

OUR STORY

FAIR
CHANCE

hi!

#deafawareness

National Deaf Children's Society
Impact report 2015/16

**Our vision is a
world without barriers
for every deaf child.**

Welcome to our story

My name is Beth and I'm one of six deaf young people taking over the National Deaf Children's Society's impact report this year. We'll be speaking from experience, sharing our views on deafness and the challenges it brings. We'll also talk about the charity and how it's changed our lives.

I'm the only deaf person in my family. I've never hidden that I'm deaf but I've never felt confident about it either. Meeting other deaf people through the National Deaf Children's Society has helped me feel like I fit in and that I'm not different to everybody else. To me, the biggest challenge will always be other people's lack of awareness. A simple thing such as looking at me before you start a conversation is so important.

**"We'll be speaking from experience,
sharing our views on deafness
and the challenges it brings."**

I'm also part of the Young People's Advisory Board, a group of deaf young people who help shape the future of the charity and change services across the UK. We talk about issues that are important to us and then try to change things. It's a fantastic feeling.

The charity does the most amazing work, and they are passionate about changing deaf children's lives. It's your support that keeps the charity alive – **thank you.**

Beth (17)

Me →



This year, six amazing deaf young people are taking over our impact report. Children are at the heart of everything we do and it's only right that they take centre stage.

Each child has a different story to tell – but most have faced barriers along the way. Left out by friends and let down by schools – deaf children aren't getting a fair chance in life, and this has to change.

In the last 12 months, we have trained professionals, campaigned for change, and been there for families when they need us the most. We're taking action for deaf children, and you can read about our achievements in this report.

Deaf young people like Beth have a bright future. But without your help, we can't break down the barriers they face. Thank you for everything you do to support deaf children. You are changing lives every day.

Susan T. Daniels

Susan Daniels OBE
Chief Executive



COOL

ABOUT ME

This is Who we are



Being deaf comes with many challenges. I'm a Girl Guiding Young Leader and a lot of the children ask me what my hearing aids are. I think we can do more to educate people about disabilities.

Beth (17)

**Read my story on pages
6, 8, 10, 12 and 14**



I like cars and meeting friends who are deaf like me. Sometimes my hearing friends don't remember to get my attention or they don't look at me when they start talking.

Ethan (8)

**Read my story on page
6**



Having a hearing loss has affected my self-esteem, but I won't let anything stop me doing what I want to do. I hope to make this world better for other deaf young people like me – I'll do anything to make it happen.

Amy E (17)

**Read my story on page
8**

#happy



eeeeeeeeee

#deafawareness



I'm a fluent signer and it's difficult for me to communicate with people when I'm out and about. I hope more people will become deaf aware and learn sign language.

Amy D (17)

Read my story on page
10



Since my dad died 12 years ago, I've been the oldest male of the house. I live in Kolkata, India, with my mum, my sister who is deaf like me, and my two younger brothers.

Sonu (20)

Read my story on page
12



When I grow up I want to be an artist or a cook. I think I'm really good at drawing and I started to learn to cook in primary school.

Shania (12)

Read my story on page
14

Me and my deafness

Empowering

deaf children, young people and their families



What it means to me

Meeting other deaf young people at National Deaf Children's Society events has helped me feel a lot more confident about my deafness, which is a huge thing. I'm the only deaf person in my family, so at the beginning my parents didn't know who to turn to. It's so important that families are confident to make the decisions that will suit them best.

Beth

Ethan (8) has moderate hearing loss. He made new friends and learned more about deafness at one of our First Time Away Weekends.

“I went on the event to make new friends who are deaf like me. I don't see other deaf children very much, and sometimes my hearing friends don't remember to get my attention before they start talking to me.

The best bit was going outside and exploring. I also had the job of making a cardboard car, which I loved. I built shelters, made fires and whittled sticks – I was the first person to whittle my whole stick. Calen (one of my new friends) and I made a fire which lasted for four minutes and 10 seconds – can you believe it? It was the longest burning fire!

“I learned some sign language, and made friends who are deaf like me.”

I learned a lot about deafness. I liked seeing everyone's hearing aid designs, and I found out about cochlear implants from a friend I made called Marshall. I also learned some sign language: now I know the signs for lorry, helicopter and van.

I felt really happy at the end – the staff and volunteers were amazing. I'd like to learn more sign language and I'm hoping to see my new friends again soon.”



Your support empowers families

For many parents, finding out their child is deaf can be a complete shock, and they may have to make tough choices very early on. This could include whether to learn how to sign, or if their child should go to a mainstream school. To help parents make those difficult decisions, we launched 48 information booklets, covering everything from communication to staying safe online.

Meeting others who have the same worries can also be a real lifeline. A total of 338 family members went on our support events – mums, dads, grandparents, siblings. These events can be emotional – sometimes parents break down as they share their fears. But after getting support from other families and experts, most leave knowing they can face whatever the future holds. Ninety percent said they felt confident they could support their child after going on one of our events.

**Ninety percent
of parents felt
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child after going on
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Increasing Awareness

What it means to me

For me, the biggest challenge will always be other people's lack of awareness. I wouldn't feel so different to everyone else if the services I used were more deaf aware. We should be able to feel confident about going to the doctor or joining a new sports club.

Beth

Amy E (17) has fluctuating hearing loss. She taught her friends to be more deaf aware with the help of one of our support officers.

“Being deaf is not easy. It doesn't stop me doing the things I like, but it does affect me and my social life every day.

Jill, my National Deaf Children's Society support officer, has come into school twice to teach deaf awareness. She showed my class what it's like to have a hearing loss, and gave tips on how to communicate with a deaf person. Before this, my friends didn't face me when they were speaking and I didn't know what they were saying. They didn't understand that when they were laughing and listening to videos through their earphones, I felt left out.

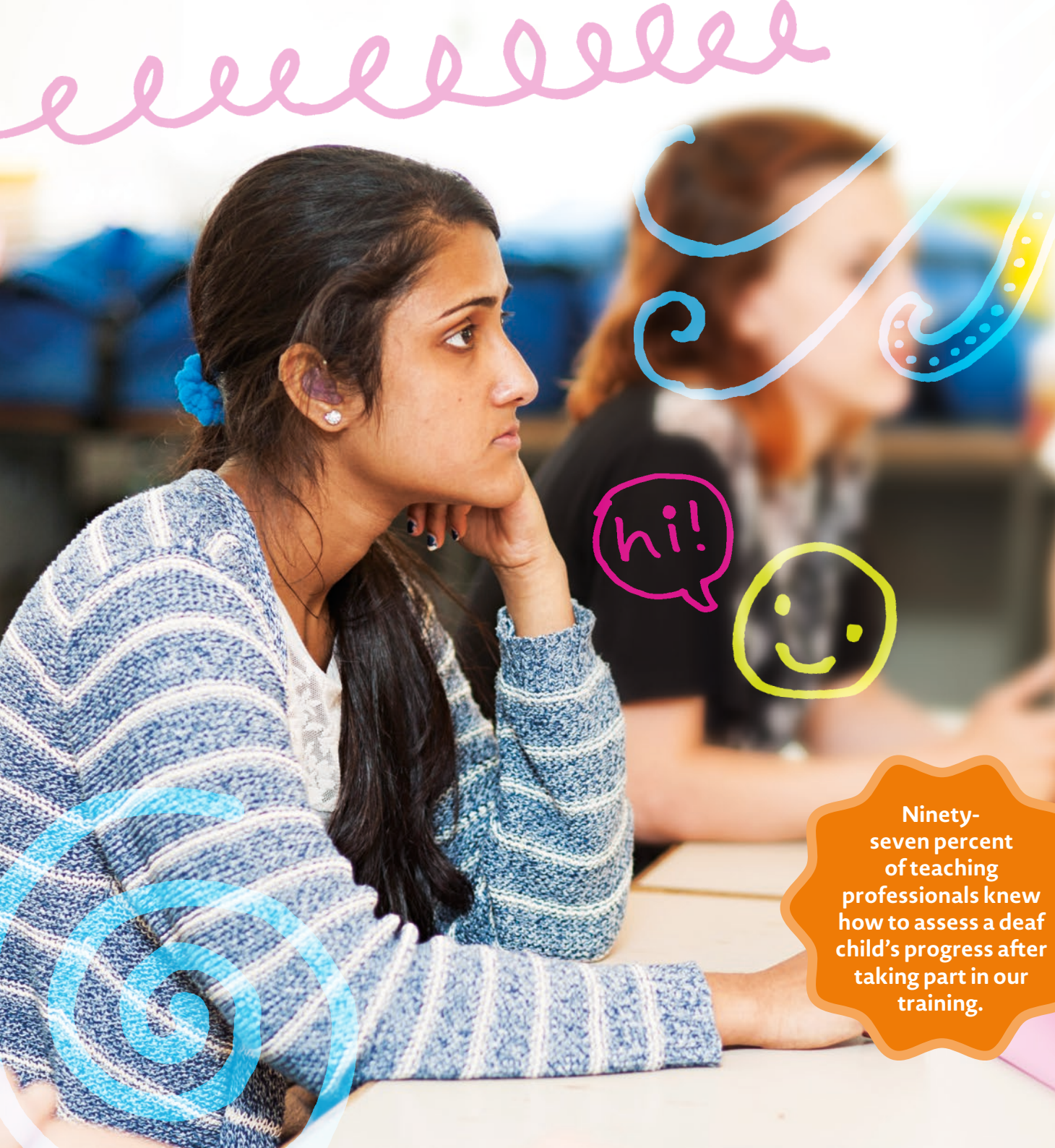


“It transformed my social life.”

Afterwards, many of the students realised that I was lip-reading and apologised for not knowing. It transformed my social life as friends now understand the difficulties I face.

Yes, I can be embarrassed if I say “pardon?” a thousand times. Yes, I can feel isolated and different to other people. And yes, I sometimes feel like throwing my hearing aids through the window. But all of these things have made me strong and I won't let anything stop me doing what I want to do.”





hi!



Ninety-seven percent of teaching professionals knew how to assess a deaf child's progress after taking part in our training.

Your support increases awareness



As Amy's story shows, it's not unusual to be the only deaf child in a class, or in an entire school. Some teachers won't have supported a deaf child before, or have low expectations for what they can achieve. To make sure that deaf children get the best start in life, we trained 450 teaching professionals on how to give the right support. Afterwards 97% said they now knew how to assess a deaf child's progress.

Deaf children also have the right to be included in after-school activities. But too many are left out because group leaders don't know how to support their needs. We trained 216 sports, leisure and arts professionals on how to include deaf children, so that they can make friends and have fun. Afterwards 90% of activity leaders said they would change their behaviour.

97%



Influencing and Challenging

What it means to me

Public figures have a responsibility to support people in their areas – they have the power to change laws and put forward issues in parliament. If we don't feel they are doing enough to support young people we should do our best to change this.

Beth

Amy D (17) is profoundly deaf. She's a member of our young campaigners group, which urged the government to pass a new law promoting sign language in Scotland.

“It's hard for me to communicate with people when I'm out and about because I'm a fluent signer, and I don't have oral communication skills. This makes my daily life difficult. I believe that the new law will encourage more people to be deaf aware and learn sign language. Hopefully it means people will be more helpful and ignore us less.

As a member of the National Deaf Children's Society's young campaigners group, I met with Mark Griffin MSP to explain how the new law could change lives, especially for young people like us who have our future ahead. Since the law was passed, I've joined an advisory group, which will help to create a national plan for how British Sign Language will be promoted.

“I believe that campaigning can change everything.”

I'm the youth rep, which means I listen to young people and feed information back.

The young campaigners group has become an important part of my life. I believe that campaigning can change everything. It will improve our lives for the better, spreading deaf awareness out and about.”



BSL




Your support makes change happen

We campaign across the country to make sure that deaf children get a fair chance in life. This could include challenging the government about a change in law, or taking action when specialist teaching posts are cut.

While some deaf children have fantastic local services, others are losing out because of council cuts. We challenged proposals after finding out that 66 local authorities were planning to cut education services for deaf children. Following our campaigning, this number fell to 11.

Deaf young people are our most passionate campaigners and they have a right to be heard. We recruited 18 new members (including Beth and Amy E) to our Young People's Advisory Board. The group try to change issues that they care about and will launch a new campaign about sign language next year.



The number of local authorities planning education cuts affecting deaf children fell from 66 to 11.



Deaf Child Worldwide = changing lives around the globe



What it means to me

Deaf young people living in developing countries shouldn't miss out on help because of their location on a map. They will face other challenges related to where they live and this means they need all the support they can get.

Beth

Sonu (20) lives in Kolkata, India. With support from our international arm, Deaf Child Worldwide, Sonu has found his first ever job.

“I lost my hearing when I was two and always struggled as I didn't understand what was going on around me. I had a hearing aid but it got damaged and my family couldn't afford to buy me another. I didn't last long at school and I used to roam around with no job and nothing to do. I misbehaved and my mother was very worried.

A few years ago, a community worker suggested that I go to a local centre, supported by Deaf Child Worldwide. I used to be shy, but there I've made new friends who I can talk to about the challenges we face as deaf young people.

“I'm now able to write my name, and can work to support my family.”

My community worker, supported by Deaf Child Worldwide, has helped me so much. I've had counselling and I'm now much better at managing my frustration. This has really helped the relationship I have with my mother. I've changed a lot and I try to listen to whatever she tells me.

I'm now able to sign and write my name. I've even got a job at a local shoe-making factory and support my family with the money I earn.”





Your support changes lives around the globe

In developing countries, poor healthcare means it can be years before a child's deafness is diagnosed. Families often can't afford hearing aids, and there are few chances to learn sign language. Many children are cut off from the world, unable to communicate with even their parents. And some never set foot inside a classroom.

With your support, we're working with partner organisations in South Asia, East Africa and Latin America, to help change lives. As part of our ground-breaking work, we trained 110 parents' and 105 young people's groups in sign language, and how to understand and campaign for their rights – to education, jobs and healthcare.

Every child has the right to an education, but unless teachers know how to support deaf pupils they will continue to be excluded, spending their childhood hidden away at home. We trained more than 11,200 professionals, including teachers, opening doors for many deaf children to go to school for the first time.

We trained more than 11,200 international professionals, including teachers, on how to communicate with and support deaf children.

← *Wow*



You are making a difference

Without your support, the National Deaf Children's Society couldn't help as many people as they do today. A lot of families rely on your help, and without it they would not be able to deal with any problems that come up. Your support is what keeps the charity alive. **Thank you.**

Beth



“I learnt about the support I can get to do the jobs I want to do.”

Shania (12) is profoundly deaf. She took part in workshops on our new mobile classroom, the Roadshow, which was funded by support from charitable trusts and foundations.

“I visited the Roadshow when it was in Chingford. It was my first time and I thought it might be a bit boring.

The first thing I thought was that it was so colourful! It looked exciting and I really loved the colours and the pictures on the front. I was surprised at how big it was inside. There was lots of space and chairs to sit on which made it feel really grown-up. It all looked exciting and interesting.

We had a lesson called ‘MyFuture’ and I said that when I grow up I want to be an artist or a cook. I’m really good at drawing and I started to learn to cook in primary school.

I learnt all about the different types of support I can get when I leave school to do the jobs that I want to do. When I came off the bus I felt excited about things and not worried about the future.

I really enjoyed visiting the Roadshow – I’d definitely like to go again! ”



Your support changes lives every day



From cake bakes to marathons, from grants to gifts, we're so grateful for everything you do.

If you're part of a charitable trust, your gift might have helped to launch our new Roadshow. You may be helping families to learn how to sign, or have given deaf children a chance to learn how to swim. Or, if you give a gift every month, you will be keeping our unique services running, so families know we'll be there whenever they need our help.

Thanks to everyone who took part in our Big Cake Bake, raising almost £14,000 by selling sweet treats to family and friends. Meanwhile, our inspirational runners raised more than £137,000 by taking part in the London Marathon, our biggest fundraising event. And let's not forget the walkers, trekkers, cyclists, swimmers and skydivers who go that extra mile – often literally. **We couldn't do any of this without you.**

THANK
YOU



Forty-nine
inspirational
runners took on the
London Marathon,
raising more than
£137,000.



Thank-you

for supporting deaf children



Aberdeen Asset
Management Charitable
Foundation

The Adams Youth Trust

Sir John & Lady Amory's
Charitable Trust

The Ammco Trust

The Annandale
Charitable Trust

The Annett Trust

George Bairstow
Charitable Trust

The Elaine Barratt
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Paul Bassham
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The Hilda Beer
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Lord Belstead Charitable
Settlement

Benham Charitable
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Pat and Barbara Bennett
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Clive Jay Berkley
Foundation

The Liz and Terry
Bramall Foundation

Dr Allan Brebner's Trust

Edward Cadbury
Charitable Trust

The Camden Trust

The Chalk Cliff Trust

Sir Jeremiah Colman
Gift Trust

J Reginald Corah
Foundation Fund

The Evan Cornish
Foundation

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Foundation

The D J H Currie
Charitable Trust

The Mrs Janet T Isles
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Department for
Communities,
Northern Ireland

Department for
Education

The D'Oyly Carte
Charitable Trust

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Eastwood Foundation

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Foundation of Alderman
John Norman

The Gerald Palmer Eling
Trust Company

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Charitable Trust

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Settlement

Doris Field
Charitable Trust

The Sir John Fisher
Foundation

Donald Forrester Trust

The Friarsgate Trust

The Fulmer
Charitable Trust

Mrs P. C. Gluckstein
Charity Trust

The Walter Guinness
Charitable Trust

Philip Henman Trust

The Joseph & Mary
Hiley Trust

The Lady Hind Trust

The Albert Hunt Trust

The Jenour Foundation

Kinburn (St Andrews)
Charitable Trust

The Christopher
Laing Foundation

Thomas Lilley
Memorial Trust

Elsie Lawrence Trust

The Lynn Foundation

Leach Family
Charitable Trust

The Lyras Family
Charitable Trust

Leeds Building Society
Charitable Foundation

Richard Lumley
Charitable Trust

Leng Charitable Trust

The 29th May 1961
Charitable Trust

Masonic
Charitable Foundation

March Brown
Charitable Trust

Middlesex Sports
Foundation

Murphy-Neumann
Charity Co Ltd

George A Moore
Foundation

The National Lottery
through the Big
Lottery Fund

The Norman Family
Charitable Trust

The Oakdale Trust

The Pennycress Trust

Pilkington
Charitable Trust

The Recycling Unit
Saving Timber Trust

Rest-Harrow Trust

The Rhododendron Trust

Helen Robertson
Charitable Trust

The Robertson Trust
 The Charles Ruddock
 Trust Limited
 S and R Charitable Trust
 The Salamander
 Charitable Trust
 Scottish Government
 SCVO
 The Shanly Foundation
 Shared Care Scotland
 The Patricia and
 Donald Shepherd
 Charitable Trust
 Simply Health
 Sir John Sumner's Trust
 Sport England
 Stanley Smith Charitable
 Memorial Fund
 The Steel Charitable Trust
 The Tay Charitable Trust

The John Thaw
 Foundation
 The Constance
 Travis Trust
 Visibility Scotland
 The James Weir
 Foundation
 The White Family
 Charitable Trust
 White Top Foundation
 Worshipful Company
 of Lightmongers
 Charitable Trust Ltd
 The James Wood
 Bequest Fund
 The John Kirkhope Young
 Endowment Fund

Individuals

Sir Christopher Benson
 The Buffini Chao
 Foundation
 Malcolm Dagul
 Jeffrey Doltis

Corporates

Chaucer Ltd
 FieldFisher
 Sass & Belle
 Next plc
 Conference Care
 Nimans
 Shawbrook Bank
 Waitrose Stores
 Amplicomms
 Ashurst
 DLA Piper

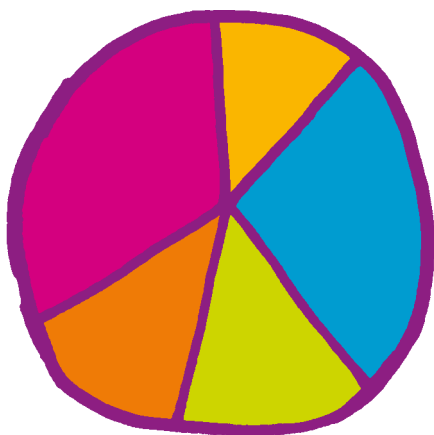


Short
 breaks fund



How Your gift was spent

Charitable activities



- Support to families
£4,434,000
- Deaf Child Worldwide
£1,773,000
- Influencing, lobbying and campaigning
£3,501,000
- Children and young people's services
£2,534,000
- Information provision
£3,031,000

Total £15,273,000

Our Board of Trustees

Matthew Hilton (Chair)
(retired 6 November 2015)

Lisa Capper (Vice Chair to November 2015,
Chair from 6 November 2015)

Sally Procopis (Treasurer)

Sheila McKenzie (Deputy Treasurer)

Tim Polack (Vice Chair from 6
November 2015)

Suzi Beese (appointed 21 July 2016)

Brendan Cleere (resigned 19 March 2016)

Gerard Featherstone

Jane Hill

Claire McClafferty

Jan Rutherford (appointed 19 March 2016)

Chris Saunders

Helen Selwood

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 12 September 2016.

The statutory financial statements, on which the auditors Kingston Smith LLP gave an unqualified audit report on 14 September 2016, have been submitted to the Registrar of Companies, the Charity Commission and the Office of the Scottish Charity Regulator.

You can get the full trustees' report, statutory financial statements and auditors' report from our Freephone Helpline on **0808 800 8880** or from our website **www.ndcs.org.uk**.

Our thanks to the children and young people who shared such powerful stories, and to our Young People's Advisory Board, whose creative scrapbooks inspired and appear in this report.

I won't let
anything stop me
from doing what
I want to do.

Amy E

I won't let
anything stop me
from doing what
I want to do.

Amy E

The National Deaf Children's Society is the leading charity dedicated to creating a world without barriers for deaf children and young people.

Freephone Helpline:

0808 800 8880 (voice and text)

helpline@ndcs.org.uk

www.ndcs.org.uk

