

**Together we're building
brighter futures**

**National Deaf Children's Society
Impact Report 2014/15**

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

www.ndcs.org.uk



Thanks to you, deaf children have a brighter future

There are more than 45,000 deaf children in the UK, and most come from families with no first-hand experience of deafness. We work closely with these families to build their confidence about the future – as at first many don't know how to help their child communicate and learn to the best of their ability.

As the leading UK charity for deaf children, we are here to make sure that every deaf child thrives. This means making sure they receive the best support at home, at the audiology clinic, and in their education. Without this support, most deaf children struggle at school, lack confidence and are vulnerable to bullying and abuse. That is why we offer free information about deafness, lead ground-breaking local and national campaigns, and run confidence-building events.

It has been an incredible year for the National Deaf Children's Society. Nationally we have been able to influence laws, policies and guidance that affect deaf children. The imperative to reduce public spending has meant many services for deaf children are threatened by cuts. However, in most cases we have been successful in making the case for sustaining service provision at current levels. We have also been successful in encouraging local audiology services to develop and implement plans for improving the quality of the service they provide.

“With your support deaf children will thrive.”

We have launched new swimming projects in England and Scotland, with funding from Sport England and the National Lottery through the Big Lottery Fund. We also delivered a wealth of information, support and events for deaf children and their families – in the UK and in developing countries.

Your generous support has made all of this possible – thank you.

We are now developing our strategy, and it is an exciting time as we work with deaf children and their families, planning how to further break down the barriers they face. Changes in legislation and cuts to funding continue to put deaf children's education and prospects at risk – but with your help, we can make sure that every deaf child has a brighter future.

Thank you.

Susan Daniels OBE
Chief Executive



Susan T. Daniels



Our year in numbers

It's been an amazing year – thank you for your support.



We trained **79** professionals to run Family Sign Language courses for parents.



559 deaf children came together at our confidence-building events.



684 people urged their MP to take action after we launched a campaign on failing audiology services.



We trained **4,495** families in developing countries to communicate with their deaf children.



We supported 106 local groups to bring **5,088** deaf children and young people together.



Our Listening Bus delivered information and confidence-building workshops to **5,124** visitors.



Our Helpline answered **14,636** enquiries from families, young people and professionals.



We now have **42,700** members, who receive our free information and support.



55 remarkable runners took part in the London Marathon, raising **£105,000** for deaf children.



Parents and professionals downloaded our information resources **202,743** times.



We helped families to claim more than **£3.1 million** in essential welfare benefits.

Empowering deaf children, young people and their families to determine what happens in their lives and shape the services they receive

Feeling like you're the only family with a deaf child can be lonely and frightening. We bring parents and children together, offering a wealth of valuable information and inspiring hope and confidence for the future.

"We didn't give it much thought when Max failed his newborn hearing test. We were told, 'You had a water birth, there's probably fluid. When you come back it'll be okay'.

"We went to the hospital every three months and each time things got worse. By 20 months Max's hearing loss was at the severe stage. We were devastated.

"When I first found out I didn't want people calling me, offering support – it was a fresh wound. There were so many questions going through my mind – will he ever get married? How's he going to get a job?

"Then, a few months later we got in touch with the National Deaf Children's Society and went on one of their free weekends away for families. It was a big support for us at a time when we felt our world was falling apart. We realised there were people in the same boat as us, and that deafness wasn't as scary as we first thought. That's when our bleak outlook on everything changed.

"Now, Max is making good progress at a nursery that gives specialist support to deaf children. It's been a long road but we're optimistic for his future."

Sarah, mum of four-year-old Max, who is severely deaf.

Highlights of our year

More than **400** families like Sarah's shared experiences, asked questions and got support from experts at our free weekend events.

Deaf school children took part in confidence-building workshops and tried out technology on our Listening Bus, which had **5,124** visitors across the UK.

677 families borrowed products like vibrating alarm clocks and radio aids for free from our Technology Test Drive. This technology can help deaf children be more independent at home and at school.



“We got support from other families when our world was falling apart. Now, we’re optimistic about the future.”

To find out more about how we support families with deaf children, go to www.ndcs.org.uk/familystories.





**“More deaf children
are swimming –
we’re breaking
down isolation.”**

To see how we help organisations to
make activities accessible to deaf
children, go to www.ndcs.org.uk/me2.



Increasing awareness of the support deaf children and young people need to achieve and challenging social attitudes which prevent them achieving

Many of the people that deaf children rely on for support – school teachers, activity leaders and GPs – have no previous experience of deafness. We offer information and training to professionals so they understand how to communicate with deaf children and meet their needs.

“Places for People Leisure, Wolverhampton Swimming and Fitness Centre, got involved in the Deaf-Friendly Swimming Project* because we wanted to improve communication and encourage more deaf children to learn to swim. As part of the project, the National Deaf Children’s Society trained our swim instructors and supported us to run a learn-to-swim programme, especially for deaf children.

“If an instructor has knowledge and understanding about deafness, and they can communicate well, deaf children find it easier to learn to swim. So, before we launched the swimming programme, our instructors took part in evening classes, where they found out more about deafness and learnt useful sign language related to swimming.

“21 deaf children took part in our 10-week learn-to-swim programme, with almost half joining the junior lesson programme afterwards. Our instructors use sign language to support these lessons.

“It is a great way to introduce deaf children to a new environment, and break down isolation. We are delighted to see more deaf children swimming, particularly those who had previously found it difficult without good support and communication in place.”

Michelle and Therese, Wolverhampton Swimming and Fitness Centre.

*The Deaf-Friendly Swimming Project is funded by Sport England.

Highlights of our year

We trained almost **1,500** sports and activity group leaders, like Michelle and Therese, on how to include and communicate with deaf children. 91% of people who took part said the training helped them understand more about deafness.

We produced information to help companies and organisations better understand deaf children’s communication needs, as part of an **online learning resource** by Disability Matters.

We trained **238** people working in health, education and social care on how to support deaf children’s emotional health and well-being. 95% said their confidence in these subjects had improved.

Influencing and challenging key decision makers to make deaf children and young people a political priority

Sadly, many deaf children and young people are still not getting the support they need in the classroom, lecture hall, or at the audiology clinic. We campaign to make sure that every deaf child has the same chances as their hearing peers.

“It’s really important that disabled students like me have a say in what will happen to our support and education. In September, I’m starting an art and design foundation course at university and after that I hope to do a degree in fashion or textiles design... or possibly oceanography!

“At the moment, deaf young people can apply for Disabled Students’ Allowances to help cover the cost of things like note-takers or radio aids, which they may rely upon when studying. But, last year the Government in England announced that it plans to cut back on this help in some areas, with universities being expected to cover the costs instead.

“Disabled students weren’t asked about the proposed changes – so I said yes when the National Deaf Children’s Society asked me if I would be interested in helping to challenge the Government. Working with solicitors, I took legal action. This has made a real difference as the Government decided to push back the changes until 2016–17. The Government recently announced that they will be running a public consultation to seek people’s views – so disabled students will now have a say.”

Zanna is 18 years old and profoundly deaf in her right ear and severely deaf in her left ear.

Highlights of our year

We campaigned across the UK to highlight the challenges faced by deaf students like Zanna. In Scotland, we urged the Government to address the gap in attainment between deaf and hearing pupils, through our **Close the Gap** campaign. As a result, the Education and Culture Committee announced an attainment review, which will be followed by an action plan for change.

We launched the **Listen Up!** campaign after an NHS report showed that one-third of audiology services in England are failing deaf children. We met with NHS England and the health minister to share our concerns and call for action.

We **gave evidence** to the National Assembly for Wales’ Petitions Committee about acoustics in schools, and how poor listening conditions can impact on a deaf child’s ability to learn.



**“Disabled students will
be consulted – it’s made
a real difference.”**



To join our Campaigns Network and
call for change to deaf children’s lives,
go to www.ndcs.org.uk/campaigns.



**“If I met a mother
with a deaf child
now, I would tell her
not to be afraid.”**

To find out more about our work with
deaf children in developing countries,
go to www.deafchildworldwide.org.



Deaf Child Worldwide

Our international development work

There are more than 32 million children worldwide with a hearing loss, and most live in developing countries. Working with partner organisations, we support deaf children in South Asia, East Africa and Latin America, focusing on communities where the need is greatest.

Nine-year-old Chayan grew up in rural India, unable to speak and understand what was going on around him. Until recently, when his deafness was diagnosed, Chayan's parents thought that evil spirits had stopped him speaking.

Chayan's deafness was identified through our partner organisation, Samaj Unnayan Kendra, and one of their support workers began visiting him at home once a week to help with school work. Now, Chayan is enjoying school, and likes spelling and writing. Project staff are also helping Chayan and his family to learn sign language, which has led to them having meaningful conversations with each other for the first time.

Initially, project staff worked closely with Chayan's mum, who was struggling and needed counselling. They encouraged her to attend a group for parents with deaf children, where she has met other families and realised she is not alone.

Chayan's mum says, "Before, I didn't know what to do with Chayan – he used to sit by himself. But with the support he's received, he has progressed a lot. If I met a mother with a deaf child now, I would tell her not to be afraid and I would teach her what I've learnt".

Chayan and his family have been supported by Deaf Child Worldwide partner, Samaj Unnayan Kendra.

Highlights of our year

To reach more deaf children like Chayan who need our help, we set up our first project in Tanzania. With project partner, Child Reach International, we supported **238** deaf students and **100** school staff to enrol on sign language courses.

In Ecuador, we held a **four-day conference** for 16 parents of deaf children in South America. Following the event, parents set up a regional network that will help them to launch joint campaigns, build relationships and share learning.

We produced a second **Ugandan Sign Language book** with illustrations to help families, deaf children and teachers to learn the language and better communicate with one another.

Your support makes all the difference

95% of our work is funded by the public. Whether you run a cake sale or a marathon, give a regular gift, or get your workplace involved – it all makes a difference to deaf children.

“I first cycled from Land’s End to John O’Groats in 2003. I bought my penny-farthing about nine years ago and always said I would do the same challenge on it.

“I decided to raise money for the National Deaf Children’s Society because my wife Ann is deaf, and she knows how hard it can be. She had a lot of help from the charity when she was a girl.

“The ride was 970 miles and took 15 days. We had lovely sunny weather for about a week and then there was snow, hail, rain and strong winds. We finished in sunshine at John O’Groats.

“It was incredibly tough. Riding a penny-farthing is difficult anyway – you have to get off and push when going up or down hills, and it is scary riding in traffic. It was fun though. A lot of people stopped us along the way to ask about the penny-farthing and take pictures.

“I hoped to raise about £1,500, and was amazed to raise more than £3,000!”

Dave cycled from Land’s End to John O’Groats to raise money for the National Deaf Children’s Society.

Highlights of our year

64 incredible cyclists like Dave took part in challenge events, raising **£82,000**. This amount could give more than 270 children the chance to go on a weekend event, where they can meet and make friends with other deaf children, increase their confidence and try out new activities.

The number of people supporting our work with deaf children each month **rose by 18%** – a new record.

80 talented bakers served up sweet treats as part of our Big Cake Bake, raising **£11,600**. This amount could give 580 families, who have just found out their baby is deaf, 20 minutes of free confidential support through our Helpline.



“I rode through snow, rain and strong winds – and was amazed to raise more than £3,000!”



To support our work with deaf children, go to www.ndcs.org.uk/help_us. Thank you.

Thank you for supporting deaf children

Thank you to all our supporters, for helping us to build a brighter future for deaf children.

Trusts and statutory

The Adams Youth Trust

The Ampelos Trust

BBC Children in Need

Paul Bassham Charitable Trust

Lord Belstead Charitable Settlement

Benham Charitable Settlement

The Bradford and District Children's
Charity Circle

The Liz and Terry Bramall Foundation

The Big Lottery Fund through The Building
Change Trust

The F C Burgess Sunday Appeal Fund

Edward Cadbury Charitable Trust

Joseph & Annie Cattle Trust

The Chillag Family Charitable Trust

The Martin Connell Charitable Trust

J Reginald Corah Foundation Fund

Michael Cornish Charitable Trust

The Frances Crabtree Charitable Trust

Ronald Cruickshanks Foundation

The Cumber Family Charitable Trust

Baron Davenport's Charity

Gwendoline & Margaret Davies Charity

Department for Education

Department for Culture, Arts and Leisure

Englefield Charitable Trust

Dr Ann Ceinwen Evans Discretionary Trust
Fund

Gerald Palmer Eling Trust

The Eveson Charitable Trust

The Thomas Farr Charitable Trust

The Fidelity UK Foundation

The Finderman Charitable Trust

Donald Forrester Trust

The Hugh Fraser Foundation

The Fulmer Charitable Trust

Miss P C Gluckstein Charity Trust

Ray Gravell & Friends Charitable Trust

The Gyll-Leng Charitable Trust

The Helianthus Charitable Trust

The Charlotte Tana Heyman Charitable
Foundation

R G Hills Charitable Trust

The Lady Hind Trust

Dorothy Howard Charitable Trust

The Charles Irving Charitable Trust

J J F Charitable Settlement

The Jenour Foundation

Miss Anne R Jolly's Trust

The Lady Eileen Joseph Foundation

Sir James Knott Trust

The Beatrice Laing Trust

Elsie Lawrence Trust

Leach Family Charitable Trust

Leng Charitable Trust

Lloyds Bank Foundation for Northern
Ireland

The Lynn Foundation

Ian Mactaggart Trust

MacTaggart Third Fund

W M Mann Foundation

The Merchants House of Glasgow
 George A Moore Foundation
 Oliver Morland Charitable Trust
 Margaret Murdoch Trust
 Murphy-Neumann Charity Co Ltd
 The National Lottery through the Big Lottery Fund
 Ormonde Foundation
 Pilkington Charitable Trust
 The Austin and Hope Pilkington Trust
 Miss A M Pilkington's Trust
 The Mercury Phoenix Foundation
 P F Charitable Trust
 Presidents Club Charitable Trust
 The Sir James Reckitt Charity
 The Rhododendron Trust
 Helen Robertson Charitable Trust
 The Salamander Charitable Trust
 The Hon AG Samuel Charitable Trust
 The R H Scholes Charitable Trust
 Scottish Government
 SCVO
 SFIA Educational Trust
 Stanley Smith Charitable Memorial Fund
 Sport England
 The Steel Charitable Trust
 The F C Stokes Trust
 Bernard Sunley Charitable Foundation
 The Charles & Elsie Sykes Trust
 The Tay Charitable Trust
 The John Thaw Foundation
 The Tory Family Foundation
 The G J W Turner Trust

David Uri Memorial Trust
 Visibility Scotland
 The Brock Webb Trust
 Garfield Weston Foundation
 The White Oak Charitable Trust
 The Felicity Wilde Charitable Trust
 The Wilmcote Charitruist
 The Wixamtree Trust
 Wolfson Foundation
 The Worshipful Company of Lightmongers
 The Diana Edgson Wright Charitable Trust
 WPP Charitable Committee
 Yorkshire Building Society Charitable Foundation
 William Allen Young Charitable Trust

Corporate partnerships

Amlin Plc
 Conference Care Ltd
 Field Fisher Waterhouse LLP
 Fried, Frank, Harris, Shriver and Jacobson LLP
 Next Plc
 Nimans
 Sass & Belle

Individuals

Sir Christopher Benson
 Mr Malcolm Dagul
 Mr Jeffrey Doltis

Summary accounts

Our charitable expenditure in 2014/15

Charitable activities

Deaf Child Worldwide
£1,584,000

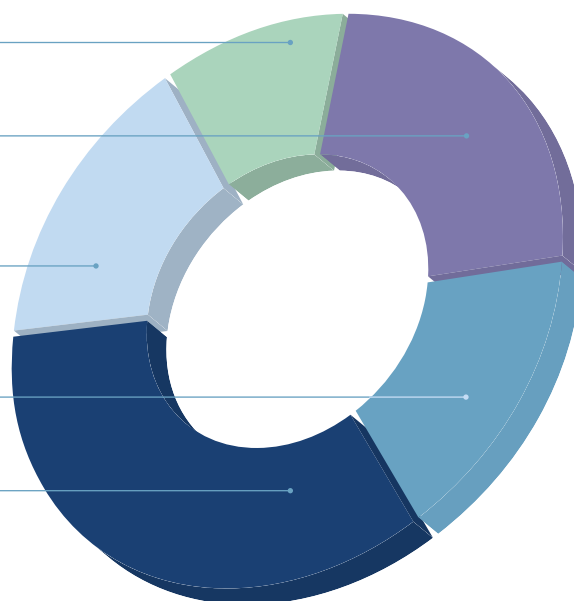
Influencing, lobbying
and campaigning
£3,523,000

Children and young
people's services
£2,464,000

Information provision
£3,239,000

Support to families
£5,296,000

Total £16,106,000



Our Board of Trustees

Matthew Hilton (Chair)

Lisa Capper (Vice Chair)

Sally Procopis (Treasurer)

Sheila McKenzie (Deputy Treasurer)

Brendan Cleere

Gerard Featherstone

Jane Hill

Claire McClafferty

Reema Patel (resigned 28 March 2015)

Tim Polack

Chris Saunders

Helen Selwood
(appointed 31 January 2015)

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 18 August 2015. The statutory financial statements, on which the auditors Kingston Smith LLP gave an unqualified audit report on 18 August 2015, have been submitted to the Registrar of Companies, the Charity Commission and the Office of the Scottish Charity Regulator.

This summary information is presented to provide financial highlights from the year, and may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. 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.



**Thank you for giving deaf
children a brighter future.**

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/livechat

www.ndcs.org.uk

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