



## Our Dementia Choir Ethics and Values

12/03/26

### 1. Purpose

To propose a formal statement of the core ethics and values underpinning Our Dementia Choir, ensuring alignment with charitable objectives, safeguarding responsibilities, and being mindful of the charities long-term strategic direction.

Our Dementia Choir was established to improve the lives of people living with dementia through music, connection, and public advocacy. While strong values have been evident in practice since inception, a formally documented ethics and values framework will:

- Strengthen governance and accountability
- Support funding applications, partnership and sponsorship decision making.
- Provide clarity and consistency for staff and volunteers
- Reinforce safeguarding standards
- Guide strategic growth and decision-making

### 2. Proposed Core Ethics & Values Framework



## 2.1 Dignity & Person-Centered Practice

*We recognise every member as a whole person, not a diagnosis.*

- Use of respectful, person-first language
- Recognition of life histories and identities
- Recognition of the importance of family grief support and positive engagement beyond the choir

## 2.2 Inclusion & Accessibility

*Participation in our choirs is open, adaptive, and welcoming. **Everyone** feels welcome and included.*

- No auditions or performance pressure
- Sessions and opportunities to sing accommodate varying cognitive and physical needs
- Carers and family members welcomed

Our Dementia Choir is committed to creating an environment where people from all ethnic, cultural, and linguistic backgrounds feel welcomed, respected and represented. We recognise that experiences of dementia, access to support, and engagement with music can vary across cultures, and we actively work to ensure our activities reflect and celebrate this diversity.

Our Dementia Choir is committed to ensuring that economic status is never a barrier to participation. No individual will be excluded from choir activities due to inability to pay. Travel costs for those unable to pay will be considered, within the financial constraints of the charity.

## 2.3 Empowerment Through Music

*Music is a shared experience that promotes confidence, connection and joy.*

- Focus on strengths rather than deficits
- Opportunities for meaningful public performance and education
- Member involvement in song choice and direction

## 2.4 Safeguarding & Emotional Safety

*The well-being of members is paramount.*

- Trained staff, volunteers and suppliers (transport, venues etc.)
- Clear safeguarding procedures
- Trauma-informed, compassionate approach

## 2.5 Community & Belonging

*We actively reduce isolation and build supportive networks.*

- Foster peer relationships & local partnership
- Provide informal support for carers
- Create stigma-free, welcoming environments
- Measure social impact beyond musical outcomes

## **2.6 Advocacy & Stigma Reduction**

*We challenge misconceptions about dementia.*

- Public performances that showcase ability and educate
- Media engagement to promote awareness
- Representation rooted in lived experience

## **2.7 Integrity & Transparency**

*We operate with accountability and openness.*

- Transparent financial reporting
- Evidence-informed practice
- Ethical fundraising

## **2.8 Ethical Partnerships**

*We work with partners whose values align with our mission and who uphold high ethical standards.*

- Corporate partnerships
- Commercial sponsorships
- In-kind support
- Cause-related marketing
- Media partnerships
- Use of the charity's name, brand or assets in association with external organisations

All partnerships will;

- Align with the charity's mission to improve the lives of people living with dementia through music, connection and advocacy
- Reflect the values set out in this Ethics & Values Framework
- Protect the dignity, safety, and wellbeing of members
- Enhance, rather than compromise, public trust in the charity
- Support long-term sustainability without undermining independence or integrity

Our Dementia Choir will decline partnerships, sponsorships, or financial relationships with organisations whose core business activities conflict with our values or pose reputational or ethical risk.

The following sectors are prohibited:

- Arms manufacturing or weapons production
- Tobacco companies or vaping products.
- Adult entertainment industries
- Companies with known unethical employment practices, human rights violations, or poor safeguarding practices.
- Organisations whose public conduct contradicts our commitment to dignity, inclusion, and safeguarding.

### **3. Roles and Responsibilities**

A Scheme of Delegation exists at the charity that sets out how decision making in relation to Ethics and Values is distributed;

#### **3.1 Delegated Authority to CEO**

- Apply for and accept income, grants, and donations of up to £25,000 without reference to the Board, provided they align with the charity's mission, values, and ethical standards
- Approve fundraising initiatives and grant applications within strategic priorities
- Manage day-to-day sponsorships and partnerships
- Prepare proposals for sponsorships and partnerships involving brand use or public representation for Trustee approval.
- Promote and uphold the charity's values and ethical standards across all operations and decision-making

#### **3.2 Matters Reserved for the Board**

- Gifts/Donations/Grants above £25,000 - £75,000 = Chair approval
- Gifts above £75,000 = Full Board approval
- Approval of any contract, sponsorship, or partnership involving the charity's brand, logo, or public representation
- Approval of any arrangement that may carry reputational risk or public visibility
- Approval of media strategy and public statements on sensitive or high-profile issues
- Oversight of the charity's ethical framework, including whistleblowing, conflicts of interest, and values alignment

**Ends**