

Project report

“MUSIC FOR THE ELDERLY” & “DON’T STOP THE MUSIC”

The goal of this document is to provide an overview of the projects “MUSIC FOR THE ELDERLY” & “DON’T STOP THE MUSIC” conducted by the MOCA foundation. The overview will focus on the project’s goals and results, planning and finally conclusions.



MUSIC FOR THE ELDERLY

The project “music for the elderly” have had the goal of bringing music to the residents of the Jewish retirement home Beth Shalom. The project focused on musical concerts involving the children of music school concertino, kids from the community and their families.

The foundation aimed to continue this initiative, expand, and support both the educational and musical aspect of the children education and the welfare of the Beth Shalom residents.

During the planning of this projects, we were unfortunately got held back by the COVID crisis and the restrictions it brought. **The MOCA foundation did not stop!**

we provided the residents with online concerts of the kids and families; we came to the location with smaller ensembles and provided the Beth Shalom residents with special event celebrations and collaborations with other organizations.

Our series of concerts had to be adjusted but resulted in great success.

We are proud to have overcome the logistic problems and find a way to keep the values and goals of this important project intact!

DON'T STOP THE MUSIC

The goal of the project was to provide a series of 20-25 music lessons and musical activities, to bring musical education and music familiarity to the children and inspire children to take upon a musical activity and to recognize special talents.

Same as the other projects MOCA encountered the difficulties of the COVID-19 restrictions and had to adjust accordingly.

The music lessons planning had to be adjusted several times but took place fully. MOCA provided a series of music lessons introducing musical instruments, rhythms, theory, concerts, ensembles formations and special musical projects.

Children received the opportunity to work together as a group and as individuals to create music. Many of them chose a more professional or an expert with a particular instrument and some went further exploring.

At this instance the foundation provided a hybrid program including online lessons, physical lessons, concerts on location and live streaming of concerts.

The foundation also worked with a technical team to record, film, edit and produce musical clips.

These activities led to further collaboration and planning of music lessons to different age groups, additional concerts, and many other opportunities to create, produce and promote music education.

The technical knowledge the foundation and its collaborators achieved is now embedded as a standard in its activities.



CONCLUSIONS, EVALUATION & RECOMMENDATIONS

The direct examination and evaluation of these projects and the recommendations are very difficult! The limitations Covid-19 brought created a lot of deviations from the foundations original planning and budget.

The organizations and collaborators involved suffered considerable financial distress, closing of locations and many other unforeseen effects.

The character of the activities had to be adjusted and the complete organization had to be modified.

Due to these circumstances, the MOCA foundation realized that having the flexibility and variety of both the organization and the artistic aspects will be able to provide a wide range of possibilities and maximize the reach and efficiency of our projects.

Most concerts are now being recorded and streamed; activities can now be presented also in a Hybrid format. MOCA is working with several new organizations, larger network, and a versatile performance structure.

The foundation adjusted, learned, and develop from this crisis and created a stronger foundation to proceed with its activities.

The financial adjustments MOCA had to endure created the opportunity to invest in audio/visual equipment, educate and train our staff and find more and creative ways to educate, perform and bring music to the community and many ways and forms.

With the help of our technical team, we live broadcast our concerts, hosted online events, and created musical clips.

We changed the size and formats of our ensembles to be able to fit the maximum amount of people per location and still provide live concerts to the residents.

Overall, we are very happy and proud to have maintained our activities and achieved this project's goals.



OVERVIEW COLLABORATIONS

The MOCA foundation collaborated with the following organizations:

JBO | NIK | Dutch-Town | Israeli Embassy | Beth Shalom | Sinai | Maccabi | JCC | Chabad | JYP | Joodse gemeente Amsterdam | AMOS | Chabad Utrecht | Jewish community Bussom |

OVERVIEW OF ACTIVITIES

25 music education lessons | Percussion workshops | 31 concerts | Junior orchestra | pop ensemble | chamber music ensemble | Video clips recording | Concerts streaming | special Chanukah events | Jerusalem day event | Independence Day event | concert evenings (multiple instruments) | Purim | Memorial Day event | Shabbat project Maastricht | Jazz afternoon concert | Rosj ha Shana concert | Holocaust Memorial Day | Yad va Shem |

SOME MEDIA OVERVIEW

Here is a short overview of uploaded media of our activities during this period. Some videos are UNLISTED for privacy purposes.

https://youtu.be/sX_p-pjwoQ | <https://youtu.be/5K3H8dEWpjA> |
<https://www.youtube.com/watch?v=PegrVdzhGZ4> | https://youtu.be/mU_ZHHYHLvk |
https://www.youtube.com/watch?v=M3PrrYhm_Gc |
<https://www.youtube.com/watch?v=cuBAX2OlghA> |
<https://www.youtube.com/watch?v=iVmCEOwRiq4> | <https://youtu.be/7VIXCDkrDqQ> |

