

Musicians on Call



General Information

Nonprofit
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Mission & Impact

Statements

Mission

Musicians On Call (MOC) is a 501c3 nonprofit organization that connects musicians to healthcare environments and hospitals, bringing the healing power of music, through live and innovative programming, to the bedsides of patients battling illness and injury across Middle Tennessee and the country.

Background

Founded in 1999, MOC has spent 25 years sharing transformative live music with children, adults, Veterans, seniors and caregivers through its Bedside Program. In 2007, Musicians On Call launched the first-ever Bedside program in Nashville; sending Music City's talented musicians to the bedside of hospital patients experiencing medical hardship. Over a decade of operations, MOC established fifteen weekly Bedside Programs in Middle TN; serving over 200,000 hospital patients, their family members, and caregivers within adult hospitals, children's hospitals, VA facilities, hospice care, longterm care and behavioral health facilities in the region. In the COVID-19 era, Musicians On Call transformed MOC Virtual to help ensure that these beneficial live music performances continue to reach Nashville and Middle Tennessee hospitals overwhelmed amidst the stress and isolation of the pandemic. This program utilizes a custom-built innovative streaming virtual technology, developed in Nashville, a robust network of talented Middle TN musicians, and creative partnerships with Nashville hospitals to carry on the mission of providing the healing power of music to patients, family members and caregivers across the region. No other organizations in Middle Tennessee share this innovative approach, network of hospital partners, or the existing impact of serving over 40,000 hospitalized Middle Tennesseans through the pandemic season. MOC has made a full-fledged return to in-person programs with MOC Bedside once more in a renewed effort to sustain and expand the healing power of music throughout Middle Tennessee. Musicians On Call has been recognized for the innovative approach and impact of its virtual and in-person Bedside Programs by major media outlets and industry leaders including Forbes, Fast Company, The TODAY Show, and The Tennessean. And, in addition to its service to patients and healthcare facilities, MOC was awarded a spot on the "Best Place to Work" list among all nonprofits in the US by The Nonprofit Times 6 years in a row.

Impact

James, a Vietnam Veteran at the Nashville VA Medical Center, experienced the deeply moving and healing power of music during MOC's Concert for Veterans live at the Nashville VA. Musician HunterGirl's performance moved James to tears, evoking powerful and intimate memories. He shared that "Music heals. Because without music, what do we have?" He is not alone in this sentiment as hospital administrators have said: "each week Musicians On Call and their volunteers provide relief, comfort, and support through the healing power of music either virtually or in person...our staff has noted the incredibly positive impact that these music performances have on patients, family members, and staff and the overall environment." These programs create profoundly meaningful experiences that relieve stress, improve moods, and supplement the recovery of individuals facing the challenges of hospitalization. In Musicians On Call's own research surveys, among hospital partners 100% of staff participants agreed that the program created a morale boost and led to an increase in patient positivity; leading to better patient-caregiver relationships. Finally, through MOC's Hospital Partner Survey, which surveyed staff across 9 partner facilities, 97% of hospital staff and caregivers agreed that the Bedside Program generated 'morale boost amongst staff, led to an increase in patient positivity, and/or led to better patient-to-caregiver relationships.'

Needs

Needs Statement: 1) Financial support to transition MOC's new innovative program management platform across Middle Tennessee hospital partners 2) Local corporate partnerships to sponsor individual programs and specialized events for caretakers and patients 3) Expand partnerships and relationships with community organizations across the region; building a culturally rich and passionate base of volunteers and champions 4) Diversify individual donor base and generate long-term program sustainers 5) Expand network of foundation relationships

Statement from CEO/Executive Director

Musicians On Call is unique in bringing music to the bedsides of patients in healthcare facilities. We know that music lowers blood pressure, brings relaxation, helps with pain management and the need for pain medication, lowers heart rate and stress hormones and just makes you feel better. MOC remains the sole leader in providing live bedside music performances to hospital facilities across the nation. The organization deploys a diverse pool of local talented volunteer musicians to deliver touching performances to each patient. Many of the local volunteer musicians have built strong grassroots community ties through their careers playing locally and engaging community members in a one-on-one level. Ultimately, MOC programs are leveraging the strength of the local music community to directly serve fellow community members receiving life-altering treatment in healthcare facilities. I am very proud of how MOC has grown in the past 25 years and the fact that we've played for over 1,000,000 individuals nationwide. Often, the live music means as much to hospital staff and families as it does to the patients and our musicians have said that the experience for them is transformative. Our goal is to continue to grow throughout Middle Tennessee and the United States.

Statement from Board Chair

Service Categories

Primary Category
Secondary Category
Tertiary Category

Arts, Culture & Humanities - Music
Health Care - Patient & Family Support

Areas Served

Serving patients at the following hospitals, Vanderbilt University Medical Center, Monroe Carell Jr. Children's Hospital, Nashville and Murfreesboro VA, TriStar Centennial Medical Center, Centennial Women's and Children's Hospital, Alive Hospice, and Sarah Cannon Cancer Center.

TN - Davidson, TN - Rutherford

Programs

MOC Bedside Program

Description

MOC's primary program, MOC Bedside began operating in Middle Tennessee in 2007. MOC Bedside enlists hundreds of local volunteer musicians, with the assistance of volunteer guides, to provide in-person bedside music performances to positively transform each patient's hospital environment and complement their healing process. Volunteer musicians and guides make these visits on a daily basis, reaching a total of 10 partner facilities with 15 programs each week in Middle Tennessee. Additionally, MOC works with celebrity artists throughout the year; providing unforgettable moments to both the artist and admiring patients. In previous years MOC has connected notable artists like Keith Urban, Kelly Clarkson, and Amos Lee. Thus far, the Bedside Program has delivered the healing power of music to over 160,000 patients, family members, and caregivers in healthcare facilities across Middle Tennessee.

Budget \$401,995.00

Population Served General Public
People with Other Health Conditions
People/Families of People with Cancer

Music Pharmacy Program

Description

Musicians On Call (MOC) offers hospital partners "Music Pharmacies" consisting of tablets equipped with Pandora and top-of-the-line Bose headphones to provide patients access to streaming music right at their bedside. These "Pharmacies" act as a musical engagement opportunity and elevate the patient experience during their stay. Each Music Pharmacy arrives completely set up and ready for patient use. Musicians On Call has worked with Pandora's curation teams to create custom "mixtapes" designed specifically with patients in mind. For example, the "Prescription Strength" mixtape has upbeat anthems to help take on the day or patients can tune into MOC's "Chill Refill" mixtape for a playlist of calming songs to help them unwind. Through Music Pharmacy 2.0 MOC volunteers are able to add a "Dose of Joy" to each patient bedside.

Budget \$44,200.00

Population Served Seniors
Children and Youth (0 - 19 years)

MOC Virtual Program

Description

The onset of COVID-19 caused an immediate and major disruption to in-person hospital programs and volunteers. Fortunately, through the support of integral Middle Tennessee partners, MOC had 5 years of cultivating and building the essential program partnerships and infrastructure of its Virtual Program.

Using quality streaming technology, including new Zoom video conferencing, and customized live program streams for partners, this program enables the organization to transcend the barriers and isolation of the pandemic and continue ensuring that patients, their family members and caregivers are able to continue receiving the emotional support and mental health benefits of live music programming. Each Virtual Program provides interactive live music performances, including song requests, which are broadcast from the safety of musicians' homes to TV monitors and tablets at the bedsides of patients.

Budget \$82,948.00

CEO/Executive Director/Board Comments

Musicians On Call offers a way to transform the hospital environment with the familiar benefits of live music, thanks to the efforts of hundreds of talented volunteer musicians. When surveyed, 97% of staff at MOC hospital partners agreed that the program created a morale boost amongst staff, led to an increase in patient positivity, and led to better patient-caregiver relationships. MOC has also received an outpouring of testimonials detailing the impact this program has made in the hospital. One nurse in the oncology unit explained, "so many parents stop me and say that the visit a musician made to their child's room, or performed in the studio, completely changed their hospital experience".

Governance

Board Chair
Company Affiliation
Term
Email

Alissa Pollack
 iHeartMedia
 December 2021 to December 2024
 alissapollack@iheartmedia.com

Board of Directors

Name	Affiliation	Status
Nancy Oaks	Genentech	NonVoting
Miles Adcox	Onsite Media	NonVoting
Michele Ballantyne	RIAA	NonVoting
Camille Cain Barnes	CCB Events	NonVoting
Michael Crisci	Eisai	NonVoting
Sara Crown Star	Philanthropist	Voting
Allison Davenport	CEO, Riveredge Hospital, affiliated with Universal Health Services	Voting
Charles Esten	Musician	Voting
Mark Flaherty	Warner Records	NonVoting
Elise Friedman	Philanthropist	NonVoting
Michelle Frohlich-Klinger	Philanthropist	Voting
Mr. Mitch Glazier	Recording Industry Association of America	Voting
Tena Griffith	Southwest Airlines	NonVoting
Sam Hollander	Songwriter	Voting
Mr. Josh Joseph	Founder & CEO, Big Plan Holdings	Voting
Mr. Jeff Jowdy	President & Founder, Lighthouse Counsel	Voting
Mr. Stephen Mack	Mack Real Estate Group	Voting
Leigh Malleus	UMG	NonVoting
Tom Manatos	Square	NonVoting
Mr. Alex Merchan	Executive Vice President Marketing, Live Nation/ HOB Entertainment	Voting
Alicia Mitchell	Senior Vice President of Communications, American Hospital Association	Voting
Mary Mockus		NonVoting
Marcel Pariseau	Publicist and Owner, True Public Relations	Voting
Lee Perlman	Greater New York Hospital Association	Voting

Mr. Tom Poleman	iHeartMedia	Voting
Mrs. Alissa Pollack	iHeartMedia	Voting
Todd Rubin	Hughston Clinic Orthopaedics	Voting
Mr. Steve Savoca	Apple Music	Voting
Mr. Michael Solomon	Brick Wall Management	Voting
Mr. Ronn Steen	Thompson Burton PLLC	NonVoting
Cathy Sullivan	Baker Sullivan Hoover PLC	Voting
Mr. Doug Swanson	HCA	NonVoting
Mr. Shane Tarleton	Warner Music Group	NonVoting
Lou Tedesco	AIP	NonVoting
Leslie Thieriot		NonVoting
Mr Rome Thomas	Freesolo Entertainment	Voting
Mr Vivek Tiwary	Tiwary Entertainment Group	Voting
Mr. Rick Whetsel	Vice President, G7	Voting
	Entertainment Marketing	
Tres Williams	Entrepreneur/Philanthropist	NonVoting

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	1
Caucasian	16
Hispanic/Latino	1
Native American/American Indian	0
Other	0

Board Demographics - Gender

Male	16
Female	6
Unspecified	0

Governance

Board Term Lengths	3.00
Board Term Limits	
Board Meeting Attendance	92%
Does the Organization have written Board Selection Criteria?	Under Development
Does the Organization have a Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100%
Percentage Of Board Members Making In Kind Contributions	60%
Does the Board include Client Representation?	Yes
Number of Full Board Meetings Annually	4

Risk Provisions

Accident and Injury Coverage
 Commercial General Liability
 Commercial General Liability and D and O and Umbrella or Excess and Automobile and Professional
 Directors and Officers Policy
 Disability Insurance
 Medical Health Insurance
 Workers Compensation and Employers' Liability

CEO/Executive Director/Board Comments

Since Musicians On Call has now been established in Middle Tennessee for over 10 years, we have taken the liberty of restructuring our Advisory Board to improve participation and utilize our collective resources. The Advisory Board is comprised of individuals in a variety of industries who serve to enhance the Nashville branch of MOC. Each local Advisory Board has a membership of individuals who assist with fundraising, sponsorship, entertainment and other areas. A MOC staff person from each local branch sits on the Board as the representative to Musicians On Call and provides the Board with reports on the goals and activities of each branch. Advisory Board members are nominated by a Nominating Committee, MOC staff, national Board Members or other Advisory Board participants. Each member listed above has attended orientation and has made a commitment to serve a three-year term. They each will serve on a committee and support all local events that benefit MOC. Each Advisory Board member has also pledged to raise \$2,500 to support the Nashville branch. By implementing these new guidelines, the Advisory Board members are more engaged and prepared for active board participation. We anticipate that stronger relationships will develop and a targeted approach to fundraising will increase revenue and have additional support in securing sponsors for our events.

Management

Executive Director

Mr. Pete Griffin

Email

pete@musiciansoncall.org

Term Start

March 2014

Pete's Experience: Pete Griffin, President and CEO of Musicians On Call (MOC), has an extensive and diverse background that spans the music, entertainment and nonprofit industries. He has worked in executive roles at MTV, Big Brothers Big Sisters, and Iraq and Afghanistan Veterans of America (IAVA). While managing social causes at MTV, his team won an Emmy Award for Best National Community Service Campaign and Pete has spoken about engaging communities around social causes everywhere from the White House to the United Nations. In his eight years with Musicians On Call, Pete has been instrumental to the organization's growth, quadrupling the number of cities Musicians On Call's programs are in and doubling the organization's fundraising efforts. Through MOC's Bedside Performance Program, Pete and his team have brought the healing power of music to over 1,000,000 patients, families, and caregivers across the country. In response to COVID-19, Pete led the team in expanding MOC's Virtual Bedside Performance Program, bringing Volunteer Musicians and artist supporters to perform virtually for patients and healthcare workers on the frontlines in hospitals. In 2020 Musicians On Call delivered the healing power of music to more than 150,000 people, the most people in a single year in the organization's history. Pete's vision and leadership have garnered national attention for the organization, with features in the Wall Street Journal, Rolling Stone, The Today Show, Forbes, Billboard and CBS Sunday Morning. He has been named Nashville Business Journal's Most Admired Nonprofit CEO's three times, and was also recognized on the TIAA Difference Maker 100 List and Nashville Business Journal's Healthcare Heroes and 40 Under 40 lists. Musicians On Call was also included on The NonProfit Times' "Best Nonprofits to Work For" in America list for six consecutive years.

Staff

Number of Full Time Staff	24
Number of Part Time Staff	0
Volunteers	300
Contractors	0
Staff Retention Rate	100%

Plans & Policies

Fundraising Plan?	Yes
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Strategic Plan?
Years Strategic Plan Considers When Strategic Plan Adopted?
Management Succession Plan?
Policy and Procedures Plan?
Nondiscrimination Policy?
Whistle Blower Policy?
Document Destruction Policy?

Yes
 5
 January 2021
 No
 Yes
 Yes
 Yes
 Yes

Senior Staff

Name

Jenny Methling
 Katy Epley
 Pete Griffin
 Elizabeth Black
 Nicole Rivera
 Sara Kolodziejczak
 Kat Weeks

Title

Senior Director of Strategic Partnerships
 Executive Vice President
 President
 Vice President of Operations
 Vice President of Programs
 Vice President of Fundraising
 Vice President of Marketing

Formal Evaluations

Is there a formal evaluation for...

CEO/Executive Director Yes
Senior Management Yes
Non-Management Yes

Frequency

Annually
 Annually
 Annually

Financials

Financials

Fiscal Year Start

01/01/2024

Fiscal Year End

12/31/2024

Projected Revenue

\$4,600,000.00

Projected Expenses

\$4,100,000.00

Detailed Financials

Revenue and Expenses

Fiscal Year	2023	2022	2021
Total Revenue	\$2,892,411.00	\$2,867,621.00	\$3,486,106.00
Total Expenses	\$3,417,433.00	\$2,852,651.00	\$2,474,175.00
Revenue Less Expense	(\$525,022.00)	\$14,970.00	\$1,011,931.00

Revenue Sources

Fiscal Year	2023	2022	2021
Foundation and Corporation Contribution	\$0.00	\$0.00	\$0.00

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Government - Federal	\$0.00	\$0.00	\$0.00
Government - State	\$0.00	\$0.00	\$0.00
Government - Local	\$0.00	\$0.00	\$0.00
Government - Unspecified	\$33,250.00	\$276,710.00	\$597,664.00
Individual Contributions	\$2,405,596.00	\$2,364,296.00	\$2,462,628.00
Indirect Public Support	\$0.00	\$0.00	\$0.00
Earned Revenue	\$2,749.00	\$2,900.00	\$5,240.00
Investment Income, Net of Losses	\$29,229.00	\$20,966.00	\$21,882.00
Membership Dues	\$0.00	\$0.00	\$0.00
Special Events	\$240,559.00	\$102,258.00	\$59,792.00
Revenue In-Kind	\$174,949.00	\$84,766.00	\$338,865.00
Other	\$0.00	\$15,725.00	\$35.00

Expense Allocation

Fiscal Year	2023	2022	2021
Program Expense	\$2,209,350.00	\$1,973,698.00	\$1,741,241.00
Administrative Expense	\$271,007.00	\$559,139.00	\$232,146.00
Fundraising Expense	\$937,076.00	\$319,814.00	\$500,788.00
Total Revenue/Total Expenses	85%	101%	141%
Program Expense/Total Expenses	65%	69%	70%
Fundraising Expense/Contributed Revenue	27%	11%	20%

Top Funding Sources

Fiscal Year	2023	2022	2021
Top Funding Source & Dollar	Contributions, Gifts, and Grants -	Contributions, Gifts, and Grants -	Contributions, Gifts, and Grants -

Amount	\$2,405,596.00	\$2,364,296.00	\$2,462,628.00
Second Highest Funding Source & Dollar Amount	Fundraising Events - \$240,559.00	Government Grants - \$276,710.00	Government Grants - \$597,664.00
Third Highest Funding Source & Dollar Amount	Noncash Contributions - \$174,949.00	Fundraising Events - \$102,258.00	Noncash Contributions - \$338,865.00

Assets and Liabilities

Fiscal Year	2023	2022	2021
Total Assets	\$3,351,312.00	\$3,755,053.00	\$3,633,934.00
Current Assets	\$1,704,610.00	\$2,035,618.00	\$2,947,880.00
Long-Term Liabilities	\$350,000.00	\$0.00	\$0.00
Current Liabilities	\$587,771.00	\$725,651.00	\$584,841.00
Total Net Assets	\$2,413,541.00	\$3,029,402.00	\$3,049,093.00

Endowment Info

Do you have an endowment?

Yes

Endowment Value

\$113,220.00

Spending Policy

N/A

Percentage (if selected)

Capital Campaign Info

Currently in a Capital Campaign?

No

Solicitation Permit Info

State Charitable Solicitations

Permit

Under Extension

CEO/Executive Director/Board Comments

With new fundraising initiatives in place, MOC expects to see a great deal of growth across the board over the next year. MOC is continuously strengthening its financial security through several fundraising initiatives already completed or on the horizon, through 2018, including generous grants

from various organizations and foundations, online auctions, merchandise campaigns, and the continuation of community event partnerships like Nash FM and national partners like Southwest Airlines.