



# transforming lives together

impact report 2007/08

**ndcs**  
● ● ●  
every deaf child

**This has been an exciting year at NDCS: we have grown and diversified in ways that allow us to engage with and support more deaf children, young people and families than ever before.**

Our commitment to representing and supporting deaf children and young people directly, saw us launch the UK's largest ever deaf youth consultation. The *Change your World* consultation revealed the barriers that deaf young people face and what we can do to enable them to grow and flourish.

The consultation findings highlighted the very real need to focus more of NDCS's resources on direct services for deaf young people. Whilst this will take us in exciting new directions, we will continue to support families with innovative approaches as well as services that have stood the test of time.

This year more families than ever before attended an NDCS family weekend for parents with newly identified deaf children. The weekends are incredibly popular, providing families with the practical and emotional support that they need as soon their child is identified as deaf, and making them feel more confident about bringing up their deaf child.

We continue to support deaf children and their families through every stage of their development. A critical period for any child is the time they spend at school, but many deaf children are struggling to learn in noisy classrooms in which they cannot hear what is being said. Often, the layout of the school and the materials used for the buildings make matters worse. This year, we launched the NDCS *Acoustics Toolkit* to help schools improve listening environments and communication between deaf pupils and teachers.

NDCS stands up for the rights of every deaf child. Our campaigning work throughout the UK has been strengthened by the biggest ever increase in our membership numbers in a single year. This strong membership base ensures that we are best placed to represent the needs of deaf children and their families. It also gives us a powerful voice for change as we campaign to see deaf children get the education, health and family support services they deserve.

We have dramatically increased the number of NDCS members from ethnic minority groups and have taken important steps in providing our information resources in a range of Asian languages to enable those communities to access the support they need.

Our work has taken us far and wide. The international development wing of NDCS, formerly called the International Deaf Children's Society (IDCS), was given a new identity this year. Deaf Child Worldwide was created to take forward our work supporting deaf children living in some of the poorest countries in the world.

As we look forward to the coming year, we are stronger than ever before. Our steady, solid growth is a testament not only to our dedicated staff and volunteers, but also to the deaf children, young people and families who continue to shape our future direction and remain at the centre of everything we do.

**None of our work would be possible without the generous support of many individuals, companies and charitable trusts. Thank you for your commitment to a world without barriers for every deaf child.**



Susan Daniels OBE  
Chief Executive

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## **In 2007/08:**

**We launched Deaf Child Worldwide – the only UK-based international development agency dedicated to enabling deaf children to overcome poverty and isolation.**

**Nearly 1,500 deaf 9 to 18 year olds took part in the largest ever consultation of deaf young people.**

**Our campaigning with other organisations resulted in the BBC agreeing to full subtitling of all its children's TV programmes.**

**NDCS stands up  
for the rights of  
every deaf child.**

NDCS Chief Executive Susan Daniels and President Sir Christopher Benson

# Influencing, lobbying and campaigning

A vital part of our work is informing decision-makers in national and local government and public services of the problems deaf children face, and lobbying them to change laws, policies and priorities to improve services. These are the people who make a real difference to the lives of deaf children and their families.

## Our story

Greg Mowat's daughter is deaf. She is struggling with her education and she is not keeping up with hearing children of her age, particularly in maths. She's in a mainstream school in Cumbria and, although she gets extra support, Greg and his wife have had to push for it:

*"I feel the education system is lacking for deaf children. There is no requirement for the Department for Children, Schools and Families to be accountable for her leaving school with age-appropriate maths and literacy. Teachers aren't given the training*

*and information they need to be able to educate deaf children appropriately and include them in school life. The only problem my daughter has is that she can't hear properly. It is not that she can't learn. She has to struggle through her education in a very intensive orally-delivered curriculum and I don't think it is right or fair that she should have to."*



# Close the gap

A priority for us is narrowing the education attainment gap between deaf and hearing children. Deafness is not a learning disability, so why is it that deaf children are 42% less likely to achieve 5 GCSEs than their hearing peers? We consulted 350 families with deaf children and presented their views and experiences of the education system to ministers, who have committed to working with us to redress this imbalance. In addition we successfully lobbied government agencies to reverse a decision which would have significantly disadvantaged deaf children in their GCSE examinations.

# Deafness is not a learning disability



Cathie Craigie MSP speaks for deaf children's rights in the Scottish Parliament



# Three babies are born deaf every day in the UK

For most deaf children, visiting the audiologist will be a regular date in their diary. We are always looking for ways to enhance audiology services for children and this year we played an important part in securing significant improvements. Our recommendations to the government's Health Select Committee resulted in a commitment to reduced waiting times. This is an important victory, because prior to this, children with a temporary hearing loss that impacted significantly on their ability to communicate and learn, often had to wait up to a year for treatment in some parts of the UK.

## Our story

Nancy Bremner lives on the Isle of Arran and has nothing but praise for the services she's received since her son's deafness was identified when he was three:

*"I can speak to the education psychologist or one of the technicians at the audiology clinic any time I need to, and we have a teacher of deaf children and a speech and language therapist who come over to the island frequently, boats permitting. I know it's not like this*



*everywhere and I count us very lucky. Some people in other parts of Scotland get a much patchier service."*

Jan Savage, NDCS Scotland's Campaigns and Policy Officer, agrees:

*"In Scotland, despite the fact that universal newborn hearing screening was implemented in 2005, there is still no national guidance or standards for providing co-ordinated multi-agency services for deaf children in those vital early years following diagnosis of deafness. This means that the quality of service varies considerably throughout the country. We urgently need national standards to end this postcode lottery where the quality of service a deaf child receives depends on where they live."*



# Working with politicians

If we are to be a catalyst for long-term change, we need to be in frequent contact with key politicians and policy makers. The creation of three new policy and campaigns officer posts in Northern Ireland, Scotland and Wales increases our capacity to work with politicians in these countries, and we are now consulted regularly about issues concerning deaf children and their families. We are delighted that our campaigning in Scotland secured an invitation to our director for Scotland to be part of a strategic review of the audiology service in that country and also a debate on services for deaf children and their families.



## fast fact

**As a result of our campaign efforts in Scotland, Wales and Northern Ireland we have:**

- Initiated 22 Parliamentary Questions and 3 motions across the devolved administrations;
- Actively engaged with 48 politicians in those devolved administrations, including three government ministers;
- Secured a member's business debate on deaf children in the Scottish Parliament.



Susan Daniels and Ben, Poppy and Alfie from Barking Deaf Children's Society meet David Blunkett MP



## Deaf children and TV

TV is a great tool for learning and it can be an important part of social and personal development, yet deaf children are often excluded from this activity by a lack of accessible programmes. As part of our ongoing campaign to remove this barrier, we invited a group of senior TV producers and directors to a deaf school to show them the variety of ways in which television can be made more accessible for deaf children and young people.

We are delighted that some organisations have adopted our vision to remove barriers that hinder the achievement and development of deaf children. The BBC recently achieved 100% subtitled output for all of its children's programming, and we celebrated this at an event at the House of Commons, co-hosted with the RNID and supported by the Secretary of State for Culture, Media and Sport. However, there is still progress to be made, and we are working with both the BBC and commercial channels to achieve more frequent inclusion of deaf characters in children's TV programmes, positive references to deafness and deaf people and subtitling for children's programmes on every channel and online video on BBC websites.



# fast fact



- There is now 100% subtitled output for all Children's BBC programming, but commercial channels lag behind.

## Our impact

Cathy Derrick is a Producer for Children's BBC. She was delighted at the opportunity to visit a school for deaf children:

*"Those of us working in BBC Children's TV were keen to meet children with impaired hearing and NDCS were extremely helpful in arranging the visit to Mary Hare School. It's very important for us to meet the children who watch our shows so that they can talk to us directly and tell us what they would like to see. The teachers and NDCS staff spoke openly about what life is like for a child with impaired hearing and the visit certainly provided food for thought. When we got back to the office we spent a lot of time passing on all the insights we had gained to the other people we work with."*



# Families being heard

Our regional directors have been an essential link between families and public services such as health and education. It is not always easy for families to take part in consultations about services or policy and to raise issues that are important to them. The new directors provide expertise in these areas and have helped families to be heard.



## Our impact



Regional Director Linda Cox was appointed in January. One of her first tasks was to help Peterborough Deaf Children's Society to influence plans to change the Hearing Impaired Services in the area. She found that the consultation document was quite difficult to understand and was not accessible in other languages.

***“The families were keen to participate but the local group felt they would like a meeting to put forward their views.”***

Linda helped the group to formulate their response and contribute in a meaningful way. The group wrote to Linda to say how thrilled they were that their views have led to improved communication and changes to the proposed plans:

***“Thank you for your help and guidance without which we would not have secured such a positive outcome. In particular, we are indebted to your knowledge of the legal and strategic framework within which local authorities operate. None of us had this knowledge and, even if we had, it is unlikely that we could have argued the case with anything approaching your expertise and authority.”***

The exercise has had significant indirect benefits too – not only has the group learnt how to respond to future issues but NDCS has been established as a key player in regional affairs. Both Linda and her colleagues are now consulted regularly about deaf issues by a range of professionals in their areas and are in a much stronger position to influence local plans.

# We empower families to achieve the best outcomes for their deaf child



*fast*  
**fact** 

Our nine regional directors have already made a big impact by encouraging greater co-operation between the statutory services – particularly in health and education – and our own family officer teams and local groups across the UK. This cohesion will bring huge benefits to families with a deaf child, enabling them to make an informed decision on the options available to them.



# Information provision

Good information is a lifeline for families with deaf children and young people. We know that our materials help them to make informed choices on every aspect of childhood deafness – schooling, communication, parenting, health services, welfare benefits and equipment.



## Families have the right to clear and balanced information and support



*fast*  
**fact** 

Last year we sent out:

- 7,519 copies of *Glue Ear*
- 9,763 copies of *Down's Syndrome and Childhood Deafness*

These are some of the most popular publications that we produced this year:

- *Down's Syndrome and Childhood Deafness*
- *Speech and Language Therapy* – a guide for families
- *Congenital Cytomegalovirus (CMV) and Deafness*
- *Cochlear Implants* – young people's views
- *Hands Up if you Want Information about Money!* – a guide for school leavers
- *Starting School and Starting Secondary School* – guides for parents
- *Technology at Home* – a guide to environmental aids.

# Clear and impartial

Families and professionals come to us for impartial information and so it is imperative that our publications meet a wide variety of needs. This year we have updated our range and produced some important new titles, and we have also streamlined our online ordering process to enable people to obtain them more easily.

## Our story



Sean Moran (right) is Director for Children, Young People and Families at NDCS. He is keen to provide information to families on every aspect of deafness and how it affects their lives. This includes all forms of communication for deaf children and young people:

*“We’re for informed choice at NDCS; therefore, one of our most important functions is to provide information on all of the options, from communication approaches and available technology, to education and benefits.”*



# Good acoustics

Good education should be accessible to all, but often high ceilings, open plan layouts and other aspects of building design can be barriers to learning because they make it very difficult for deaf children to hear what is being said in school.

Supported by the Esmée Fairbairn Foundation, we launched an *Acoustics Toolkit* which has received an excellent response from teachers. It has also prompted consultation with both the Department for Children, Schools and Families and local authorities regarding the quality of acoustics in schools, and has led to investigations into whether appropriate standards are being implemented and monitored.



**fast fact**  

The *Acoustics Toolkit* was distributed to 500 schools and downloaded 673 times from our website. The high demand led to us obtaining funding to produce a further 2,000 copies for education authorities and individual teachers.

## Our impact

The reaction of teachers to our *Acoustics Toolkit* has been 100% positive:

*“The toolkit is easy to follow and it was brilliant to be able to photocopy forms for our own use. This means we can make changes ourselves and it will make lessons easier to follow, especially for the deaf pupils.”*

*“We have already begun to assess the classrooms in our school. We have used the data to implement changes and in four classrooms we now have Soundfield systems. This will improve the acoustics in those classrooms for both deaf and hearing pupils and the children will achieve more because they are able to hear what is being said to them.”*

## Deaf friendly teaching

For deaf children to benefit from the same education as their hearing peers, teachers need training, support and materials. The *Deaf Friendly Teachers' Training Pack* and the *Deaf Friendly Activity Pack* provide teachers with training materials and classroom activities linked to the National Curriculum. We were able to produce these materials thanks to support from The True Colours Trust and both were launched in time for the new school year in September 2007.



## A good education should be accessible to all

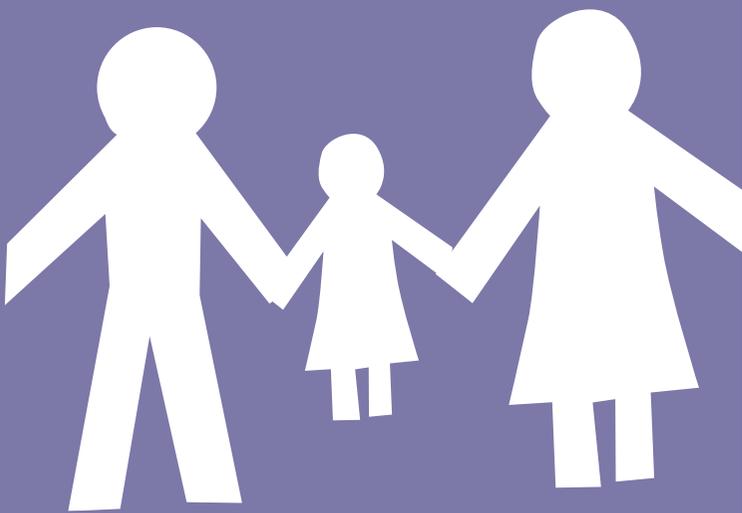
### Our story

Tracey Whittington teaches at Beam Primary School in Essex. She has one deaf child in her class, Alfie (with Tracey above), and has found the NDCS Deaf Friendly teaching resources excellent for guidance and understanding:

*“I’ve realised it’s necessary to change my approach for some aspects of teaching the class. For example, I’ve started to teach science in a more visual way so that Alfie*

*can understand more easily. However, I’ve found that quite a few others are doing better with this approach too, so it’s really paid dividends. We’ll be using these resources during the coming year and, together with our very positive attitude throughout the school, I’m sure it will raise our teaching for both deaf and hearing children to a different level.”*





## Our impact

In the spring we launched *Genetic Counselling*, a summary of current knowledge about the genetic causes of deafness and a guide to the process of genetic counselling.

Phoebe is three years old. Her parents, Richard and Lorna Lord, were shocked when they first found out that Phoebe is deaf. However, NDCS materials have really helped them to adjust to the situation:

*“Through the NDCS publications and website we’ve had so much help coming to terms with Phoebe’s deafness and making sure that it is not a barrier in her life. We always wanted to know why she was deaf and had some genetic testing done. However, it was hard to understand as it’s very scientific, so it’s great that NDCS has produced the Genetic Counselling booklet that explains it and has now put our minds at rest.”*



*fast*  
**fact**  

Last year, NDCS sent out a total of 139,550 publications. Our Helpline also dealt with 9,720 enquiries from professionals and from the families of deaf children and young people.

# For every deaf child

We took an important step last year and published six of our main family information resources in Urdu, Punjabi and Bengali. There is a far higher incidence of childhood deafness in these communities than in the general population, so these new publications have enabled Asian communities to access information and support much more easily.

## Our story



Ghulam's two young children (right) are both deaf. Ghulam can read English but finds Urdu much easier. She says:

*“It has been fantastic for me to be able to talk to an NDCS family supporter who speaks Urdu. I have been able to explain my feelings in my own language and she has been a great help because deafness is not understood very well in our community. I have read some of the booklets in Urdu, too, which has taught me more about deafness and how I can help my children to learn and communicate successfully.”*



# Support to families

NDCS believes that the family is the most important influence on a deaf child's development. To enable families to provide effective support to their deaf children and young people, we provide a range of services from legal advice and local support groups to fun days and weekends away.



## Legal casework

Families often struggle to discover what help is available in their local authority and to access the benefits they are entitled to. To address this problem we established a Legal Casework service to provide advice and representation in four areas: Special Educational Needs; the education sections of the Disability Discrimination Act; school transport issues; and deaf-related welfare benefits claims and appeals.

## Our impact

Claire and Sarah\* are sisters who live in the south of England. Claire is 13 and has a severe/profound hearing loss whilst Sarah is 16 and has a moderate/severe hearing loss. Their mother explains the difficulties they have faced to access proper education for her daughters:

*“Although both girls were diagnosed late (four and six years old) they had been doing well in a specialist unit. When we moved, the new local authority put them into separate mainstream schools where they didn’t get enough support and the noise in the classrooms made learning very difficult and tiring for them. I tried hard to get the situation changed, but before NDCS got involved neither girl’s statement of special educational needs had been*

*reviewed for two years. The family officer helped me to get them reviewed and to arrange for multi-disciplinary assessments and an acoustic survey of the schools. On receiving this additional information, the local authority agreed to move Claire to a special school. Following this, the NDCS Legal Casework team represented us at the Special Education Needs and Disability Tribunal (SENDIST) and managed to get Sarah into the same school. Both girls are now happy, achieving well and are far less self-conscious about being deaf and wearing a hearing aid. Claire has ambitions to be a doctor and Sarah hopes to train as a teacher of deaf children.”*

\*names have been changed



**We challenge  
social attitudes  
which prevent  
deaf children  
from reaching  
their true  
potential**



*fast*  
**fact**  

This year, we helped 136 families to access over £650,000 in welfare benefits to enable them to provide specialist support for their deaf child.



## Our impact



Naomi Loizou's daughter, Amy, is profoundly deaf. She has a cochlear implant and has found that by using a radio aid as well, she is better able to hear lessons in her mainstream school.

The local authority had provided Amy with a radio aid since she started school, but the type she was using was very bulky and the wire that went from the receiver on the belt up to her processor often got in the way. Amy also felt very self-conscious using her radio aid in her mainstream school.

Amy regularly attends a gymnastics club and the acoustics were such that it was very hard to hear her instructor. It was impossible to use the radio aid she had as the wires got in her way. A wireless radio aid was the answer and Amy borrowed one of these through the NDCS loan scheme. Having discovered it worked much better for her, Naomi then applied to the local authority for this type of radio aid to be provided permanently for Amy:

*“It was fantastic to be able to show the local authority that this was definitely the right aid for Amy before they bought it specially for her, and I am grateful to the NDCS family officer who showed us how to pursue this successfully.”*

## fast fact



- Radio and environmental aids can improve deaf children's quality of life immeasurably. Through our Blue Peter Loan Scheme, this year NDCS supported 335 families with loans of equipment, including 220 radio aids and 115 environmental aids.

## Keeping ahead with technology

Specialist equipment such as vibrating alarm clocks, flashing doorbells and radio aids can be expensive and not every family can afford to buy what their child needs. Equally, children often have to try out a variety of equipment to be able to choose the one best suited to them. NDCS provides help in both of these situations: for example, with financial support from many trusts and from Thales UK, this year we gave 119 deaf children in low-income families a laptop, webcam and printer to help their personal and educational development.



# Family weekends

We are very proud of our special weekends for families of a newly identified deaf child which can be life changing for those who attend. For the parents, it is a chance to receive information from us, to share experiences with each other and to learn to accept their child's deafness. For the deaf child, the richness of their future depends on being accepted and welcomed into their family and the wider community. The weekends provide an instant support network for the whole family.



*fast*  
**fact**



This year we ran 21 weekends for families of a newly identified deaf child, including 4 weekends for those families whose deaf child also has additional needs. 223 families benefited from these special events.

## Our story



Nadia and Aaron (above) attended an NDCS weekend away and found it incredibly helpful:

*“I think it was Aaron who benefited most because, like many of the fathers there, he was still coming to terms with our child’s deafness. For some of the families it was their very first interaction with other parents of deaf children so it was a very emotional*

*time, and it was lovely for all of us to feel ‘normal’ for a while. By sharing experiences we discovered that we had actually been quite lucky in the support we’d received in our area compared to others, but everyone benefited by learning what support was available and how to access it. We both feel that the weekend will make the coming months and years of dealing with our son’s deafness much, much easier.”*



**Our family support team dealt with 1,766 cases this year, which is an increase of 71% over last year**

## Membership

A broad membership base enables us to represent the needs of deaf children and their families more effectively. We have always received thousands of requests for information and support, particularly via the Family Support section of our website, but this year we improved the way we capture the details of the families and professionals who have contacted us. This is going to strengthen our ability to campaign effectively in future years.

## Family support

Our family officers are the face of NDCS for families of deaf children and young people. Giving tailored advice and support on a wide range of issues including benefits and education, they are a key link in the chain of services that we offer. This year we have strengthened this resource by recruiting eight more family officers across the UK.



**fast fact** 

In 2007/08, our membership increased by 1,562 to over 11,000 supporters, which is a faster rate of growth than at any previous time in the history of NDCS.

## Our story

Stephen Iliffe is Deputy Director of UK Services. He explains how important it is to strengthen the NDCS membership base:

*“We need to address the fact that parents of deaf children are battling to get their child’s needs recognised and supported both locally and nationally. NDCS fights every day to get 35,000 deaf children onto the agenda in a country with 14 million children. The larger our membership base is, the more opportunities we will have to consult with deaf children and their families, and thus the louder our unified voice will be and the bigger the difference we can make.”*



# Reaching out to many communities

Research has shown that the incidence of deafness is up to four times higher in some black and minority ethnic (BME) communities than the national average. The problems of communicating in a multilingual environment are often compounded by a lack of cultural acceptance of deafness, and this increases the risk that deaf children from these families will miss out on the services and support that they need. NDCS is committed to reaching all families needing support and has devoted significant resources to addressing the issues, including the appointment of our first ever permanent BME development officer.



## Our story

Varshali Swadi (above) organises our project to reach black and minority ethnic (BME) communities in Scotland. She has been working with Aliya whose son Ifraheem (opposite page) was diagnosed as moderately deaf when he was four and a half. Aliya was shocked at the diagnosis and refused all attempts by his support teacher to attend special NDCS coffee mornings where she could access information about education and technology:

*“I didn’t want to accept that he was deaf and we had no family here to help us. I was*

*very worried about how he would manage at secondary school and that he would be rejected and never marry. When Varshali came to visit me with the teacher it made such a difference, and when I started going to these meetings I was able to meet deaf adults who were leading happy and fulfilled lives. I felt so optimistic that I brought lots of other Asian mothers of deaf children along and now they, too, are learning to accept the deafness, get support and information and reassure their own families.”*

**fast fact**

The number of our members who described themselves as being from an ethnic minority rose by 54% this year, which is the single biggest increase in black and minority ethnic membership in NDCS’s history.

# Children's and young people's services

NDCS exists because of the deaf children and young people we seek to help. From campaigns and research to information and events that allow children and young people to access new skills, everything we provide has the aim of improving their quality of life.



## Our story

Responses to our consultation of young people have shown that they experience similar challenges to one another but want activities and information focused appropriately on their age, interests and level of deafness. Here are some of their comments:

*“There isn’t enough deaf awareness amongst hearing children which can make you feel isolated. I can’t lip read everyone at once, but I don’t like asking people to repeat things in case they get fed up with me.”*

*“It would be great to have our own website.”*

*“Include as many people as possible and create communication links between individual deaf people. Get the word out by advertising in schools, internet and social/sports clubs.”*

*“I’d like you to provide special careers courses for deaf young people and include deaf role models.”*

## Our big plans for young people

This year we launched *Change Your World*, the largest ever national consultation of deaf and hearing impaired children and young people aged 9 to 18. Responses from nearly 1,500 participants (10% of all deaf children and young people in that age group) have been analysed and their views will shape our *Big Plans* strategy for next year and beyond. One important development is that as well as offering information and support via their families, in the future we will also be addressing children and young people directly and offering services specifically for them.

***“Please talk to us direct rather than just listening to our parents!”***



# Arts, sports and more

Growing up is challenging at the best of times, but deaf children and young people also have to cope with the frustrations of trying to communicate in a world where deafness is not understood. Our sports, arts and activities programme offers opportunities for these young people to stretch themselves physically and mentally in activities that don't rely on hearing and talking, as well as to have fun, gain confidence and make lasting friendships.

This year we have offered a wide range of summer holidays, activity weekends and fun days, spanning interests from outdoor pursuits and numerous sports to music and the performing arts. We know that participation in these activities plays an important role in increasing the self-esteem of deaf young people and this will open up a wider range of choices to them as they grow and develop, including removing barriers they face in participating in mainstream activities.



## Our impact

The response to our 9th Deaf Dance Summer School, held at Sadler's Wells, reflects the positive impact all of our activity events have on the deaf and hearing impaired children and young people who take part:

*“Thank you! Both my son and daughter had a great time working with the other young people and the very professional dancers,*

*musicians and excellent support. They came away each day buzzing with excitement and really enjoyed the performance.”*

*“It is great fun being in a team with other deaf and hearing impaired people like me, and trying something I don't normally have the chance to do.”*

*“My son gained confidence and his listening skills and musical timing improved considerably.”*

*“It was fantastic! Really hard work, but I loved learning choreography and drumming.”*

# Deaf friendly football

Football is a major sport across the UK and we are over halfway through a three-year project to make it more accessible for deaf children and young people – this work is supported by the Football Foundation, Sports Match and Phonak. This year we agreed partnerships with four professional football clubs – Brighton & Hove Albion, Birmingham City, Sunderland and Derby County (with Derby Deaf FC) – who have each signed up to our *Deaf Friendly Football Club Pledge*. Football festivals and follow-up regular deaf football coaching sessions have been planned for the coming months, and we aim to sign up one club per county FA in England – a total of 46 clubs – by the end of the three years. In addition, FA Level 1 and Level 2 coaching courses have been arranged at the clubs specifically for deaf young people aged 16 and over, leading to a football tournament for young deaf football teams.



## fast fact

This year we had a major impact on the lives of nearly 650 young people across the UK through the following activities:

- 11 sports and activity days
- 7 summer activity holidays
- 3 activity weekends
- 6 arts events.



***“Thanks for the respect and treating us like adults rather than little kids.”***

## Healthy minds

Northern Ireland was the setting for another key project this year, which promotes good mental health in deaf children and young people aged 5 to 14. Supported by the Department of Health, Social Services and Public Safety in Northern Ireland, *Healthy Minds* began with a preliminary workshop for nine deaf children and, ultimately, it will create several resources for professionals, parents and young people, including a course for use in a variety of settings.

### Our story

We have been able to offer a fantastic introduction to the arts for a group of 14–19 year olds from Northern Ireland, supported by the National Lottery through the Arts Council of Northern Ireland. Thirteen young people took part in a film project in which they learnt all aspects of film making and created their own film, *Murder at the Manor*. As well as being nominated for two awards and screened at five film festivals across the UK and in Ireland, the film had an enormous influence on the self-respect and confidence of those who took part. We are grateful to First Light Movies for supporting the project and BBC Blast for mentoring the participants.

Grainne (right) feels her life has been transformed by her involvement in the project:

***“Before I took part in the project I was lacking in confidence and felt left out and embarrassed to be deaf. As a result I hated school, didn’t have many good friends, found it hard to talk to people and took out my frustrations on my family. I didn’t feel I ever had the opportunity to be the real me. Now I have gained so much – two best friends, confidence, friends in school and a little bit of fame – and I am very proud to be deaf. Everyone has noticed the difference in me and I am much happier both at school and at home. I have also learnt that I need to teach people at school how best to communicate with me – e.g. turning to face me – and I feel I have the confidence to do it now.”***



## Our impact

This year, through funding from the Millennium Stadium Charitable Trust, we provided an activity holiday in Wales for 24 teenagers, many of whom hadn't attended an NDCS event before and some of whom had never previously had a holiday. It had a significant impact on them:

***"I just wanted to say thank you to all the staff. It was my first time and I was really scared but I am glad I came because I enjoyed myself and made some wicked new friends."***

Vicki, aged 16.

***"I made new friends who I wouldn't have met in my world at home. Can't wait for the disco, can't wait to come back next year!"***

Rhian, aged 16.

(Following this adventure holiday, Rhian took part in the *Change Your World* consultation and was asked to present her opinions to Welsh Assembly members at the launch of our *Big Plans* strategy for deaf children.)



# International

Deaf children in every country of the world need information and support to help them achieve their potential. Deaf Child Worldwide – our international wing, previously known as the International Deaf Children’s Society – is the only UK-based international development agency dedicated to enabling deaf children to overcome poverty and isolation.



## Our story



Telisa\* (left) lives in Samoa and was born deaf. Her parents and wider family found it difficult to help her communicate and to take a full part in community life, and she was unable to attend school. We met her during a community outreach scheme with deaf adults and the parents of deaf children in her area two years ago, and we were able to provide funding through a Ministry of Education project to train Telisa’s grandmother to be her interpreter. As a result, Telisa is now in school, enjoying learning and starting to blossom socially. She was chosen to be pictured with her grandmother on the front cover of our new book, *Family Friendly – working with deaf children and their communities worldwide*.

\*name has been changed

# Our book

We celebrated the launch of Deaf Child Worldwide by publishing *Family Friendly – working with deaf children and their communities worldwide*. Raising awareness of the important role that parents, families and communities can make in the lives of deaf children, the book was welcomed all over the world and seen as an inspiration for high-quality service provision. Requests for large quantities of the book were received from organisations as diverse as Save the Children UK and the Kenya Society for Deaf Children.



## In Kenya...

In Kenya, poverty and the social stigma around all kinds of disability leads to deaf children being neglected and even abandoned by their parents. Consortium for Street Children estimates that there are more than 250,000 children living on the streets across the country, many of whom are deaf.

However, a pilot sign language training course we funded in Kibera, a slum in Nairobi, showed that parents could transform their attitudes and begin to communicate with and accept their deaf children, so we have worked with the Kenya Society for Deaf Children to identify other districts where we can reach parents in this way. We have also identified a partner organisation to help us gain more information and provide better care and support for deaf children on the streets.

These and other initiatives form part of the strategy needed for long-term change, which has been outlined in our proposal *Rights for Deaf Children and their Families in Kenya*, and has been submitted to the Department for International Development (DFID) for funding.



Photo: Jon Spaul

## In India...

There are approximately 3 million deaf children in India and 98% of them have never been to school. Currently they face an uncertain future but we are committed to changing that. Working with partners in Karnataka and Gujarat, Deaf Child Worldwide has been able to raise awareness of the potential of these children and, as a result, the approach to deaf children's education in these regions is being reviewed. The children's experience in their own communities is also being improved through the use of training materials we have produced for Community Based Rehabilitation (CBR) workers and parents, and new partnerships in West Bengal and Assam have begun to extend this work further.

For lasting changes to be made in India, policies at both national and local levels must recognise the rights of deaf children and their ability to play a full part in their communities. District and state level advocacy groups are a vital catalyst for these changes and, in addition to a parents' group in West Bengal, state programme officers have been recruited for West Bengal and Assam, Orissa and Madhya Pradesh to develop this work. We are grateful for funds from the Department for International Development (DFID) which have made this project possible.



## Our story

Hulagappa (above) lives in a remote rural community in India. Like many deaf children in that country he was stigmatised by his lack of communication skills and was unable to participate in school and community life. His mother is desperately poor, even by Indian standards. She earns only 30p a day and was unable to afford the three-day round trip to buy a hearing aid and have it fitted for him. Deaf Child Worldwide, through our partner organisation Samuha, enabled him to have the hearing aid he so desperately needed and continues to support him in many other ways. His mother is delighted with the difference it has made to him:

***“Hulagappa is now able to attend school and he sits at the front of the class. His teacher and the other children are aware of his needs and the outreach workers visit us regularly and teach him how to read and write. He can play with his brothers and learn at school.”***

We know that this type of intervention can give children like Hulagappa the chance to earn an income when they grow up, integrate more fully into society and have the same opportunities as others.

# Since the initiation of the Small Grants Programme we have been able to provide funds of £467,605 to support 51 projects



## Our impact

In Bushenyi, Uganda, few deaf children go to school. Only a handful of teachers are trained to meet their special needs, and they work in schools where the fees are more than most families can afford. The children are also hampered by a lack of understanding of their deafness, even by their own families, and many are rejected as stupid and unable to learn. However, this year we brought teachers and families together to raise their awareness of deafness, provide sign language skills and boost their confidence in responding to the needs of deaf children. As a result, 43 deaf children have started to attend school daily, giving them an education that was previously denied to them. The impact of this is massive – going to school gives them the foundations needed to build their life on and an opportunity to escape the dire poverty that would otherwise mar their lives.

*fast*  
**fact** 

For less than £50 per beneficiary, our Small Grants Programme has had a significant impact on the lives of 7,637 people. In many cases, the family will have been taught sign language and will be able to support the deaf child in their education. The child will have a better chance of completing their education, gaining employment and growing into a confident, independent adult.

## In many other countries

Our Small Grants Programme has been incredibly successful since its initiation in 2003 and has helped a total of 7,637 people. To build on this foundation we have decided to concentrate our resources on a smaller geographical area in order to achieve more substantive and lasting change in the projects we do support. Our focus is now on countries in three regions:

### East Africa

Kenya, Tanzania and Uganda

### South Asia

Bangladesh, Nepal, Pakistan and Sri Lanka

### Andean region of Latin America

Bolivia, Colombia, Ecuador and Peru.

We started 12 new projects this year that focused on education and family support in these developing countries.

Our goal is to be an advocate for deaf children's rights, a catalyst for change and a means of empowering families. It is vital that we work in partnership with other organisations so that together we can have a bigger impact. This year we have liaised on joint policy and advocacy with other international disability organisations and worked with a number of NGOs to produce recommendations to the DFID Education and Skills Department on including deaf children in their education work.





# Fundraising

The help we offer families of deaf children and young people depends entirely on generous donations from organisations and individuals. They are essential and valued partners with us in the important work that we do.



## Our story

Oliver Westbury's (left) experience of growing up deaf in a hearing family inspired him to raise money for NDCS by taking on the challenge to be the world's first profoundly deaf man to reach the North Pole:

***“I know from personal experience that being a deaf child can be very lonely and isolating. I really wanted to help NDCS by fundraising so that, in turn, they can help parents of deaf kids learn how to communicate better with their children. When I reached 90-degrees north and put a flag in the ice I was shocked that I had actually done it, but so proud and grateful for the support my family and friends had given me over the two years it took to raise money and prepare.”***

Oliver raised £30,000 by completing this challenge, including a sponsored beard-grow beforehand!

# Our supporters

Our existing supporters understand our vision and are keen to help us achieve our goals. To strengthen our relationship with them we have provided more information about the different ways in which they could support us, from taking part in sponsored events and buying items such as our Christmas cards, to considering leaving a legacy in their wills. We were delighted that the retention of supporters improved and the average value of donations given per supporter, including Gift Aid, increased by 6% to £113 this year.

By the end of March 2008 we had over 100,000 supporters. These people are the financial life blood of our organisation and enable us to provide support to thousands of families of deaf children and young people each year.

The more people support us financially, the more work we can do and the bigger impact we have. It is a simple equation and we are grateful to everyone who makes it happen, from members of the general public who respond generously with one-off and monthly contributions, to the individuals who have devised innovative ways of raising money for our work this year.



# Businesses

Businesses are another key piece in our financial jigsaw, providing sponsorship for our services and events and taking part in a wide range of fundraising activities. Supporting us as part of their corporate social responsibility strategy, our corporate partners reap the benefits of employee motivation and engagement in their local community, whilst we are able to use the funds raised to improve the lives of deaf children and young people.



## Our story

Jeffrey Doltis (above) first had contact with NDCS when his daughter's deafness was identified over 25 years ago. He and his wife received advice and courses to help them communicate with her. Now a successful businessman and owner of the Savile Row Company, he feels NDCS is the obvious charity to support. His inspired idea was to donate to NDCS 50p for every plain blue or plain white shirt sold – this has raised a substantial amount since the scheme started in December. Not only that, through his

international connections, he has enabled us to further the work of Deaf Child Worldwide.

***“NDCS does a brilliant job for the families of deaf children and I want to support the organisation through my business as much as I possibly can. I also wanted a chance to give something to the countries I trade with in Asia, where deaf children are dreadfully deprived.”***

## Our story

Jelf Group Plc (right) has been raising funds for NDCS for three years. Phil Barton, Group Commercial Director, explains why they have chosen to partner with us:



***“Since taking part in the 24 Peaks Challenge for NDCS in 2005 we have built a strong relationship with NDCS that has included our sponsorship of two bespoke challenge events. The NDCS staff really do go the extra mile to provide the support that we have needed as sponsors, and their professionalism has brought out the best in our people. I have never failed to be impressed by the quality of the organisation and its overwhelming commitment to helping deaf children and their families. Our partnership with NDCS has enabled the Group to meet its goals whilst delivering support for an excellent cause.”***





## Our story

Michael and Ann Jillings (above) were so grateful to NDCS for the support they received in their deaf son's early years that they made a collection from their friends and relations on the occasion of Ann's 40th birthday:

***“When our son Daniel was diagnosed as profoundly deaf we were devastated, but we found a real lifeline in NDCS. The weekend for families with newly diagnosed deaf children was fantastic; we learnt so much from it and felt really cared for.***

***It was such an encouragement to be able to share our experience with others in the same position and, at the same time, learn from their experiences. We have also got an enormous amount of help and information from contacting your Freephone Helpline and reading the wide range of publications that you offer. I don't think we would have coped anywhere near as well if we hadn't had your support and, in turn, that has helped us to give Daniel our very best.”***

## Value and costs

The cost of our fundraising always has to be balanced against the income that it provides. In the latter part of this year we invested in significant new supporter recruitment activity, the benefits of which will be seen in the months and years to come.

## Worldwide

Our work in the UK goes hand-in-hand with our services worldwide and, to sustain this, we need to develop our fundraising base outside the UK. In August 2007 we started fundraising in the Republic of Ireland and Deaf Child Worldwide now has over 3,000 supporter members there.

**fast fact**

A total of 58,000 new supporters were recruited during the year, which is a rise of 12,000 from last year. We plan to maintain this momentum in order to strengthen our supporter base and the reach of our work.

# Making sure we're noticed

It is a harsh fact that we are competing with thousands of other charities for the funds we need for our vital projects and services. To help us to attract people and explain our work more effectively we decided to rebrand NDCS this year. At the same time, the name of our international development agency was changed from the International Deaf Children's Society to Deaf Child Worldwide. Response to both of these improvements has been overwhelmingly positive and has made our name and work more memorable.

Public recognition of NDCS increased to 53% from 44% in the previous year. This awareness will help us to reach more families with information, access increased donations, and campaign more effectively for better provision for deaf children and young people.



## Our story

Nearly all of NDCS's income comes from donations from the general public. Each year over 100,000 people, most of whom have no personal link to deaf children, give out of the kindness of their hearts. A gift of just a few pounds a month adds up to millions of pounds each year.

***"It's very easy to take this money for granted,"*** says Allan Thompson (above right), NDCS's Deputy Director for Fundraising. ***"Yet if members of the public stopped supporting our work we would have to stop providing all of our services almost straight away."***

***That's why it is so important for people to support us, and this is especially true of the many families, children and young people that we help year on year with our fantastic services. If you have benefitted from any of our services, please do think about how you can help us to continue to provide them for the families of all deaf children both now and in the future."***

There are many ways you can do this – from individual donations to sponsored events or through your company, community or school. Please do find a way.

# Looking ahead

Looking forward to the coming year, we will continue to support deaf children and young people by representing their interests and campaigning for their rights in every aspect of their lives. We have ambitious goals and have included here a snapshot of our plans. If you would like to know more about each area, you can download a copy of our full *Annual Report and Financial Statements* from [www.ndcs.org.uk](http://www.ndcs.org.uk) or we'd be delighted to send you one in the post.

## Influencing, lobbying and campaigning

At the national level, one of our key plans is to create a new and dedicated directorate for Policy and Campaigning to reflect the increasingly important focus of this work. This team will work to fulfil our goals in three main areas. Firstly, it will lobby the governments on issues such as the development of a co-ordinated national framework for early years' support in Scotland, and the need to collect and publish accurate data not only on the number of deaf children in the UK, but also on their attainment levels in schools.

Secondly, it will use the data gathered to put into action vital campaign strategies that will drive up educational standards and narrow the attainment gap between deaf children and their hearing peers. Finally, research from Manchester, Edinburgh and Oxford Universities will be commissioned, which will consider areas such as the best ways to provide assistance and care for families, as well as the development of professional guidance.

At the local level, we need to record the quality of provision across all providers and use this evidence to make improvements in underperforming areas. Establishing good relationships between country and regional directors and the local statutory agencies and organisations will be essential for the effective development of services to support deaf children and their families.

In addition, part of our social campaigning will focus on widening the accessibility of TV programmes for deaf children and young people across all the networks. In particular, we want to build better links with the commercial channels and help them to understand the variety of ways in which TV can reach this section of their target audience.



## Information provision

To keep pace with changing needs we will be partnering with experts and other organisations, where appropriate, and introducing new media such as DVDs to help us communicate information even more effectively. One of our key objectives is to promote better deaf awareness in mainstream schools through new materials, including training resources and a *Starting School* pack for parents to take into school on their child's first day.

The Listening Bus has been a great success and its focus will be widened so that it can be used by local groups and for campaigns and fundraising. We are planning to increase the number of visits it makes next year to 88.



## Support to families

To ensure that we reach every family with deaf children, we need to increase our links with black and minority ethnic communities generally and raise awareness of childhood deafness within the Asian communities in Scotland.

Extra support will be given to local groups via training and grants, whilst funds from The National Lottery through Big Lottery Fund will allow us to provide further help to families through projects such as *All Together* – a way of developing our work with fathers, grandfathers and siblings of deaf children.

We will recognise the importance of our Family Fun Days and Family Weekends by increasing significantly the geographical reach and number of these events. In addition, we will pilot two weekends for parents whose deaf child is about to start school.

We aim to increase by over 30% our loan of radio and environmental aids to families, and we will use grants to enable us to give equipment to 31 low-income families.

We will partner with the True Colours Trust to create a DVD which will help communication between parents and deaf babies, and will seek funding to develop a DVD and online version of our *Family Sign Language Curriculum*.



## Children's and Young People's Services

As well as launching the results of our youth consultation to all national parliaments and assemblies, we want to build on this foundation by working with young people to design and provide the types of personal support programmes they need.

Many young people would like greater opportunities to connect and socialise with each other. We will be addressing this request through the creation of a dedicated website and by encouraging an increase in the number of young deaf volunteers throughout the UK. In addition, the geographical reach of our young people's events and activities will be widened and the number of places offered will be increased significantly from 454 to 1454.

Sports and leisure activities will also be high on our priority list, and initiatives will include working with organisations such as the Scouts and Guides to promote better inclusion for deaf young people, introducing an updated version of the acclaimed *Deaf Dance Summer School* and building on the success of our *Deaf Friendly Football Club* programme.



## International

In order for Deaf Child Worldwide to help our partners across the world, we need to make the best of all our resources and also ensure that we are open and accountable in all that we do, learning from experience and building a strong team of professionals.

In the coming year our international work will focus on two areas – families and organisations. We want to enable deaf children to be included and accepted more in their own communities by empowering their families to improve communication with their child, and by promoting the development of family-led movements to defend the rights of young deaf people. Specific initiatives will include supporting existing parents' groups in India and developing similar groups in six districts in Kenya.

This must go hand-in-hand with ensuring that local organisations in these countries, as well as local and national governments, provide quality education for young deaf people and also easy access to the services and initiatives they need. We will be working with people across a range of organisations in Kenya, providing training for Ministry of Education staff and helping nursery schools to meet the academic and social needs of young deaf children.



## Fundraising

Since the success of all our other goals is based on our ability to fund the projects, two of our key aims for next year are to raise a net income of £8.1m from fundraising and recruit 71,800 new regular supporters. Increasing NDCS recognition will help us to achieve these aims, and developing Deaf Child Worldwide fundraising activities in Ireland will be a vital part of strengthening our international work.

The improvement of our information and consultation processes in all of these areas is essential as we believe that the concerns of deaf children and their families must be the foundation for our future strategy.

# Financial summary

## Trustees' statement

This is a summary of the information published in the Annual Report and Financial Statements which were approved by the Trustees and signed on their behalf on 16 August 2008. The statutory financial statements, on which the Auditors Kingston Smith LLP gave an unqualified audit report on 14 July 2008, have been submitted to the Registrar of Companies and the Charity Commission.

This summary information may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The full Trustees' report, statutory financial statements and auditors' report may be obtained from the NDCS Freephone Helpline or website.

## NDCS Board of Trustees as at 31 March 2008

David Adams	Gavin Hogg
Tracy Barrett	Claire McClafferty
Katie Blake	Chris Newell
Madeleine Collie	Philip Parker
Andrew Ford	Valerie Steward
(Chair)	(Vice Chair and Treasurer)
Mathew Hilton	Melanie Sullivan

## How we spent £14 million in 2007/08

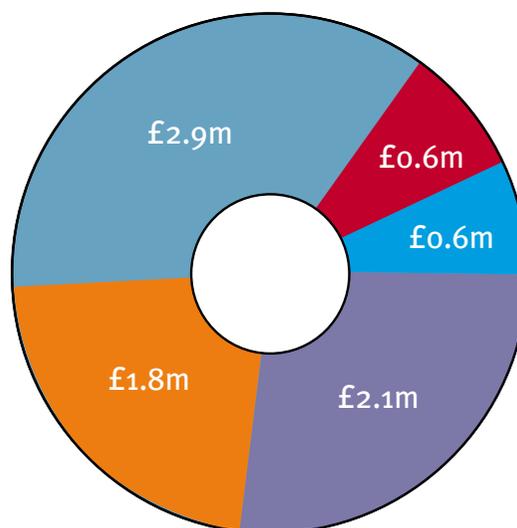
### Charitable activities

Influencing, lobbying and campaigning	£1,785,036
Information provision	£2,148,802
Support to families	£2,879,663
Children's and young people's services	£637,523
International	£572,629

**Charitable expenditure: £8,023,653**

Fundraising	£5,829,900
Investment management fees	£19,319
Governance	£127,548

**Total resources expended £14,000,420**



### Charitable activities

Influencing, lobbying and campaigning	£1.8m
Information provision	£2.1m
Support to families	£2.9m
Children's and young people's services	£0.6m
International	£0.6m



# Thank you

In addition to our individual supporters and members we would like to thank all the companies, trusts and statutory bodies listed below for their generous support in 2007/08. You have helped us make a real difference to the lives of so many deaf children and their families across the UK.

## Trusts and grant giving bodies

A M Pilkington's Charitable Trust  
Arts Council Of Northern Ireland National Lottery Fund  
Baron Davenport's Charity  
Baylies' Educational Foundation  
BBC Children In Need Appeal  
Benham Charitable Settlement  
The Bingham Trust  
The Birmingham Bodenham Trust  
BRMB Help a Local Child  
The C & R Foundation  
Celtic Charity Fund  
The Charles Irving Charitable Trust  
CHK Charities Limited  
The City Bridge Trust  
Constance Green Foundation  
The Constance Travis Trust  
Coutts and Co. Charitable Trust  
The Cross Trust  
The David Uri Memorial Trust  
Department for Children Schools and Families  
The D J H Currie Charitable Trust  
Department for Health, Social Services and Public Safety Northern Ireland  
Department for International Development Civil Society Challenge Fund  
Department of Health  
Donald Forrester Trust  
The Dorfred Charitable Trust  
The Dorus Trust  
The Drapers' Company  
Druces & Attlee  
Eda Lady Jardine Trust  
Eleanor Barton Trust  
Elsie Lawrence Trust  
First Light Movies Limited  
The Football Foundation

The Gerald Palmer Eling Trust  
Governance Hub  
The Grange Farm Centre Trust  
Helen Robertson Charitable Trust  
Highlands Council  
The Hon A.G. Samuel Charitable Trust  
The Hugh Fraser Foundation  
The Inverforth Charitable Trust  
The Jack Petchey Foundation  
The Jane Hodge Foundation  
Jeans for Genes  
The John Jarrold Trust  
The John Thaw Foundation  
Laceys Solicitors  
The Lady Hind Trust  
The Leathersellers' Company Charitable Fund  
The Linden Charitable Trust  
Ling Design Limited  
The Links Foundation  
Lloyds TSB Foundation For Northern Ireland  
London Taxi Drivers' Fund for Underprivileged Children  
Lord and Lady Lurgan Charitable Trust  
The Lotus Foundation  
Mactaggart Third Fund  
The Madeline Mabey Trust  
Marjorie & Geoffrey Jones Charitable Trust  
The Martin Connell Charitable Trust  
The Mrs Hilda Beer Charitable Trust  
The N & P Hartley Trust  
The National Lottery through Big Lottery Fund  
The Norton Foundation  
The Patricia Routledge Charitable Trust  
The Robert Clutterbuck Charitable Trust  
The Russell Trust  
The Salters' Charities  
Scottish Government  
The Scouloudi Foundation

The Sir James Reckitt Charity  
The Souter Charitable Trust  
Sovereign Health Care Charitable Trust  
The Spielman Charitable Trust  
The Stanley Baker Trust  
The Steel Charitable Trust  
The Sylvia Aitken Charitable Trust  
The 29th May 1961 Charitable Trust  
Thomas Lilley Memorial Trust  
The True Colours Trust  
Waynflete Charitable Trust  
Welsh Assembly Government



## Companies

Ambius  
Billington Structures  
Collisons  
Fried Frank  
Johnson Matthey  
Lombard

Mortgage Times Group  
Phonak UK  
Rothschild  
Savile Row  
Siemens  
Thales UK  
USDAW



**NDCS is the national charity dedicated to creating a world without barriers for deaf children and young people.**

**NDCS Freephone Helpline:  
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**Email: [helpline@ndcs.org.uk](mailto:helpline@ndcs.org.uk)**

**[www.ndcs.org.uk](http://www.ndcs.org.uk)**



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This publication can be requested in large print, in Braille and on audio CD.