

every deaf child

Impact report 2006/07

ndcs
every deaf child

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

We represent the interests and campaign for the rights of all deaf children and young people from birth until they lead independent lives.

NDCS believes that the family is the most important influence on a deaf child's development. NDCS supports the deaf child through the family as well as directly supporting deaf children and young people themselves.

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



Introduction from our chief executive

This has been an exciting and award-winning year in which we took real strides towards our vision of a world without barriers for every deaf child.

Our campaign to ensure that every baby in the UK is screened soon after birth for deafness resulted in the roll-out of newborn hearing screening nationwide. This programme, which will transform the life chances of every deaf child by enabling families to benefit from the earliest possible support, has fundamentally changed the nature of childhood deafness.

Professionals, who until recently have been dealing with newly identified toddlers, are now faced with newborn babies. Families need a totally new range of support options too. We have risen to this challenge by significantly increasing the number of weekends for families with newly identified babies, and by engaging professionals through a blend of conferences and guidance.

In responding to the challenge, we have also worked towards innovative solutions, for example our work with Yorkhill Hospital in Glasgow which now, thanks to funding from the Rangers Charity Foundation, boasts a unique family resource room providing a full range of information and support to deaf children and their families within the hospital itself.

Our investment in communicating with our members and supporters has received external recognition: *The NDCS Magazine* became an award-winning membership title having won the prestigious Memcom Best Magazine category.

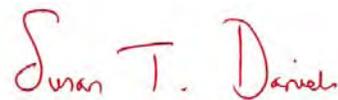
Our new user-led website was also launched to critical acclaim and will play a central role in how we communicate in future.

Demonstrating our conviction that deafness is no barrier to young people achieving their potential, we have recruited a team of deaf role models who will work with families of deaf children in four areas of the UK. For many families this will be the first contact they have with another deaf person.

We have also demonstrated that NDCS will stand up for the rights of deaf children and young people in two important areas. By successfully campaigning against changes made by the Qualifications and Curriculum Authority, which would have disadvantaged deaf candidates taking GCSE and A Level exams, we forced a U-turn which resulted in these changes being abandoned in time for this summer's exams.

We challenged the government to think again about how it tackles the specific issues of paediatric audiology after it published a National Action Plan without a single reference to children.

This is a solid record of achievement, but we have ambitious goals for the year ahead. NDCS is adapting to the changing nature of childhood deafness, and we will continue to develop innovative services while representing the rights and interests of every deaf child.

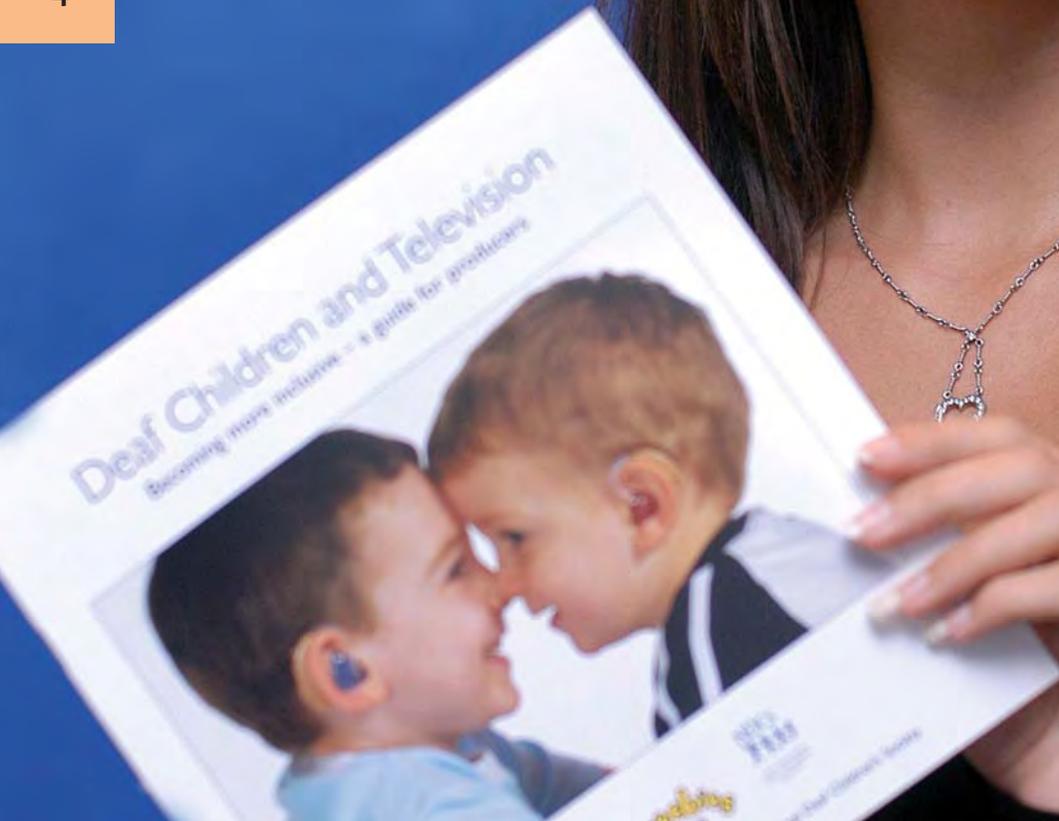


Susan Daniels OBE
Chief Executive

Contents

Influencing, lobbying and campaigning	4
Information provision	8
Advocacy & support to families	10
Developing self-esteem in deaf children	14
International work	16
Fundraising	18





Influencing lobbying and campaigning

Objective

Help bring about change in the Department for Education and Skills (DfES) and Qualifications and Curriculum Authority (QCA) approach to general qualifications for deaf children.

Impact

Led the disability sector in a campaign which forced the QCA to reverse its decision to remove adjustments used to enable deaf students to take exams without being at an unfair disadvantage to their hearing peers.

The campaign involved a debate on the floor of the House of Commons and substantial national media coverage.

NDCS is seeking assurances that no such further changes will be made in future without the active involvement of disabled students and organisations representing their interests.

Objective

Launch a groundbreaking report into deaf children's use of subtitles and sign language interpretation.

Impact

Forged a partnership with the BBC and jointly launched a groundbreaking report into the viewing needs of deaf children who use all forms of communication.

The report sets an industry standard that all broadcasters should aspire to follow. We will continue working with BBC Children's and other programme makers to ensure that no future children's programmes are designed in a way that prevents deaf children from enjoying them.

“ I would like to see deaf people and characters in there because there are so many hearing people. As a deaf person it's like, you know, where are the deaf people? ”

Deaf secondary school pupil

Objective

Launch guidance for professionals and families in the application of Informed Choice.

Impact

Convened the NDCS annual conference on the theme of Informed Choice, attended by 171 delegates from a variety of professional backgrounds.

Working with the government's Early Support Programme, for families with young disabled children, we developed and wrote *Early Support Informed Choice* and *Informed Choice, families and deaf children: professional handbook*. This year we also updated the *Information for Parents: deafness* booklet.



**Objective**

Raise the profile of deaf children and families amongst parliamentarians.

Impact

Attended each of the main political party conferences and engaged with MPs of all parties on the issues facing deaf children, young people and their families. MPs from all parties supported our campaign to reverse the QCA's decision to withdraw adjustments for deaf students.

Deaf children need to be able to communicate effectively, access information and influence the world around them by any appropriate method, whether through sign language, oral communication or a combination of approaches.

Objective

Influence the quality of services to deaf children in Scotland, Wales and Northern Ireland.

Impact

As an active member of the Audiology Services Advisory Group in Scotland, worked in partnership with the Scottish Executive in carrying out a wholesale review of paediatric audiology services across Scotland. We will be ensuring that future investment takes into account the specific problems faced by deaf children.

Played a leading role at the Welsh Assembly, including our membership of the All Party Group on Deafness.

Successfully argued against the reduction of places available to deaf children as a result of cuts being made to all of Northern Ireland's Education and Library Boards.

Objective

Launch a new professional membership scheme to increase professional members' use of NDCS services, their involvement in our work and their advocacy of key NDCS messages to their colleagues and clients.

Impact

Delayed to 2007/08 to allow for consultations with professionals about how we can best achieve our professional membership ambitions.

Deafness is not a learning disability. There is no reason why the majority of deaf children should achieve any less than hearing children.

Objective

Ensure deaf friendly messages reach a wider audience through the Me2 campaign.

Impact

Established strong working partnerships with a range of youth organisations to enable deaf children and young people to participate in the full range of extra-curricular activities on a par with their hearing peers.

We will be producing joint guidance with a number of partners, including the Scout Association, encouraging local groups to reach out to potential deaf members and fully meet their needs.

Deaf children are being let down by the education system. Only one in three deaf children get five or more good GCSEs compared with more than half of all hearing children. This is a scandal.

Objectives for 2007/08

- Launch a consultation exercise to inform NDCS' campaigning priorities.
- Campaign to close the attainment gap between deaf and hearing children.
- Campaign to achieve nationwide paediatric audiology services that meet the needs of every deaf child.
- Campaign to protect exam adjustments for deaf children from any future changes, without adequate consultation.
- Campaign to ensure every TV programme for children is subtitled.
- Increase our capacity to maximise opportunities for working with the Scottish Parliament, the Scottish Government and other devolved authorities.
- Increase our capacity to engage with and influence the quality of service provision of local authorities across England.





Information provision

Objective

Increase the range of publications available to families and professionals.

Impact

Targeted a number of new audiences this year. We worked with the Down's Syndrome Association to publish *Down's Syndrome and Deafness*; and we co-published *Cytomegalovirus and Deafness* with the Congenital Cytomegalovirus Association.

Reached out to young deaf school leavers by publishing a booklet of financial information: *Hands up if you want info about money*.

Translated our core family information materials into Urdu and Welsh and obtained funding from the Welsh Assembly Government to produce Welsh bilingual versions of our flagship publications to raise standards for deaf children in mainstream education: *Deaf Friendly Schools*, *Deaf Friendly Teaching*, and *Deaf Friendly Nurseries and Pre-Schools*.

Published two pieces of research aimed at professionals: "*Has anyone thought to include me?*" highlighting fathers' needs to be actively involved in their child's development; and *Cochlear Implants: young people's views*, produced with the Ear Foundation, reporting on the experiences of the first generation of cochlear implant users to reach maturity.

Objective

Increase the number of families contacting the Helpline shortly after diagnosis.

Impact

Rose to the challenge of providing information and support for families following the much earlier diagnosis brought about by the NHS Newborn Hearing Screening Programme. The NHS finally launched the programme nationwide in 2006. Our Helpline received over 7,000 enquiries throughout the year. Next year we will be collecting this data in a way that shows the real impact of early identification.

Families have the right to clear and balanced information and support, delivered in a way that is accessible to them.

Objective

Develop the website as an essential point of information provision to families from when their child is diagnosed to when they reach independence.

Impact

Relaunched our website after a major redesign. The site had grown considerably and users had told us of their need for more straightforward ways to access information about childhood deafness.

Invested in new technologies which will enable us to develop the site as a major campaigning and fundraising tool. Furthermore, we have increased the ways in which parents and supporters can communicate with us and ensure we respond more effectively with relevant information.

Objectives for 2007/08

- Review our entire publication range to ensure it is meeting the needs of families and carers of deaf children across the UK.
- Launch an *Acoustic Toolkit* for use in schools.
- Launch new deaf awareness resource pack for use in schools.
- Launch a new publication covering genetics and deafness.





Advocacy and support to families

Objective

Establish Deaf Role Models projects in England, Wales and Northern Ireland which will offer parents the opportunity to meet up to three successful deaf role models who come from diverse backgrounds and use different communication methods.

Impact

Began our Deaf Role Models project this year in Manchester, Oxfordshire, Northern Ireland and Wales and carried out research to obtain the views of 41 families. Successfully trained 47 deaf role models. This work was funded by The National Lottery through Big Lottery Fund.

Our Deaf Role Models project gives parents a broader and more positive perspective of deafness, and the confidence and belief that deaf children can achieve on an equal footing with hearing children if they are given the right support and opportunities.

“I can’t thank NDCS enough for giving us the opportunity to take part in the family weekend. It’s been great and I feel so much more confident to challenge any fears/concerns I have for my son.”

Participant in weekend for families of newly identified deaf children

“The visit we had from the deaf role model was very good and helpful. Our daughter now knows that she is not the only child who is deaf and has to wear hearing aids.”

Mother, daughter 11 years old

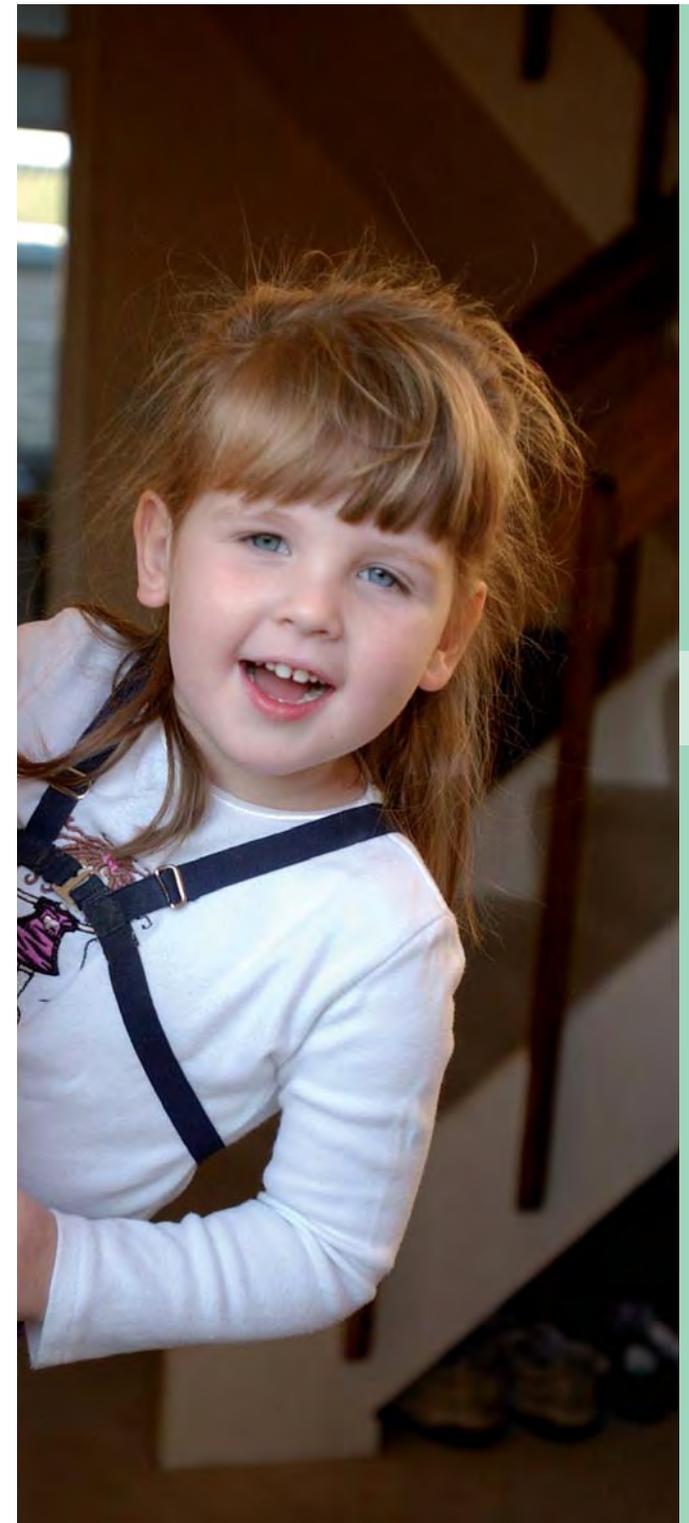
Objective

Provide ten family weekends across the UK offering advice and support to families.

Impact

Exceeding this target, provided 12 specialist information weekends for families across the UK. Nine of these were for families of newly identified deaf children (diagnosed within the past 12-18 months) and three for families of a deaf child with additional needs. We reached 150 deaf children, 286 parents and other carers in the family, and 136 hearing siblings through this programme.

Provided emotional and parent-to-parent support for 184 new families through our national Family Support Network.





Objective

Further develop the casework service to support families in welfare benefits and education.

Impact

Provided support and practical advice to 1,252 families across the UK through our network of family officers. 550 of these families received support in relation to the education of their deaf children and a further 526 received help in claiming disability benefits such as Disability Living Allowance, Carers Allowance and Tax Credits. Helped families to claim £716,000 in disability benefits awards. Nearly 20% of this sum was in back-dated payments that families had been entitled to much earlier.

Represented 51 families at Disability Appeals Tribunals and supported a further 78 families in seeking revisions or improvements to the outcome of their benefits applications.

Represented 42 families at Special Educational Needs Tribunals, helping them to appeal against local authority decisions in relation to the education of their deaf child.

“If it hadn't been for our NDCS welfare benefits advisor I would not have bothered challenging Sam's DLA claim and would never have got what was due to us.”

Mother

Objective

Complete and evaluate our programme of *Family Sign Language Curriculum* pilot schemes.

Impact

Piloted the Curriculum in partnership with 20 local service providers and NDCS local groups in England, Scotland and Wales. Received constructive feedback and evaluative responses from over 100 local tutors and families who have been using the Curriculum as part of the pilot. Also selected two pilot sites in Scotland.

Objective

Complete and evaluate Fathers and Grandparents project which consulted fathers to ensure they are better informed and engaged with service providers as well as making recommendations to ensure services are father-friendly.

Impact

Successfully completed work on the Fathers and Grandparents project, funded by the Department for Education and Skills. The aim was to support fathers as active participants in their deaf child's development. Consulted over 150 fathers about their specific information and support needs and ran 3 information days for 45 fathers and 62 children. We published both our research: "*Has anyone thought to include me?*" and an advisory booklet for fathers.

Objective

Launch a new membership magazine.

Impact

Launched a new membership benefits package including:

- A new magazine, which subsequently won the MemCom Best Magazine of the Year Award 2007.
- *Options* handbooks in three, age-specific editions – Pre-school, Junior and 11–14 year olds. These are sent to members once a year, depending on the age of the deaf child or children in their family.
- A new regular email *Update* with hyperlinks to our website for latest news and information.

“From starting to use the curriculum my daughter’s communication has improved dramatically as has our understanding.”

Mother of a one-year-old deaf child

Objectives for 2007/08

- Create a dedicated legal casework service for families and carers of deaf children to support them in education and benefits.
- Provide 19 family weekends across the UK for parents and carers of children who have been newly identified as deaf.
- Provide three weekends for families and carers of deaf children who have additional needs.
- Use our trained team of 47 deaf role models in England, Wales and Northern Ireland to provide up to three visits per family, to give parents and carers the opportunity to meet successful deaf role models who come from diverse backgrounds and use different communication methods.
- Provide an equipment loan service for families and carers to assess the suitability and effectiveness of equipment for their child.
- Provide a minimum of 100 PCs equipped with webcams for families on a low income.
- Significantly increase the number of families from black and minority ethnic communities accessing our services.
- Recruit additional family officers for Scotland, South Wales and the south east of England.



Developing self-esteem in deaf children

Objective

Deliver programme of outdoor activity events reaching 120 children.

Impact

Organised outdoor adventure days for 147 young deaf people, including water sports events and outdoor activity days.

Toured 46 venues with our Listening Bus.

Objective

Deliver programme of sports events reaching 180 children.

Impact

Provided a range of one-day sports events for 114 young people, including football, rugby and tennis coaching days.

Secured £251,646 from the Football Foundation, Sportsmatch and Phonak, to run a three-year deaf friendly football project. The project is designed to remove the barriers to participation in football that many deaf children and young deaf people face, including lack of appropriate communication support and misconceptions about deafness. The project will make football more accessible to deaf children across England.

It is vital that every deaf child grows up in an atmosphere of optimism about what they can achieve in life.

Objective

Deliver a programme of arts events reaching 150 children.

Impact

Provided a series of imaginative arts events in which 340 children in England and Northern Ireland took part. These included arts, crafts and performing arts events, a signing choir and a film project in partnership with BBC Blast, funded by First Light Movies and nominated for a First Light Cinemagic Young Filmmaker Award.

100 Young Authors and Artists worked with established artists to create their own imaginative paintings and drawings that were displayed in the Ulster Museum. The Arts Showcase project involved a further 100 children who performed to an audience of 150 in Lisburn. This work was supported by The National Lottery through the Arts Council of Northern Ireland.

Objective

Deliver a comprehensive and diverse summer programme for over 200 children.

Impact

Provided summer programme of residential holidays attended by 188 children and young deaf people.

Objective

Consult with young people about NDCS's current and future service provision.

Impact

Planned the first ever major consultation with deaf children and young people across the UK to take place in 2007/08.

Objectives for 2007/08

- Carry out the first ever major consultation with deaf children and young people across the UK to determine how we develop our direct service provision to deaf children and young people.
- Run seven summer holidays for 169 young people across the UK.
- Run two activity weekends for 30 young people across the UK.
- Run 11 sports and activity days for 235 young people across the UK.
- Run an extensive arts programme for young people in Northern Ireland.
- Run a summer activity week in Wales for 24 young people.
- Support 14–25 year olds in Scotland on transition from education to employment or further education.
- Pilot a personal and social education package for deaf children aged 5–14 in Northern Ireland.





International work

Objective

Work with IDCS-India as it develops its partnership programmes in Karnataka and Gujarat, and expands its capacity building programme.

Impact

Continued support to three partnership projects in Karnataka and one in Gujarat, raising awareness of deafness, developing information materials, providing support on communication and language to over 300 families, and ensuring deaf children have access to relevant education.

In Karnataka, a state projects officer was recruited and we provided training to improve the ability of community based rehabilitation workers and teachers to meet deaf children's needs. We produced a manual on consulting with families and established information-sharing networks to improve the overall quality of our work.

Objective

Develop a follow-on programme with a recipient of a Small Grants Programme award in Africa.

Impact

Conducted fact-finding visits to Kenya and identified the Kenya Society for Deaf Children (KSDC) as a future partner to develop better services for families. Together with KSDC we set up a pilot project which developed a model for delivering family support and improving family communication in a rural area.

“ I never realised my son had so much to say – in fact, I never realised he had anything to say.”

Beatrice Muragauri, mother in Korogocho, Kenya

Our researchers consulted over 100 family members and service providers in urban slums and poor rural areas across seven districts of Kenya. The research showed the extent to which deaf children are denied their rights to education, protection from neglect and inclusion in family and community life and provided evidence for the future direction of IDCS's work in Kenya.

Objective

Make a further round of awards under the Small Grants Programme targeted at parent involvement and the improvement of educational services for deaf children in countries where the majority of them live in poverty and do not have access to basic services.

Impact

Selected 11 projects (£102,314) in 10 countries, of which 7 focus on parental involvement and 4 focus on educational services. Over 3,000 deaf children and family members were involved in projects. These included developing a parent's support group in Colombia; involving deaf people in delivering home-based support to families in rural Cameroon; and raising awareness of general and sexual health issues in Turkish schools for deaf children. IDCS continued to monitor funded projects and share relevant resources and learning via the IDCS website.

Objectives for 2007/08

- Support IDCS-India's partner organisations to deliver high quality information and support on family communication, language development and education to marginalised deaf children and their families through existing partnerships in Karnataka and Gujarat, and the development of new partnerships in West Bengal and Assam.
- Start to implement the DFID-funded *Rights for Deaf Children and Their Families in India* project which will develop district and state level advocacy groups in West Bengal, Assam, Orissa and Madhya Pradesh.
- Work in partnership with the Kenya Society for Deaf Children to support parents' support groups in Kitui and Nairobi and develop KSDC's capacity in planning and financial management.
- Develop a country strategy for Kenya, including fundraising for partnership projects which improve family communication and community awareness; develop parent-led advocacy with families from poor backgrounds; and ensure services for street children and children without parental care including deaf children.
- Make a further round of small grants, funding 10–15 short-term projects focusing on education and family support in developing countries across several continents.
- Conduct an evaluation of the Small Grants Programme and review IDCS's grantmaking strategy for future years.
- Continue to develop our information sharing and networking activities, with the aim of maximising resource use, increasing collaboration and working on joint policy and advocacy with international disability NGOs.



Fundraising

NDCS is almost wholly reliant on the voluntary donations of individuals, community groups, trusts and companies to continue our work with deaf children and their families. We are deeply grateful to all who supported us during the year.

Objective

Increase our voluntary income.

Impact

Increased our fundraising income to over £12 million, an increase of 16% over the previous year and a new record for NDCS.

Raised over £10 million from 100,000 individual donors and supporters, including those who generously remembered NDCS in their wills.

Raised nearly £1 million through charitable trusts, government bodies and The National Lottery through Big Lottery Fund. Obtained a substantial number of new grants in the year, including £251,646 awarded over three years from the Football Foundation, Sportsmatch and Phonak to develop our exciting new Deaf Friendly Football project, and £56,000 Guest Charity Support Grant from Jeans for Genes towards our 2007/08 weekends for families of newly identified deaf children.

Raised over £800,000 from individuals and companies taking part in our challenge fundraising events in the UK and overseas, and community groups and schools. A number of companies also supported us generously in the year, including Thales, Jelf Group plc, Phonak and Rangers FC.

Objective

Increase the proportion of income from regular supporters.

Impact

Increased our income from regular individual donors and supporters to over £8 million,

two-thirds of our total income. Over 80,000 individuals now support us in this very cost-effective manner, giving us a steady and predictable income which allows us to plan our work effectively.

Objective

Develop new ways of engaging supporters.

Impact

Introduced new supporting membership scheme. We now have 30,000 supporting members paying by direct debit who receive our new *Connect* supporter magazine.

The only thing a deaf child cannot do is hear. Deafness is not a learning disability.

Objective

Develop a fundraising income base for the International Deaf Children's Society.

Impact

Recruited 4,500 new monthly supporters for IDCS and secured the first institutional funding for our overseas work (from the Department for International Development).

Objective

Continue to improve the cost-effectiveness of our fundraising.

Impact

Maintained our fundraising cost-to-income ratio at 39% despite continuing to invest significantly in increasing fundraising income.

Objectives for 2007/08

- Improve the retention rate of existing supporters and encourage supporters to give more and in different ways.
- Develop our base of supporting members to 45,000 active supporter members by the end of 2007/08.
- Develop and refresh the brand of NDCS and IDCS.
- Develop the fundraising income base of IDCS by developing fundraising outside the UK.
- Introduce and test at least one new fundraising product in the year.
- Continue to improve the cost-effectiveness of our fundraising.





Financial summary

Trustees' statement

This summary financial information is extracted from the full Trustees' annual report and statutory financial statements, which were approved by the Trustees and signed on their behalf on 16 August 2007. The statutory financial statements, on which the Auditors Kingston Smith LLP gave an unqualified audit report on 24 August 2007, have been submitted to the Registrar of Companies and the Charity Commission.

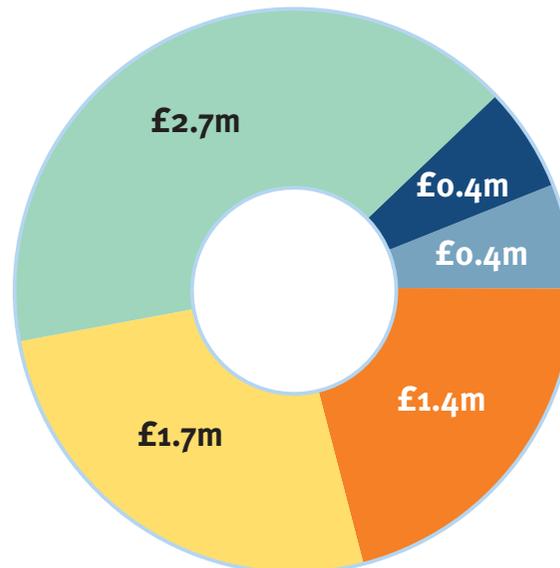
The auditors have confirmed to the Trustees that this summary financial information is consistent with the statutory financial statements for the year ended 31 March 2007.

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.

Signed on behalf of the Trustees.

How we spent £11.5 million in 2006/07

Charitable activities	
Information provision	£1,747,940
Advocacy and support to families	£2,656,194
Influencing, lobbying and campaigning	£1,379,988
Developing self-esteem in deaf children	£415,321
International	£435,544
Charitable expenditure	£6,634,987
Fundraising	£4,798,644
Investment management fees	£18,109
Governance	£121,631
Total resources expended	£11,573,371



Charitable expenditure

- Information provision
- Advocacy and support to families
- Influencing, lobbying and campaigning
- Developing self-esteem in deaf children
- International

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 2006/07. 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

Arts Council Of Northern Ireland National Lottery Fund
Big Lottery Fund
Audrey & Stanley Burton 1960 Charitable Trust
The D'Oyly Carte Charitable Trust
Chapman Charitable Trust
The Childwick Trust
The City Bridge Trust
The John Coates Charitable Trust
The Martin Connell Charitable Trust
The Helen Jean Cope Trust
The Coward Trust
Department for Education and Skills
Department for Health, Social Services and Public Safety
Northern Ireland
Department of Health
Emerton-Christie Charity
The Emmandjay Charitable Trust
The Eveson Charitable Trust
Esmée Fairbairn Foundation
Doris Field Charitable Trust
First Light Movies Limited
The Football Foundation
Frogal Trust
Gale Family Charity Trust
Cooper Gay Charitable Trust
Greater Glasgow National Health Services Board
Constance Green Foundation
The Hackney Parochial Charities
The Harbour Charitable Trust
The Richard Harris Charitable Trust
Mrs M D Heath's Settlement
The Alan Edward Higgs Charity
Highland Council
The Lady Hind Trust
The Sir Julian Hodge Charitable Trust
The Albert Hunt Trust
The Inverforth Charitable Trust
John Jarrold Trust Ltd
The Marjorie & Geoffrey Jones Charitable Trust
Leng Charitable Trust
Lloyds TSB Foundation for Northern Ireland

Lord and Lady Lurgan Charitable Trust
The Madeline Mabey Trust
Marr - Munning Trust
Millennium Stadium Charitable Trust
The Moffat Charitable Trust
Open Gate
Parenting Fund/DfES
The Austin and Hope Pilkington Trust
Sir John Priestman Charity Trust
The Sir James Roll Charitable Trust
The William Arthur Rudd Memorial Trust
Saint Michael's and All Saints' Charities
The Salters' Charities
The Hon A G Samuel Charitable Trust
Scottish Executive
Scouloudi Foundation
The Seedling Foundation
SFIA Educational Trust Ltd
The Shears Foundation
Split Infnitive Trust
The Steel Charitable Trust
The John Thaw Foundation
The Toy Trust
The True Colours Trust
Ulster Garden Villages Ltd
Welsh Assembly Government

Companies

Aearo Technologies
AXA
Barker Ross
Berrymans Lace Mawer
Cattles plc
Jelf Group plc
Johnson Matthey
Lombard
Mortgage Times Group
Phonak UK
Platform
PPE Ltd
Siemens Hearing Instruments
Thales UK
USDAW

NDCS Board of trustees as of 31 March 2007

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PPE

Jelf Group plc

SIEMENS

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THALES

PHONAK
hearing systems

Football Foundation
football's biggest supporter

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