

# CHANGING LIVES EVERY DAY

National Deaf Children's Society  
Impact report 2016/17

# OUR STORIES



**4**

The day I learnt to swim



**6**

The day I volunteered with the Roadshow



**8**

The day I made a difference



**10**

The day I became confident about my future



**12**

The day I raised more than £2,000 for deaf children



**14**

The day I learnt my first signs



**16**

The day I shared my story



**18**

The day I launched a national campaign



**20**

The day I performed on stage



**22**

The day I cycled 100 miles for deaf children

# A world without barriers for every deaf child

**This year we are dedicating our impact report to celebrating some of the amazing things achieved by the inspirational deaf children and young people we work with.**



Deaf children can do anything any other child can do – but too often they are missing out. Bullied for being different. Let down by schools that don't support them. Too many deaf children grow up isolated and lonely.

The stories shared on the following pages show how, with your support, we are overcoming the barriers that are holding deaf children back – meaning there are no limits to what they can achieve.

In the past 12 months we have been there to offer support and encouragement to families when they needed us the most, we have campaigned for change and stood in defence of the vital local services that are a lifeline to deaf children and their families.

So thank you for all that you do to support deaf children. You're changing lives every day.

A handwritten signature in black ink that reads "Susan T. Daniels".

**Susan Daniels OBE**  
Chief Executive

# The day I learnt to swim



Braidon (14) is profoundly deaf. He took part in one of our free 12-week courses of deaf-friendly swimming lessons.

**I went on the course after my children and families' support officer said it would be a good way to meet other deaf children and to become more confident.**

I had swimming lessons when I was younger so I knew I could do it. We learnt how to dive, how to swim underwater and we did lifesaving. When we were in the swimming pool the instructors got in the water with us and they could sign – so that really helped us understand. After the course finished I was invited to a deaf-friendly swimming gala. My whole family came along to support me and after my race I got a medal and a certificate.

At around the same time as the swimming lessons I started karate. I had a few lessons but I couldn't wear my hearing aids in the hall because of the echo – it was too loud and hurt my ears. But the swimming gala gave me the confidence to carry on and now I'm a red belt – only two away from black!

**“THE INSTRUCTORS  
COULD SIGN  
SO THAT REALLY  
HELPED US  
UNDERSTAND.”**

Our deaf-friendly swimming projects are supported by the Young Start Fund Scotland and Sport England.



**For children every day should be an adventure.** But too often deaf children miss out on the experiences others take for granted. Like the joy of learning to swim, the thrill of performing on stage or the simple pleasure of laughing and having fun while playing sports with their friends.

This year we trained **504** sports, arts and leisure professionals on how to include deaf children so they don't miss out on making friends and having fun.

Following the training **92%** of attendees felt more confident ensuring deaf children and young people were included in their activities.



We trained  
504 sports,  
arts and leisure  
professionals  
to support deaf  
children.

**Every day an adventure**



# The day I volunteered with the Roadshow

**Joining the Roadshow team was my first volunteering experience.** We visited a school and I helped give a whole-school assembly to more than 300 children.

I talked about my own experiences of school life, my achievements and the work I have done with the National Deaf Children's Society. The applause at the end of the assembly showed that the pupils enjoyed listening to me. After the assembly I helped the Roadshow team to run workshops with both deaf and hearing pupils.

It was an amazing day. I learnt a lot about engaging with children and young people, explaining to them and interacting with them. I definitely enjoyed my volunteering experience and I am hoping I can do it again very soon.



Ammaar (19) is profoundly deaf. He took part in our Young Volunteer training then joined our Roadshow team on a visit to a primary school.



“  
**IT WAS AN  
AMAZING  
DAY.**  
”



## Raising awareness on the road

### **Ammaar is just one of 200 young deaf people who volunteer with us**

– many helping out at our programme of events for children and families, or travelling with the Roadshow. Our Roadshow bus travels the length and breadth of the country giving children who might be the only deaf child in their school the chance to meet role models like Ammaar, hear about their experience of growing up deaf and to be inspired by their stories.

The bus visits schools and events delivering workshops to deaf children on independence, wellbeing and technology. In the past 12 months the bus reached **6,689** people. Of these visitors 1,125 were deaf children or young people. We also delivered 41 deaf-awareness sessions to **555** hearing children.

Of those asked, 98% rated our Roadshow information and resources as 'very useful' or 'useful'.



Ellie (15) travelled to the Conservative party conference in Birmingham to meet with MPs, share her story and talk about how to make things better for deaf children.

# The day I made a difference



**At the conference I met with four MPs and we talked about many different topics that are important to deaf young people.** All of the MPs seemed like they wanted to help and were very interested in and intrigued by what I had to say, which was awesome. They asked many questions and wanted to hear my views and experiences.

It was lovely to feel like I'd done my best and made a difference, even if only a little. I thought it was really special and important that the MPs listened to what I had to say as this could potentially make a massive difference.

The experience was amazing. It has helped me become more confident and made me want to make a difference in the future. I think it's important to meet up with MPs as they are powerful people and it's important for them to know what would make things better for deaf children and young people. In between meetings I got to drive a virtual reality tractor and got fed lots of delicious food! Overall it was a serious day but also great fun and something that I shall never forget taking part in.

“  
**IT WAS  
LOVELY  
TO FEEL LIKE I'D  
DONE MY BEST  
AND MADE A  
DIFFERENCE.**  
”



**We campaign for change nationwide to overcome the barriers that hold deaf children back.**

That could mean arguing for changes to the law, or fighting cuts to local services.

Local campaigns have saved four specialist units for deaf children at mainstream schools that were set for closure, ensured Teacher of the Deaf vacancies were filled in a number of areas and persuaded other councils not to reduce education support.

We campaigned with other organisations against a proposed cut to cochlear implant funding that would have made it harder for deaf children to receive them. In response to our opposition NHS England decided not to go ahead with the planned cuts.

**Four specialist units for deaf children saved.**

**A voice for change**





# The day I became confident about my future

Attending one of our life skills transition events helped Awa (18), who is moderately deaf, make a decision about her future.



**I went to this event because I wanted to get detailed information about my future options.**

I love health and social care but I wasn't sure what I wanted to do in the future. It was something I had thought about before, but the event helped open my mind to exactly what I need to do next to get to where I want to be.

We started by doing team-building activities like the giant swing, which I especially enjoyed because it was really funny but scary at the same time. Then, in the afternoon, we did life skills workshops. I got on well with everyone and made some new friends who I'll meet up with for a day out.

It was a very informative and fun weekend and I learnt some skills that helped me to decide what I really want to do in the future. I left with my eyes opened and I've now made a strong choice on what I want to do in my career.

**“ I LEFT WITH MY EYES OPENED. ”**

**We help deaf children, young people and their families to make tough decisions**

about their lives and their future. This could mean deaf children and their parents choosing whether to use sign language, and deciding which school is best for them.

We created **32** new information resources on subjects ranging from sign language lessons to the types of professional a family with a deaf child might meet. These resources included videos offering advice to deaf young people going into employment, and **44** deaf young people aged 16–18 attended our transition and life skills residential events.

Our information events for families were attended by **653** people and covered topics including communication, education, technology, play and how to access a range of services.



After attending one of our events, 94% of parents felt confident they could find the right school for their child.

**Empowering young people and families**





**Fundraising superstar Theo (14) organised his own 20km fundraising run and raised an incredible £2,385.**



# The day I raised more than £2,000 for deaf children

**A friend and I decided to plan a run that would be challenging and a lot of effort.** We thought it would be a good idea to run for charity and I chose the National Deaf Children's Society because my sister is profoundly deaf so it is a charity that is very personal to me and my family. We decided the run would be 20km and planned a route along the Thames footpath from Abingdon to Oxford.

The swimming club I'm part of posted information on their Twitter and in their weekly newsletter, which meant I received a lot more donations... as well as from friends and family who helped through social media and email.

This was my first half marathon, it really challenged me and made me feel the effects of it for the next day or so. I would still consider running as one of my favourite activities, not only because it keeps you fit, but I also find it helps me mentally. It can stimulate my mind and help me get 'in the zone' or help me to relax.

**“MY SISTER IS PROFOUNDLY DEAF SO THE CHARITY IS VERY PERSONAL TO ME.”**



**Whether it's dusting off your running shoes and hitting the roads like Theo,** baking a cake, giving a grant or gift or leaving a legacy – we couldn't be there for deaf children without your support.

If you're part of a charitable trust your support might be helping families to learn sign language, ensuring deaf children don't miss out on the childhood rite of passage that is learning to swim, or giving a deaf young person the chance to gain the work experience they need to get their first job.

Or, if you give a gift every month, you are helping to keep our unique services up and running – services like our Freephone Helpline which supported **2,389** callers last year.



**Our Freephone  
Helpline  
supported  
2,389 callers.**

**Our superstar supporters**

# The day I learnt my first signs



**I was born deaf and was always unable to talk with my family or anyone else.** When I started school the teacher quickly gave up on me and I was left to sit alone in a corner, ignored by the other children and without any friends.

My parents heard about the Graham Bell Centre for the Deaf and took me there where I had my ears examined and was given hearing aids.

They taught me and my family sign language and showed my teachers how to help me in lessons with pictures, word lists and sign language. They also helped me with maths and other subjects. I now use sign language to communicate, I'm much more confident and I've made friends. I'm getting computer training at the centre and I hope to go to college so I can get a good job to support my family.

Shuvendu (14) lives in West Bengal, India. Unable to communicate he was isolated and frustrated until, with the support of our international arm Deaf Child Worldwide, he learnt Indian Sign Language.



“  
I HOPE TO GO  
TO COLLEGE  
SO I CAN GET A  
GOOD JOB  
TO SUPPORT  
MY FAMILY.  
”



**Changing lives  
around the globe**



**Poor healthcare in developing countries means that deaf children can go undiagnosed**

for many years and miss out on vital support. They are also less likely to attend school and, unable to communicate, they are hidden away and excluded from family and community life.

Working with our partners, like the Graham Bell Centre for the Deaf, we trained **2,980** families in South Asia, East Africa and Latin America in how to communicate with their deaf child to ensure they can participate meaningfully in family life.

We also worked with local partners to train **6,071** professionals, including teachers, in deaf awareness and communication skills, helping to give children like Shuvendu the education they need.

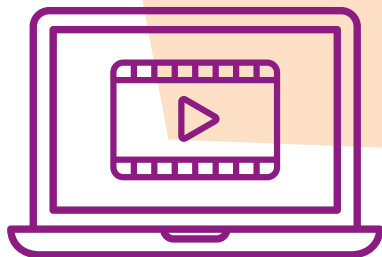
We trained 2,980 families in how to communicate with their deaf child.





# The day I shared my story

Liam (20) is mildly deaf. He created a series of vlogs for our YouTube channel to share his experiences and advice with other deaf young people.



**When the National Deaf Children's Society asked if I'd like to make a series of vlogs for their YouTube channel,**

I knew I had to get involved. Aside from having a passion for writing, filming and being creative in any way that I can, I had my experience of being a former member of their Young People's Advisory Board (YAB) which I could share with other deaf young people.

For example, my experience of meeting MPs led to me making a video on contacting your MP that was full of hints and tips that were passed on to me during my training. As I chatted away to my phone in my living room, I knew just how important it was for other deaf young people to come forward and share their advice with others in any way that they can.

After all, as I met other YAB members, I learnt how to get the support I needed at school and I even built up my knowledge of British Sign Language. It's important that deaf young people share advice and experiences so they can inspire each other, campaign together and learn together.

“  
**IT'S IMPORTANT  
THAT DEAF  
YOUNG PEOPLE  
INSPIRE EACH  
OTHER, CAMPAIGN  
TOGETHER AND  
LEARN  
TOGETHER.**  
”





**More than 90% of deaf children are born to hearing parents,** almost all of who have no previous experience of deafness. So finding out your child is deaf can be a daunting experience, a time full of uncertainty about things as fundamental as how to communicate with your child.

We supported **126** parents through our Family Sign Language course and ran nine one-to-one courses for families living in remote regions of the UK. Ninety-four percent of parents said they could more easily communicate with their child using sign language after attending the course.

Our parenting course, which includes support on language and communication, was attended by **48** people.

After attending one of our courses 94% of parents said they could better communicate with their child.

**We're there for families when they need us most**



Frankie (18) campaigned alongside other members of our Young People's Advisory Board (YAB) for more opportunities for British Sign Language to be taught in schools.

# The day I launched a national campaign

**I'm involved in the YAB and together we came up with our own campaign which we called 'Right to Sign'.** We are asking for more opportunities for British Sign Language (BSL) to be taught in schools. We did a big survey covering the whole UK and over 2,000 young people responded – both deaf and hearing.

We looked at the results of the survey and 97% thought BSL should be taught in schools and 92% thought there should be a BSL GCSE. Fantastic! A GCSE in BSL would help lots of deaf people to feel connected and happier and it would break down the barriers for deaf young people, giving them better access. Instead of barely being able to communicate everyone would be able to have proper conversations – it would be much better! We created a petition for people to show their support and launched the campaign during Deaf Awareness Week.

**“92%  
THOUGHT THERE  
SHOULD BE A  
BSL GCSE.  
FANTASTIC!”**

**Though we were unsuccessful in securing a new GCSE**, we'll continue to campaign for access to BSL with young people – who are our most passionate and inspirational campaigners. Our Young People's Advisory Board (YAB), made up of **18** deaf young people from across the UK, have visited schools to raise awareness and act as deaf role models and met with MPs. In Wales, with young deaf supporters our Policy and Campaigns team developed a finger-spelling challenge for the Welsh Baccalaureate which is now available from the Welsh exam board (WJEC).

In Scotland, our young campaigners have represented deaf young people in meetings with government ministers, MSPs and the Glasgow Disability Alliance, and have attended Enable Scotland's event for disabled and deaf young people.

# Giving deaf children and young people a voice



Deaf young people developed a fingerspelling challenge for the Welsh Baccalaureate.





**Chloe (16) is profoundly deaf. She won a place at our drama masterclass after entering Raising the Bar, our competition proving that deafness doesn't have to be a barrier to achieving in the arts.**



# The day I performed on stage

## **My experience at the Raising the Bar weekend**

was both interesting and fun. I participated in the acting masterclass and learnt skills such as improving my confidence at performing, slowing down my speech during the monologue and also how to keep in character.

I performed the Lady Macbeth crazy scene at the showcase. During the weekend I made friends from all the groups and I'm still in contact with most of them. My favourite bit of the weekend was when we had to improvise and make up a character at a bus stop. When it was my turn to improvise, I was with a boy called Ciaran and he proposed to me and I wasn't expecting it but it made a good piece of improvisation!

The weekend helped me think more about what I want to do in the future, which is to be a part of the film industry. I went for an audition to be in a film – I didn't get it but it was a good experience. At college I'm doing media but I'll also try to do acting as a hobby and look for more auditions.

**“ I MADE FRIENDS AND I'M STILL IN CONTACT WITH MOST OF THEM. ”**



**Our Raising the Bar** arts competition, swimming gala, swimming residential and swimming taster day were attended by **369** children – giving them the chance to experience new things, to learn and to meet other deaf children.

Our deaf-friendly swimming project won the National Lottery Sports Award in competition with **600** organisations, and **382** deaf children and young people took part in our sports, creative and outdoor pursuits programme.

Our sports creative and outdoor pursuits programme hosted **382** deaf children and young people.

# Putting children and young people centre stage



# The day I cycled 100 miles for deaf children



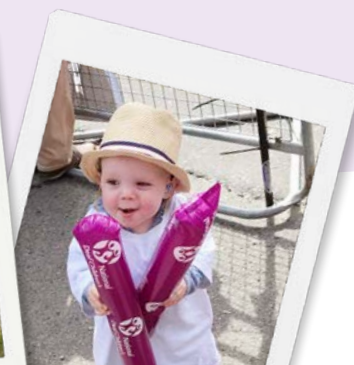
**I attended a family weekend put on by the charity** and saw first-hand the support that is offered to deaf children and their families. I was blown away by how hard they work and the lengths they go to in helping deaf children to achieve their potential. I left the weekend more confident about my family's own situation and decided to do something to help raise money for the cause.

I wasn't sure what I could do but my girlfriend saw RideLondon charity places available on the website and signed me up. Raising money for a charity that was actively supporting our family was the icing on the cake.

The ride was a fantastic experience! The hardest part (aside from the hills) was the last twenty miles. The generosity of our friends and family who had sponsored me really kept me going. My family had a great day watching the ride. Rudi was on top form and from what I heard was the head cheerleader!

Darren decided to raise money for us by cycling the Prudential RideLondon-Surrey 100 after we supported his family and son Rudi (1) who is severely deaf.

**“RAISING  
MONEY FOR A  
CHARITY THAT  
WAS ACTIVELY  
SUPPORTING  
OUR FAMILY WAS  
THE ICING ON  
THE CAKE.”**





**Your support is  
changing lives**

**Without the dedication of our  
wonderful supporters,**

we couldn't be there for the deaf children and families who need us. So thank you.

Thank you to everyone who has walked, climbed, swam, skydived or cycled to raise money over the past 12 months. Not least to everyone who took part in our Big Cake Bake, raising **£24,000** by selling tasty treats to family, friends and colleagues.

And an extra big thank you to the 44 running superstars who conquered the London Marathon in our biggest fundraising event. Together they raised a phenomenal **£125,000** – covering a combined distance of almost 1,200 miles – that's the equivalent of running from London to Rome! You're changing lives every day.

Forty-four  
superstar  
supporters took on  
the London Marathon,  
raising more than  
£125,000.



# Thank you for being there for deaf children

## Trusts

The A M Perry Charitable Foundation

Dr Allan Brebner's Trust

Baron Davenport's Charity

BBC Radio 4 Appeal

The Beatrice Laing Trust

Bell Foundation

Benham Charitable Settlement

The Brock Webb Trust

Brownlie Charitable Trust

The Charles & Elsie Sykes Trust

The Charlotte Tana Heyman Charitable Foundation

The Christopher Laing Foundation

The City and University of Cambridge Masonic Charitable Trust

Department for Communities Northern Ireland

Donald Forrester Trust

The Elaine Barratt Charitable Trust

Elsie Lawrence Trust

Fence Club Trust Fund

The Finderman Charitable Trust

The Friarsgate Trust

The Fulmer Charitable Trust

The G J W Turner Trust

The Garfield Weston Foundation

George A Moore Foundation

The Gray Trust

Hayward Sanderson Trust

Helen Robertson Charitable Trust

The Hon A.G. Samuel Charitable Trust

The Isabella Memorial Trust

The Jake Memorial Trust

James Inglis Trust

The Jenour Foundation

The Jessie Spencer Trust

John Swire 1989 Charitable Trust

The Joseph & Mary Hiley Trust

Kinburn (St Andrews) Charitable Trust

Kuenssberg Charitable Foundation

Leach Family Charitable Trust

Leng Charitable Trust

The Lillie C Johnson Charitable Trust

The Linden Charitable Trust

Lord Belstead Charitable Settlement

The Lynn Foundation

Margaret Murdoch Trust

The Martin Connell Charitable Trust

Martineau Family Charity

Miss A M Pilkington's Trust

Miss Anne R Jolly's Trust



Mrs P.C. Gluckstein Charity Trust

Murphy-Neumann  
Charity Co Ltd

The Nancie Massey  
Charitable Trust

The National Lottery through  
the Big Lottery Fund

P F Charitable Trust

The Patricia and Donald  
Shepherd Charitable Trust

The Pennycress Trust

Peter Coats' Trust

Philip Henman Trust

Raymond and Blanch Lawson  
Charitable Trust

The Robertson Trust

Ronald Cruickshanks Foundation

The Salamander Charitable Trust

Schroder Charity Trust

Scottish Government  
SCVO

The Shanly Foundation

Shared Care Scotland

Simply Health

The Sir John Eastwood  
Foundation

Sir John Sumner's Trust

Sport England

The Steel Charitable Trust

The Sylvia and Colin  
Shepherd Charitable Trust

The Taverne Trust

Tennis Foundation

The 29th May 1961  
Charitable Trust

The Thomas Farr  
Charitable Trust

Thomas Lilley Memorial Trust

Visibility Scotland

W M Mann Foundation

The Weinstock Fund

The White Family  
Charitable Trust

The White Oak  
Charitable Trust

William Allen Young  
Charitable Trust

Wilmington Trust

The Wixamtree Trust

Worshipful Company of  
Lightmongers Charitable  
Trust Ltd

Young Start Fund

### Individuals

B Mobsby

The Buffini Chao Foundation

Sir Christopher Benson

E Wilkins

Jeffrey Doltis

### Corporates

Chaucer Ltd

Conference Care

FieldFisher

Marks & Spencer

Quest Joinery

Sass & Belle

Signs Express

Waitrose

# How your gift was spent

## Charitable activities



- Support to families – **£4,212,000**
- Deaf Child Worldwide – **£1,857,000**
- Information provision – **£3,360,000**
- Children and young people's services – **£2,333,000**
- Influencing, lobbying and campaigning – **£3,645,000**
- Total £15,407,000**

## Our Board of Trustees

Lisa Capper (Chair)  
 Tim Polack (Vice Chair)  
 Sally Procopis (Treasurer)  
 Sheila McKenzie (Deputy Treasurer)  
 Suzanne Beese  
 (appointed 21 July 2016)  
 Gerard Featherstone  
 Jane Hill  
 Dominic Holton  
 (appointed 20 July 2017)  
 Claire McClafferty  
 (resigned 20 May 2017)  
 Jennifer Rayson  
 (appointed 20 July 2017)  
 Jan Rutherford  
 Chris Saunders  
 (resigned 28 January 2017)  
 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 31 August 2017.

The statutory financial statements, on which the auditors Crowe Clark Whitehill LLP gave an unqualified audit report on 5 September 2017, 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](http://www.ndcs.org.uk).





We are the National Deaf Children's Society,  
the leading charity for deaf children.

**Freephone Helpline:**

0808 800 8880 (voice and text)

helpline@ndcs.org.uk

**www.ndcs.org.uk**