK THROUGHOUT THE YEAR!

Elise Belcher, **CEO**

Simon Hill, **National Director**

Rob May, **International Director**

Jan Sheldon, **Operations Manager**

FREELANCE AND PROJECT CONSULTANTS:

Corma Holmes (**Music and Media**)

Clare Lancaster (**Music and Media**)

Michael Mann (**Music and Media**)

Jo Mitchell (**Fundraising**)

Taku Munonyara (**Music and Media**)

Lucy Randell (**Music and Media**)

Glyn Rowlands (**Music and Media**)

Ollie Thomas (**Music and Media**)

Jooles Tostevin-Hobbs (**Graphic Design**)

Psyona Williams (**Music and Media**)

THE COMMUNITY ALBUMS DISTINCTIVE

IMAGINE A WORLD WHERE:

Each person's voice is heard

Communities come together creatively and collaboratively to achieve positive results for all. The foundational barriers and challenges of injustice are met and overcome by self-confidence, healing, unity and far-reaching, long-lasting, community-changing solutions.

We are excited to be heading into the next year of the Community Albums journey.

WILL YOU JOIN US IN BUILDING BETTER COMMUNITIES THROUGH MUSIC AND MEDIA?


CONTACT US

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FIND OUT MORE

-  [Community Albums](#)
-  [@communityalbums](#)
-  [@communityalbums](#)
-  vimeo.com/user11315378



A BIG THANK YOU TO

“TOGETHER, WE ARE BUILDING BETTER
COMMUNITIES THROUGH MUSIC AND MEDIA”

INDIVIDUAL SUPPORTERS, who have given their encouragement, time and financial support.

ORGANISATIONS, who are delivering incredible programmes and we are privileged to play a small role in all they do. Many have also given financial support to the work.

- Archbishop of Canterbury Reconciliation Ministry
- Banbury Foyer
- Banbury Young Homelessness Project
- Barnardo's
- Creators of Peace
- Christian International Peace Service
- The Children at Risk Action Network
- The Hill
- National Citizen Service
- National Deaf Children and Adolescent Mental Health Service
- Oxfordshire Hospital School
- Salesians of East Africa
- The Salvation Army Canada
- The Salvation Army Zimbabwe
- The Salvation Army International
- Sanctuary Housing Association
- Together 4 Peace
- USPG
- Viva
- YMCA

GRANTMAKERS AND OTHER ORGANISATIONS, who have supported us with time, expertise and financial support

- Banbury Charities
- Banbury Town Council
- The Bartle Family Charitable Trust
- Cherwell District Council
- Children in Need
- Easyfundraising
- The Funding Network
- Jordan & Company
- The Lennox Hannay Charitable Trust
- The 29th May 1961 Charitable Trust
- Oxfordshire County Council
- Oxfordshire Community Foundation
- PF Charitable Trust
- Souter Charitable Trust
- South West London and St George's Mental Health Trust
- Thomas Wall Trust
- You HR Consultancy



FIND OUT MORE

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