



National
Deaf Children's
Society



Impact report 2023/2024

Introduction from our chair and chief executive

In May 2023, we launched an ambitious new strategy called Every Moment Counts. Over the next five years, our focus will be on making sure every deaf child gets the support they need right from the start.

In this leaflet, you can read about our achievements in the first year of the strategy, including the launch of our popular new app for parents, and high satisfaction rates with our support and advice services.

We've also helped to raise awareness about deafness through a successful partnership with Cadbury Fingers, and supported local groups to organise activities that bring deaf children and their families together in their local areas.

We believe in a world where anything is possible for deaf children. But we can't achieve this without the support of the people and organisations who fund our work. Thanks to you, we're making sure nothing holds deaf children back.



**Susan Daniels OBE,
Chief Executive
and Dominic Holton,
Chair of Trustees**



“We believe in a world where anything is possible for deaf children.”



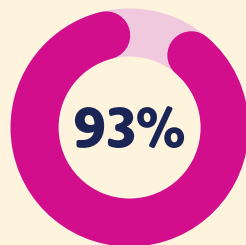
Early years impact

We're supporting deaf children and their families during those vital early years.



600 people took part in our Family Sign Language courses and sessions.

93% of parents who attended our New to Hearing Loss events felt better supported.



1,431 people signed a petition calling for more Teachers of the Deaf in Wales.

“We learnt so many signs that are now incorporated into our daily routines.”

Vicky, mum to Darcie (3), who's profoundly deaf.

Information and advice

We're empowering families to make informed choices and champion their child.



1,522 parents and carers downloaded our new app, My NDCS, in the first week.

Advice and guidance officers supported families with **1,483** cases.



95% of people felt the information or advice they received from our Helpline was helpful or very helpful.*

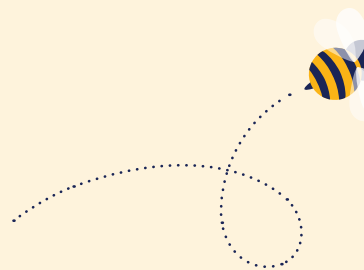
“My NDCS has helped me understand my daughter’s diagnosis and reassured me that she’ll still live a normal life.”

Kyla, mum to Elena (9 months), who’s profoundly deaf.

*Between June 2023 and March 2024.

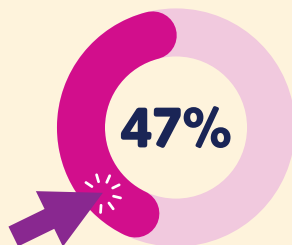
In the community

We're fostering strong communities and driving lasting social change.



The new British Sign Language GCSE will be aimed at deaf and hearing learners.

47% increase in website visits during our partnership campaign with Cadbury Fingers.



40 local groups received funding from us to run activities for deaf children.

“A British Sign Language GCSE will be a step towards building equality between Deaf and hearing students.”

Dan (18) is profoundly Deaf.

International

We're working with partner organisations to support deaf children in East Africa and South Asia.



812* deaf children received support from our project partners.

100% of professionals surveyed would recommend our online training.



Nearly half of deaf pupils taking part in our early years project improved their language comprehension.

“Children [in my class] can now confidently express themselves using both English and sign language.”

Maria, early years teacher in Kenya.

*Between September 2023 and March 2024.



International partnership working

Through our 17-year partnership with Graham Bell Centre for the Deaf (GBCD), we supported hundreds of deaf children and their families living in West Bengal, India.

One of the most encouraging results of the partnership has been seeing children we've supported become successfully employed as young adults.

GBCD has set up awareness programmes for employers and trained deaf young people in employment skills. Now, more employers recognise deaf young people's potential and are better equipped to support them. As a result, seventy-nine young people are in meaningful employment.

Uttam, who was part of this programme, says, "Now I'm working at a truck repair shop, and using my reading skills. I'm very happy with my work, and it makes me feel proud when I see my earnings are helping my family."

By providing expertise, knowledge and funding, we've played a key role in GB CD's efforts to transform lives. Together, we've built a legacy for deaf children and young people, proving that change is possible.

"Now I'm working at a truck repair shop and using my reading skills."

Rachel's story

Rachel is mum to Max (3), who's profoundly deaf.

"Finding out Max was deaf was a massive shock. There was a lot to take in, but looking back, I was stronger than I thought.

Last year, we applied for an education, health and care plan (EHCP) for Max. This is a legal document that outlines how children's support needs will be met. Unfortunately, our application was rejected.

Emma, an Advice and Guidance Officer at the National Deaf Children's Society, supported us to appeal the decision. She checked through everything, provided evidence, and attended the meeting with me.

She thought of things I hadn't, like data showing how important support is in the early years. Emma really knows her stuff and I believe that was one of the things that tipped the balance.

Now, because he has an EHCP, Max will have extra checks of his listening and learning, and extra support with phonics. It's reassuring as this is what he needs to maintain the progress he's made so far."

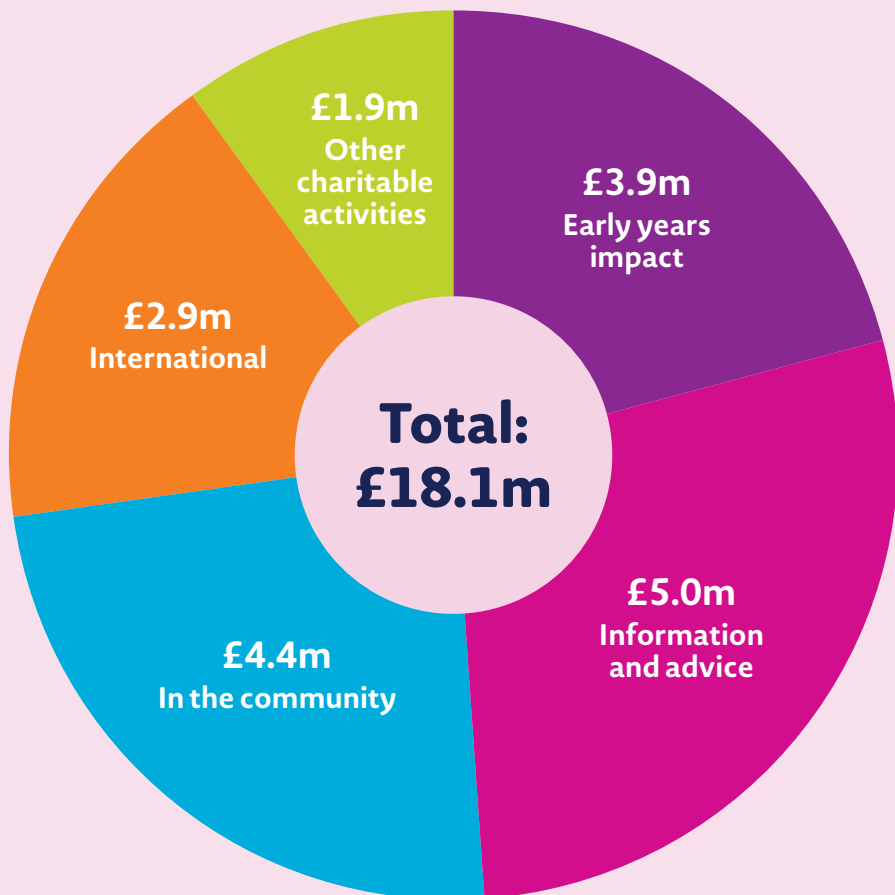
"Now, Max will have extra support with learning phonics."



The work of our advice and guidance officers in North West England is supported by a grant from the Eric Wright Charitable Trust.



Charitable expenditure



The Annual Report and Financial Statements were approved by trustees and signed on their behalf on 2 December 2024. The statutory financial statements, on which the auditors Crowe UK LLP gave an unqualified audit report on 5 December 2024 are 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: ndcs.org.uk.



Thank you!

Thank you to all the people and organisations who have supported our work.

To see a full list, visit ndcs.org.uk/impact.



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Society**



This year, we're producing a shorter print report, to cut down on costs and reduce our carbon footprint. Scan the QR code to see a full report of what we achieved over the last financial year.

ndcs.org.uk/impact