

Every step of the way



Every step of the way



**Getting support
right from
the start**
Page 4



**Using
technology**
Page 8



**Battling
for support**
Page 12



**Showcasing
talent**
Page 16



**Sharing
knowledge and
experiences**
Page 20



**Learning to
communicate**
Page 6



**Starting
school**
Page 10



**Finding out
about rights**
Page 14



**Changing
the world**
Page 18

Here for every deaf child

Welcome from Susan

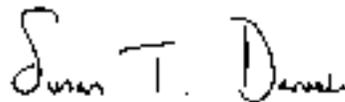
This report tells the stories of nine deaf children and young people aged from one to twenty-four, who we've supported at crucial points in their lives. Starting school, making friends and taking exams are important milestones for most children, but deaf children can face huge barriers. From being left out by friends to being let down at school, they aren't getting a fair chance in life and this has to change.

Deafness shouldn't be a barrier to learning, and yet at every key point in education deaf children are falling behind their hearing classmates. After reductions to local authority services, things are at breaking point and likely to get worse. Deaf children are being robbed of the chance to develop their communication, thrive at school and live independent lives.

That's why we're here at every key point as a deaf child grows up, from the moment their deafness is diagnosed to the day they become independent. Through our life-changing campaigns, specialist support and confidence-building events, we've been transforming the futures of deaf children – in the UK and around the world.

Fun-loving, confident and ambitious, there's no reason why the children in our impact report can't achieve their dreams. Together we can be there for every deaf child, every step of the way – so they have the same opportunities as everyone else.

Thank you for everything you do to support deaf children. You're changing lives every day.



Susan Daniels OBE
Chief Executive



We're here at every important point in a deaf child's life.

Getting support right from the start



Joe (1) was diagnosed as profoundly deaf when he was just two weeks old. Mum, Amy, explains how going on one of our events helped her to see a positive future for Joe.

When Joe was two weeks old, we took him to hospital for a hearing test. Halfway through, when the fire alarm went off, Joe continued sleeping peacefully.

After the hearing test was complete, we were told our son was deaf.

My husband Jack and I were in shock. In the car, we held each other and cried. We didn't know how we'd communicate with Joe, how we'd tell him that we loved him.

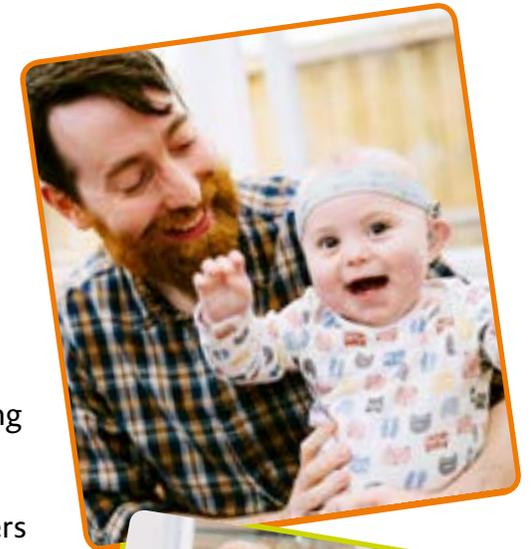
Then someone told us about the National Deaf Children's Society and their weekends for parents. We weren't convinced the event would be useful, but we went along.

“ Suddenly we could see a future for Joe.

It was the right decision – the weekend was absolutely brilliant.

It was a relief to talk to other parents about what we'd been going through, and we realised that we weren't alone. Young deaf adults talked about their education, careers and relationships – and suddenly we could see a future for Joe.

I'm not saying everything's easy. There are still times I get upset. But Joe is such a happy, sociable little boy, he adores being with people. I know he's not going to let his deafness stop him making friends and enjoying life.





Every day, five babies are born deaf in the UK.

With the right support, they can do anything other children can. That's why we're here for every deaf child who needs us – right from the start – with our Freephone Helpline, information resources and face to face support.

Most deaf children are born to parents with no experience of deafness, and many tell us they don't know where to turn in those first few weeks. For parents of deaf children, it can be a real lifeline to go on one of our events so soon after their child is diagnosed. For Joe's parents it meant they were able to find out more about deafness, meet other families going through the same things, and start to believe their son had a bright future ahead.

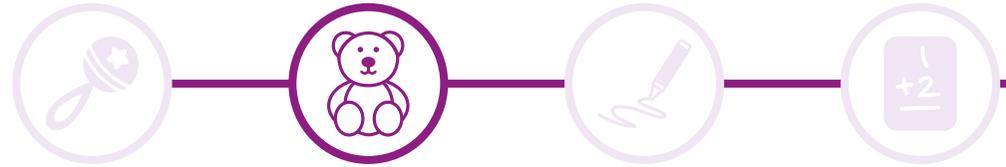
305 family members went on our events, and were able to take their first steps in learning how to support and nurture a deaf child.

305

**family members
got specialist support
at our events.**



Learning to communicate



Marlie (3) is profoundly deaf. Dad, Mike, explains how learning to sign on one of our courses has transformed the way the family communicates.

When Marlie wasn't babbling by her first birthday we knew something wasn't right, but we were still shocked when we found out she was profoundly deaf. The hospital told us about the National Deaf Children's Society straightaway, so we've had support from them for as long as we've known that Marlie is deaf.

One of the most important things we learned on the course was using sign language to explain when something was going to change – for example, where we were going next, who we would be visiting or what was happening that day.

“ We've seen Marlie's confidence grow.”

Marlie was happier knowing what was going on and her confidence grew with this knowledge.

Marlie has taken to sign language so well – she only needs to see a sign once to remember it. She uses sign at nursery and at home, and is also learning to speak. She's going to be bilingual before she's five years old.

We don't understand why more sign language courses aren't funded. Without it we wouldn't be able to communicate with our daughter.





Learning to communicate is a huge milestone for any child.

But for deaf children it can be particularly challenging. We support families however they choose to communicate – whether that’s through sign language, speech or a mixture of both.

Marlie’s family took part in our Everyone Together project in Scotland, which offers intensive classes for families who want to learn sign language with their child. Our course teaches parents and professionals how to use sign language with very young children at key moments including mealtimes, during storytelling and play. It’s a unique opportunity for parents who might struggle to pay for sign language classes.

Eighty-two percent of parents who took part in our communication courses across the UK, which cover Family Sign Language and parenting a deaf child, said they now felt more confident in supporting their child’s communication.

The Everyone Together project is funded by the National Lottery through the Big Lottery Fund. The Signs for the Future project is funded by the Department of Communities Northern Ireland.



82%
of parents felt
more confident in
supporting their child’s
communication.

Using technology



Brocha (6) is moderately deaf. With our help, mum Esther battled to get the technology support her daughter needed in class.

Brocha was having meltdowns every day after school, frustrated because she couldn't hear. It's not in her nature to behave that way and it broke my heart.

I thought a radio aid – which helps deaf children hear better when there's background noise – would help but we were told by the school and Hearing Impairment team that Brocha didn't need one.

Desperate, I called the National Deaf Children's Society and they said they could lend us a radio aid. The charity helped me explain to the school the difference a radio aid could make, and eventually they agreed to trial using one.



For the first time Brocha was joining in and enjoying school. Her teachers couldn't believe the difference it made. They gave Brocha worksheets ahead of her level, and she got a certificate for 'beautiful participation'.

At the end of the three-month loan the Hearing Impairment team agreed to fund a radio aid. Now Brocha's a different girl, never tired or cranky. She goes to after-school clubs, is happier and has made friends.

“ She's a different girl, never tired or cranky. ”



Technology is vitaly important for deaf children.

It can have a dramatic impact on their ability to communicate with friends and family, and help them to be included at school.

149 deaf children, including Brocha, borrowed radio aids from our free technology loan service. Trying out a product helps families decide which one is right for them and make a case to the local authority for funding. We also provided 355 deaf children with loans of other technology including vibrating alarm clocks, adapted phones and loop systems.

Too many local authorities don't fund radio aids for young children, so we launched a research report which demonstrates the impact of these products. Our parliamentary event to promote the report was attended by 48 MPs. We'll review how our research has influenced local authorities to fund radio aids in the next financial year.



504
children borrowed
technology from our
loan service.

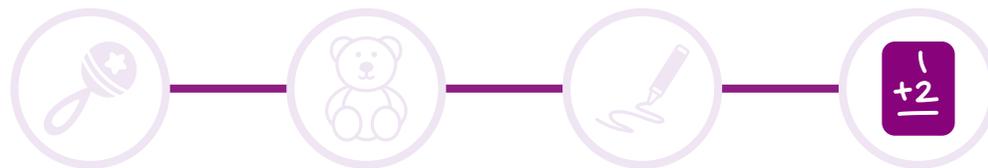
Starting school



Taskia (8) lives in Bangladesh with parents, Sultan and Reshma. They explain how, with our support via international partner, Action in Development (AiD), she's been able to enrol at her local primary school.

Taskia became very ill soon after she was born and was in hospital for three months. As she got older we realised she had no hearing, and she didn't learn to speak. We didn't know how to deal with a deaf child, and worried about Taskia's education and future. Until she was four we kept her at home all the time.

Then, AiD assessed Taskia's deafness and supported her to use hearing aids. Their staff also supported us at home. They suggested we send Taskia to one of their Early Childhood Development Centres, where she learned Bangla Sign Language, and how to sit in a classroom and interact with other children.



Taskia was able to join her local primary school after the centre trained teachers and staff how to use sign language. She now has friends at her school and in the community, can count and put sentences together. Taskia passed all of her recent exams and will be going up to the next class soon.

Taskia passed all of her recent exams.





In developing countries, deaf children face huge barriers.

Families often have little information or knowledge about deafness and don't know how to support their deaf child.

Through our international arm, Deaf Child Worldwide, we work with partners to provide life-changing support – reaching more than 3,000 children and young people across nine countries. Education is a huge priority as so many deaf children are missing out on the chance to learn.

In developing countries, deaf children are often kept at home by their family, and many schools won't teach deaf pupils. Taskia is one of 60 deaf children who have been learning sign language, basic literacy and communication skills at three Early Childhood Development Centres in one region of Bangladesh. So far, 36 of the children have gone on to enrol in mainstream primary schools, and most are achieving similar results to their hearing classmates.



We support
more than
3,000
deaf children and
young people in
nine countries.

Battling for support

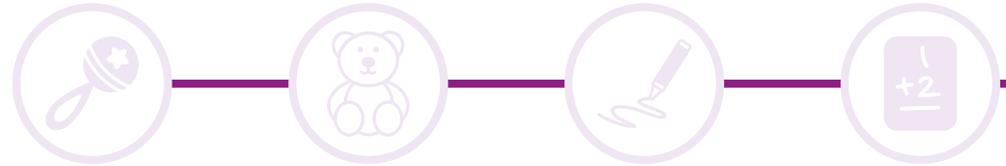


Lilly (10) is profoundly deaf. When the specialist deaf unit at her school was threatened with closure, Lilly's grandma, Mandy, challenged the local council.

I received a letter telling me the council were thinking of closing Lilly's unit just before Christmas.

Lilly's primary school is the only one in her area with a specialist unit for deaf children. She has one-to-one support, a dedicated Teacher of the Deaf, and extra help with maths, reading and life skills. The teachers understand what deaf children need and my granddaughter couldn't get along without this support.

I contacted the National Deaf Children's Society and they were wonderful – they advised me to get more parents on board with the campaign. They also met with the local council and helped to prepare



a statement on how deaf children would be affected if the unit closed. It was this testimony that turned things around – and the council agreed to halt plans for closure.

Lilly is moving up to secondary school next year but I'm still passionate about the unit – I know how important it will be for deaf children in the future.

“The support is important for Lilly – and deaf children in the future.”





Education cuts threaten deaf children's futures.

At specialist units like the one Lilly attends, deaf children get one-to-one tuition from specialist staff, who support mainstream teachers and help to develop deaf children's communication skills.

Losing this support would risk deaf children falling even further behind their hearing classmates. Deafness is not a learning disability, yet the GCSE attainment gap in England between deaf children and students with no special educational needs has widened in the past year. This has to change.

To make sure deaf children have a fair chance at school, we fought against 32 education cuts in England. We had clear successes in five local areas, impacting on the futures of 1,048 deaf children. Another 25 campaigns are still ongoing, with no cuts made. In total this has affected more than 7,500 children.

We also worked on 147 local education cases affecting deaf children, and 59 of these were successfully resolved by the end of the year.



We challenged
education cuts
affecting
7,500
deaf children.

Finding out about rights

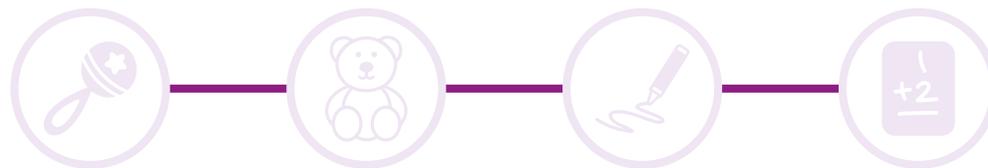


Ida (13) is moderately deaf. She is the only deaf child at her school, and with our help was able to get extra support with her French exams.

Being the only deaf child at my school was hard. I felt quite alone.

I was studying languages, but found it difficult to hear the listening parts of the course. This made me upset and I felt like I couldn't pick French as a GCSE option.

The National Deaf Children's Society helped me understand my rights – before I didn't know much about the support I could get as a deaf young person. After my dad spoke to the charity's Freephone Helpline, they sent us lots of information about the support I was entitled to when studying for language GCSEs. Dad also met with my school to make them more aware of my needs.



My French teachers now speak the words for listening tests so I can lipread them, rather than struggling to hear a CD. This has really helped me and I enjoy the class much more. I feel a lot happier now I understand what support I can have at school, and how exams and lessons can be changed to help me take part in them.

My school is now more aware of my needs.



Too many families don't know about their rights.

We give independent support so they can make informed choices about their lives and challenge services if they aren't getting the right support. This year, our Freephone Helpline answered 8,145 enquiries from families and professionals on subjects as diverse as education, communication and technology. Eighty-four percent said they were confident to act on the information they received. Our information resources, which cover everything from entitlements under the Equality Act to rights to support with exams, were downloaded more than 100,000 times.

We also make sure that deaf children's needs are taken into account when education services are assessed. We encourage families to take part in local Ofsted inspections and give feedback on the support their deaf child is receiving at school. This has a much wider impact – making sure that education support for all deaf children improves.

We answered
8,145
enquiries through
our helpline.



Showcasing talent

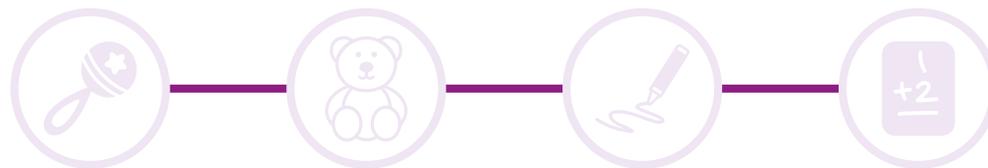


Jayden (16) performed at our Raising the Bar weekend, which shows that deafness needn't be a barrier to achieving in the arts.

I started dancing before I could hear music. I used to sit on the floor and dance to the vibration. I love dancing because it's a form of escapism. It allows me to express myself and my feelings.

I applied for Raising the Bar because I knew I had something special to offer. I was also keen to learn new skills and meet other deaf kids. When I found out I'd got a place I was so excited and couldn't believe it at first.

At the weekend I learnt three different styles of dance from films and musicals and performed them to an audience of family, friends and the press. I also met other deaf kids who had similar interests to mine.



One of my favourite parts was performing in front of everyone on the final day. The whole thing was a great experience. You may be deaf but that doesn't stop you doing what you think is impossible. Work hard, train hard and you'll achieve what you want.

Being deaf doesn't stop you doing what you think is impossible.





Developing deaf young people's skills and confidence is crucial.

Many feel isolated because they don't have deaf friends, or lack the confidence to pursue their ambitions.

Our Raising the Bar weekend is one of the many opportunities we offer deaf young people to make friends and learn something new. Twenty-nine deaf young dancers, actors and musicians, including Jayden, took part.

362 deaf young people took part in our creative, sports and outdoor events. From rock-climbing to film-making, from football to team challenges, deaf children can try lots of new activities in a safe and supportive environment. For many, it's the first time they've met another deaf person, and shared experiences with others who know how they feel.

Ninety-eight percent of deaf young people said they'd achieved something that was important to them by the end of the event, including improving communication and making friends.

98%
of deaf young people
achieved something
important to them on
our events.



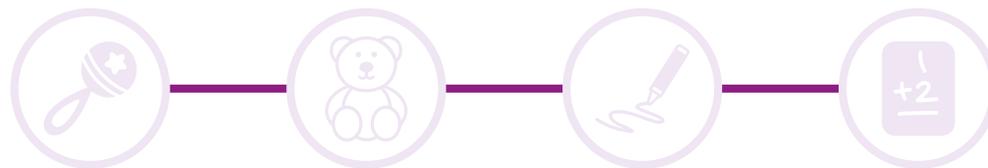
Changing the world



Amber (17) is profoundly deaf. She is a member of our Young People's Advisory Board (YAB), a group of deaf young people who shape our services and campaign for change.

I joined the YAB to develop my confidence and learn about other people's experiences. Coming from a hearing family and being the only deaf child at school, I was nervous about meeting other deaf teenagers. I soon realised I had nothing to worry about. Being a YAB member has taught me to embrace being deaf. I've pushed myself out of my comfort zone and grown as a person.

I've learnt so much, including what I'm entitled to in school and work and what makes a great campaign. We're launching a careers campaign to get deaf people on the same footing as their hearing peers. It's vital in achieving equality because it



starts at the beginning, in education. Deaf people can do anything but they need the right support.

Since joining the YAB I'm more independent – I'm able to stand up for myself and make my voice heard. It's given me the power to do everyday things such as ordering food on my own, to larger things like volunteering and work experience.

I now know the sky's the limit – I'm hoping to study psychology and enter a career in the field.

I now know the sky's the limit.





Deaf young people can change the world.

Like Amber, the other members of our 2018–2020 Young People’s Advisory Board (YAB), want to transform the lives of deaf children across the UK. Together they are working on a campaign to improve careers support for deaf young people, which will launch in 2019.

Our 2015–2017 Board led a hugely successful campaign for a GCSE in British Sign Language (BSL). They wanted to make things fairer for the thousands of deaf young people who use BSL every day. Our campaign was debated in parliament in November 2017, and led to two meetings with the Minister for School Standards. Since the end of the financial year, the Secretary of State has confirmed that the Government will welcome the introduction of a British Sign Language GCSE, a decision that will have a positive impact on the lives of so many deaf pupils.



Following our
campaign, the
Government has
approved a new
British Sign Language
GCSE.

Sharing knowledge and experiences



Olivia (24) leads a youth group and advises other deaf young people in Uganda about sexual health, with support from us via our partners, Sign Health Uganda and Uganda National Association of the Deaf (UNAD).

I've been Vice Chair of my youth group for more than two years, and use the training I received from UNAD on leadership, teamwork, HIV and sexual health, to support other deaf young people. Without the training I may not have been as careful, as I wouldn't have known all the ways you can get HIV. Now, I avoid risky situations.

I often help out deaf friends who have questions about HIV, and when working in the community, I give other young people all the information I know – we can talk and stay safe.

“ We can talk and stay safe.”



Girls in the community mostly have concerns about marriage, sex and human rights. There are cases of rape, violations, early pregnancies, abuse and forced marriage.

I feel sad that we can't reach everyone, but we're now planning visits, counselling and training for those who live in remote villages. For them, communication is the biggest challenge as they can't use sign language.





In developing countries, deaf young people are often at risk.

Many miss out on learning basic life skills such as money management, relationships and sexual health. This can make them vulnerable to sexual abuse, exploitation and HIV.

Through our international arm, Deaf Child Worldwide, we have supported more than 900 young people to get involved with local deaf youth groups and campaign for their rights. Members can also get support from other deaf young people like Olivia, who act as role models and share valuable skills and experiences.

Training is another important way of empowering deaf young people. We trained 1,190 deaf young people in East Africa and South Asia in basic life skills, as well as teaching skills such as tailoring and carpentry so they can be financially independent. Deaf young people leave this training feeling confident and inspired, with the foundations to create a happy and successful future.

We trained
1,190
deaf young people
so they can be
financially
independent.



You're supporting deaf children every step of the way



Alison took part in the Royal Parks Half Marathon to fundraise for the National Deaf Children's Society. We supported her son, Henry (5), who has a profound unilateral hearing loss.

I'm normally more likely to have a marathon cake-eating session than put on running shoes! I impulsively signed up for the half marathon before coercing my friends Coralie and Rachel to join the team.

I remember feeling overwhelmed when we got Henry's diagnosis. I had no experience of deafness, and I didn't know what to expect for his future. Being able to access the charity's information and knowing that support was just a call away put our mind at ease. Raising money for the National Deaf Children's Society so that they could give another family the same reassurance felt like the most natural thing to do.

It was brilliant crossing the finish line.



95% of our work



is funded by the public

Fundraising

Our impact

You are changing lives.

Ninety-five percent of our work is funded by the public, so everything you do from cake bakes to marathons, from grants to regular gifts, makes a difference.

If, like Alison, you've taken part in a challenge event to raise money, you've helped to raise an enormous £450,000. Our London Marathon runners alone raised £100,000. And if you're one of our army of bakers, your sweet treats helped to raise more than £11,000.

If you're part of a charitable trust, your grant may be helping to teach families how to sign, giving deaf children a chance to try something new on one of our weekend events, or funding one of our life-changing projects in developing countries.

From swimmers to skydivers, from walkers to cyclists, you make everything we do for deaf children possible. To find out more about how you can support our work go to www.ndcs.org.uk/fundraising-events.

Our amazing London
Marathon runners raised
£100,000
for deaf children.



Thank you for being there for deaf children

Trusts

The 29th May 1961 Charitable Trust

Aberbrothock Skea Trust

The A. M. Perry Charitable Foundation

Baron Davenport's Charity

The Beatrice Laing Trust

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The Blackburn Trust

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The W M Mann Foundation
The Worshipful Company of
Lightmongers Charitable Trust Ltd
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Mr Edwin Datson
Carl Morris

Corporates

Conference Care
Field Fisher LLP
Glenmark Pharmaceuticals
L'Ecole de Battersea
Next Retail Ltd
Papa Johns
Phonak
Quest Joinery
Signs Express



How your gift was spent

Charitable activities

Overcoming
barriers in local and
national services:
£7,832,000

Overcoming
barriers in
communication
and language:
£3,514,000

Other
charitable
activities:
£912,000

Overcoming
barriers to
independence:
£3,331,000

Total:
£15,589,000



Summary accounts

Board of Trustees

Our Trustee Board governs the charity and has a maximum of 12 trustees, all volunteers. The majority of our trustees are parents or carers of deaf children and members of the charity. Trustees can serve on the Board for a maximum of nine consecutive years.

Thanks to all of our trustees for their service over the last year.

Lisa Capper (Chair)	Claire McClafferty (resigned 20 May 2017)
Tim Polack (Vice Chair)	Jan Rutherford
Sally Procopis (Treasurer, resigned 19 May 2018)	Helen Selwood (Treasurer from 19 May 2018)
Sheila McKenzie (Deputy Treasurer)	Dominic Holton (appointed 20 July 2017)
Suzanne Beese	Jennie Rayson (appointed 20 July 2017)
Gerard Featherstone	
Jane Hill (resigned 26 July 2018)	

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 26 October 2018.

The statutory financial statements, on which the auditors Crowe UK LLP gave an unqualified audit report on 26 October 2018 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.

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



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The National Deaf Children's Society is a registered charity in England and Wales no. 1016532 and in Scotland no. SC040779. JR1450

