



FAITH MUSIC CENTRE

Introduction



Location: Singapore

Industry: Music

Founded in 2008

Image Credit to Faith Music Centre

A member of the Singapore Centre for Social Enterprise (raiSE), Faith Music Centre was set-up in mid-2008 to equip learners with music proficiencies in keyboard, piano, guitar (acoustic/ lead/ bass), vocal, drum and ukulele, and leading them to perform solo, in bands or ensembles. Our music learners include children, mature adults to senior citizens. In addition to able-bodied persons, our learners also include persons with disabilities (PWDs). The two social missions are:

1) LEARN IN FAITH, SERVE WITH LOVE

One of Faith Music Centre's social mission is to impart learners with music skills and leading them to share the joy of music in old age and children homes in Singapore.

2) TRANSFORMING DISABILITY INTO A DIFFERENT ABILITY

The other social mission is to impart music skills to Persons with disabilities (PWDs) with the objectives of:

- Enabling PWDs to contribute to the society by sharing the joy of music to residents in old age homes
- Enabling PWDs a source of income & allowances for their music works.

Highlights

- Awarded Best of the Best Enrichment Learning School Award 2014/2015
- Enabling Employers Award 2014
- Promising SME 500 Award 2014



Social Problem

Mr Alvin Yeo, founder of Faith Music Centre, believed that taking up music can help those with physical disabilities find employment opportunities – such as becoming performers or instructors. While he acknowledged that the learning curve is steeper for them, he believes with commitment and determination, they too can play and perform like any other able-bodied persons.

He started Faith Music Centre with the social objective of:

1. Equipping PWDs with music proficiency so that they are able to contribute to the society by sharing the joy of music with residents in old age and children homes
2. Encouraging PWDs to use music as an employability skill for income & allowances

Social Intervention and Impact Created

1) Social Impact- First Visually Impaired Band- VIB



The formation of the First Visually Impaired Band- VIB in 2013 and later other visually impaired bands such as The Young Hearts, Meteorites, etc that the world is now able to enjoy. “Let our blind bands open the eyes of the sighted through music!”

Pic: VIB Band during Performance at the Ministry of Health in Feb 17

2) Social Impact- First Mixed Disability Band- Cactus Rose



The formation of the First Mixed Disability Band- Cactus Rose Band and later other mixed disability bands where Faith Music Centre inculcates that “Disability is not a barrier to learning” and “we should just try to change our methods of teaching”.

Pic: Cactus Rose Band, a 7 piece mixed disability band comprising of a drummer with Developmental Disabilities, a bassist with Multiple Disabilities, a keyboardist with Visual Impairment, a second keyboardist with Autism, a percussionist with intellectual disability and a guitarist and a vocalist with Visual Impairment during the TODAY Enable Fundraising Dinner in Feb 17.



3) Social Impact- Singing Lotus Concert Series (2014- 2016)



A concert series that debut in 2014 where Faith Music Centre creatively integrated its works on music with Persons with Disabilities through the Singing Lotus Concert series in partnership with Sengkang Health, Singapore Pools and SG Enable. The Annual Singing Lotus Concert is not about presenting perfect music but accepting music learning as a journey of hits and misses, and embracing the beauty of it all in every step.

Pic: Singing Lotus Concert 2016 “Learn To Fly”,

4) Social Impact- Music as an Employability Skill



A new pathway for persons with disability by using music as an employability skill for persons with disability to have a career and to compete successfully with other able bodied bands for income and allowances. Through Faith Music Centre’s efforts, persons with disability have found employment as music instructors and our persons with disability bands have been hired for corporate, social and public performances.

Pic: Another of our Persons with disability band, The Fireflies hired for performance.

5) Social Impact- An Inclusive Community



An inclusive community by embracing diversity through integrating both young & not-so-young persons with disability with able bodied persons, staff, music trainees, their caregivers and corporations to work together through music. “Despite our differences, let music be the common denominator”. Since 2008 to present, Faith Music Centre had organized 194 social performances for persons with disabilities to share the joy of music to residents in old age homes. This platform not only offers persons with disabilities to contribute to the society through social work but also a renewed perspective in life that “persons with disability can help themselves and also others”.

Pic: Able bodied music learners, persons with disability music learners, their caregivers and corporate partners in Faith Music Centre performing together to share the joy of music to residents of the SILRA Home on Nov 16.



Business Model

At Faith Music Centre, full band music courses are offered including Drum, Guitar (Acoustic), Bass Guitar, Keyboard, Piano, Ukulele and Vocals. No musical background is required and students upon reaching a certain level of proficiency, may choose to partake in Faith Music Centre's Band Mentorship Program where they will be grouped together with students who have learnt other instruments to form bands.

In addition, Faith Music Centre offers creative teambuilding & leadership workshops locally and overseas. Conducted by experienced and qualified facilitators, our workshops are conducted through the use of music. Using music as a conduit, we hope to help participants understand the:

- 1) Forming & Norming process of a team by equipping them with basic music instrument skills;
- 2) Storming & Performing process of a team by getting them to put up a music performance together.

Current Marketing Efforts

Online Presence and Social Media

- Facebook (Faith Music Centre): 575 likes and 562 followers
- Website
- Youtube Channel (faithmusiccentreFMC): Uploads of performances.

Challenges Faced and Project Scope

One of the key priorities for Faith Music Centre is to seek more performance opportunities for its Persons with disability bands so that they are able to earn more income and allowances for their music skills. In this aspect, Faith Music Centre faces challenges in creating a presence through social media as a marketing tool for its Persons with Disability Bands;

The proposed project scope is to:

- 1) Evaluate current social media marketing effectiveness;
- 2) Propose areas of improvements on current social media marketing practices;
- 3) Improve its social media presence to outreach to current and potential corporations for its persons with disabilities bands for more music performances opportunities.

Useful Links and Resources

Company Website: <http://faithmusic.com.sg/>

Facebook: <https://www.facebook.com/Faithmusiccentre>



Additional References

Article by TODAY – TODAY Enable Fund raises \$265,000

<http://www.todayonline.com/singapore/today-enable-fund-raises-s265000>

Article by The Straits Times – Music school gives voice to those with disabilities

<http://health.asiaone.com/health/health-news/music-school-gives-voice-those-disabilities>

Interviewed in Mediacorp News on Channel 8 & Channel U

<https://www.youtube.com/watch?v=-LE14ZuyIQM>