

**Annual Review and Impact Report  
2021 -22**



**We are Cerebral Palsy Cymru.**

**We are a registered charity and  
national centre of excellence.**

**Our mission is to improve the quality  
of life of all children in Wales living  
with cerebral palsy.**





## CHAIRMAN'S MESSAGE

It has been a year of evolving change for Cerebral Palsy Cymru. A year where we began to return to our pre-pandemic lives, whilst continuing to navigate the ongoing impact of COVID-19.

At the start of the financial year, we launched our 'Build a Better Future' building appeal to raise the funds needed for the second phase of development of our new children's centre. I am immensely proud of the fact that, in just under twelve months, we reached our appeal target of £450,000. The response that we received was truly humbling and I would personally like to thank everyone who supported us on our mission to 'Build a Better Future' for children and families living with cerebral palsy.

A new children's centre was a key part of our vision for the future development of our charity, and I am thrilled that over the last two years this dream has become a reality. It is certainly an exciting new chapter in our charity's history.

As we emerge from the pandemic, we face a continually changing environment politically and economically, and hardship for many.

Regardless, we must turn our attention to focusing on our future as the leading charity in Wales for cerebral palsy. We continue to see an increase in demand for our services, and we want to make sure that we are able to be there for those families who need us, now more than ever.

Our vision for the future is to increase our capacity so that we have the resources to be able to see more children of all ages. We know that this is an ambitious task, and one that will require immense support from all areas. However, it is imperative that we continue to strive to make a difference to all families and children across Wales living with cerebral palsy.

Cerebral Palsy Cymru continues to evolve, and as we look to the future, we hope to expand our board of trustees to incorporate new skill sets and ideas that will help shape the future of this wonderful organisation that I am so proud to be Chairman.

On behalf of the 331 children and their families who accessed our services in 2021-22, I and my fellow trustees want to thank each one of you for standing with us through difficult times. I truly believe that, together, we can continue to make a life-changing difference to children and families in Wales living with cerebral palsy.

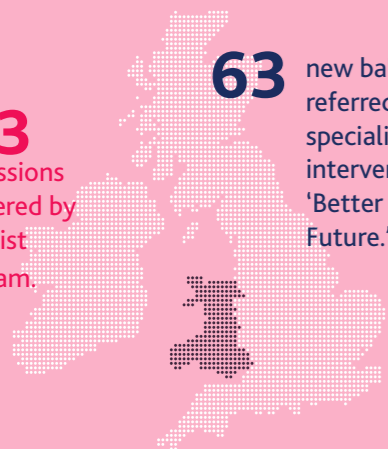


*J Frank Holmes  
Chairman*



# OUR YEAR IN NUMBERS 2021-22

**1,203**  
therapy sessions were delivered by our specialist therapy team.



**63** new babies were referred to our specialist early intervention service 'Better Start, Better Future.'

**9** Better Start Together play groups took place at our new children's centre - over 18 hours of fun and play!



**331** children across Wales received therapy and support from us.

**126** family support sessions took place with our dedicated Family Support Coordinator. This service provides practical advice and emotional support to those families who need it.

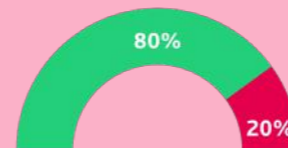
**9** training courses were facilitated and delivered by our therapy team to professionals across the UK.



The amount we need to fundraise every year is  
**£1.8 Million**



On average each year, 80% of our income comes from donations, gifts in Wills, trusts, our charity shops, fundraising events and corporate donations. Around 20% of what we need comes from statutory sources.



**1,124** highstreet and designer label items were shipped to 5 different countries thanks to Thriftify, our online charity shop!



**66,012** items were sold in our 4 charity shops, helping raise a whopping **£329,458!**



**362** fundraisers took part in our Facebook fundraising challenges, raising a total of **£51,132**



Visit [www.cerebralpalsycymru.org](http://www.cerebralpalsycymru.org) or follow us on social media for more charity updates, fundraising news and stories from our families and service users.



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You can also sign up to receive our monthly eNewsletter: [www.cerebralpalsycymru.org/newsletter](http://www.cerebralpalsycymru.org/newsletter)





## CENTRE DIRECTOR'S MESSAGE

For almost 30 years, we have been united by our mission – to improve the quality of life of all children in Wales living with cerebral palsy.

We aim to maintain our course and mission despite the buffeting from challenging events around us. In 2021-22 we continued to face the effects of the pandemic, experiencing the gradual transition away from some of the restrictions and the challenge of building back new therapy models that could be flexible to conditions.

In 2021/22, we provided 1,203 specialist therapy sessions to 331 children and their families across Wales. It is estimated that, on average, every five days a baby will be born in Wales who will have cerebral palsy. Last year, 63 new babies were referred to our specialist early intervention service 'Better Start, Better Future.'

We know that children with disabilities and their families have been disproportionately affected by the pandemic and multiple lockdowns, making our services more important than ever.

It has been particularly challenging for families whose children were born during the pandemic and diagnosed as being at risk of cerebral palsy.

We moved into our new centre in April 2021 which gave us the space we needed to deliver our services safely. At the same time we launched our appeal for phase two of the building works to add some of the facilities we had taken out of the original plan due to some of the rising costs. We were thrilled to complete this within the year.

It was a highlight on the 24th September 2021 when we were able to welcome supporters to our first 'in-person' event since the beginning of the pandemic, our 'Sparkling Afternoon Tea.'

It continues to be a challenging environment for fundraising as emergency grant funding comes to an end, and at the same time we are not yet seeing some of our previous income streams return to pre-covid levels.

During the pandemic our important work on the Cerebral Palsy Register for Wales was slowed as some of our partners needed to focus resources on other projects, such as the information system for the vaccination programme. We did however work on other aspects of the register as this work is so important in being able to drive change for people in Wales living with cerebral palsy in the longer term.

We have the most fantastic team at Cerebral Palsy Cymru and it is their dedication, energy, skill and enthusiasm that has allowed us to achieve all we have this year. A huge thanks goes to them and also to the board of trustees who support us, and importantly the fantastic community therapy teams we work with to ensure children and families get the best service possible.

I would also like to say a personal thanks to our supporters who have helped us through this difficult time.

Because we know. Together we can make a difference.



Jenny Carroll MA MCSP PGC(HE)  
Centre Director

## WORKING IN PARTNERSHIP WITH FAMILIES AND COMMUNITY TEAMS



This year has been one of establishing a 'new normal' as we have continued to find a rhythm of working with families and children post the COVID-19 pandemic.

We are continuing to offer both virtual and face to face appointments to families depending on what is felt to be the best for them. For many families, virtual appointments make our therapy more accessible. They have allowed us to work with families to find practical and realistic solutions to implementing therapy suggestions in their own homes. Many of our colleagues in the NHS are now continuing to join our clinical sessions virtually, whether the family are with us for a face-to-face appointment or attending a virtual session.

Our new large and versatile therapy rooms have been well utilised since we moved into our new home in April 2021.

In addition to the 1,203 therapy sessions our therapy team delivered, the new space has enabled us to run several exciting group activities during the past year. These have included two projects kindly funded by BBC Children in Need; ESCAPADES!, a group for young people exploring communication and social experiences with an emphasis on sensory motor opportunities and Jungle Explorers a group for children in the early years of primary school who have unilateral cerebral palsy as well as an Independent Living Skills group for young people wanting to develop more independent in their self-care, home and community skills.

Over the course of the year, we have continued to receive an increasing number of referrals for babies and parents who are seeking early intervention for their children.

Our focus at Cerebral Palsy Cymru is very much on early intervention. Research shows that the earlier a child who has, or is at risk of having cerebral palsy receives specialist therapy, the greater the impact on the child's future outcomes. Because of this, the majority of our resources go towards the treatment of babies aged from birth to two years old through our early intervention service, Better Start, Better Future. We then see children a year later when they are three.

Where resources allow, we see older children up to the age of eighteen.

## PROVIDING LEARNING OPPORTUNITIES FOR THERAPISTS AND OTHER PROFESSIONALS

As a national centre of excellence, we have developed our therapy skills to benefit children and families across Wales. We acknowledge our responsibility to share our specialist knowledge and skills with community therapists, so that even more children will benefit from excellent therapy. Part of our vision is therefore to be a training resource for therapists across Wales and beyond.



This year we have achieved this by hosting a number of training courses. The national lockdowns meant that we had to quickly adjust our teaching methods and as a result most of our training was delivered virtually, which was a new venture for us and those attending the courses.

We delivered a total of 9 courses for occupational therapists, speech & language therapists, physiotherapists and therapy assistants across Wales. This new virtual approach proved extraordinarily successful, and our courses were attended by a far greater number of people than we could have previously accommodated in person. Moving forward, we plan on adopting a hybrid approach to delivering training courses and have plans to develop this area of our work further in the coming year.

[www.cerebralpalsycymru.org/for-professionals](http://www.cerebralpalsycymru.org/for-professionals)

## ENSURING FAMILIES ARE AT THE HEART OF OUR ORGANISATION

Having a child who has cerebral palsy affects the whole family. We want to make sure that our families feel supported and empowered so that they can help their child in the best way possible.

During the year, 63 babies were referred to our early intervention service, Better Start, Better Future. Referrals to this specialist service are coordinated by our family support coordinator, Glenys Evans, who gets to know each family and their child to find out what sort of support they may need.

Glenys facilitated 126 1:1 family support sessions across the year, the majority of which were with families and babies under the age of 2 years. Having a baby who has had a difficult start in life and who may not be developing as expected can impact the whole family, so providing our families with practical advice and emotional support right from the start, is a key part of our service.



We were really pleased that our Better Start Together playgroup, which is led by Glenys and our specialist therapists, was able to recommence this year. These monthly playgroups are a great opportunity for our families to meet other families and babies in a similar situation to them, reducing the sense of isolation that they often feel.

## THE IMPACT OF 'BETTER START, BETTER FUTURE' - BEN'S STORY

"I first got in touch with Cerebral Palsy Cymru when Ben was around 6 months old. Glenys, their lovely Family Support Coordinator, spoke to me for almost an hour initially finding out more about Ben and our family. We felt supported straight away and I didn't hesitate when Glenys offered us the opportunity to attend some therapy sessions.

During our first session, we spent 2 hours with two of the therapists. What I remember most was the kind and patient approach that the therapy team had, as well as the gentle and individual therapy they suggested for Ben. After chatting with us as a family and watching us interact with Ben, they were able to suggest exercises that would work with what we were currently doing at home already.

This was so enlightening for us as it didn't feel like 'therapy,' it was just small adaptations to our normal routine with Ben.

The playgroup sessions at Cerebral Palsy Cymru have also become an integral part of Ben's early life. It has been wonderfully reassuring to meet other parents who have had little ones born with some of the same challenges as Ben. It's so nice to see babies and toddlers who have come on a similar journey, and seeing them so happy and calm, is a huge comfort. Caring for a baby born early like Ben can feel extremely lonely at times, but at the Better Start Together playgroups, we don't feel so alone."

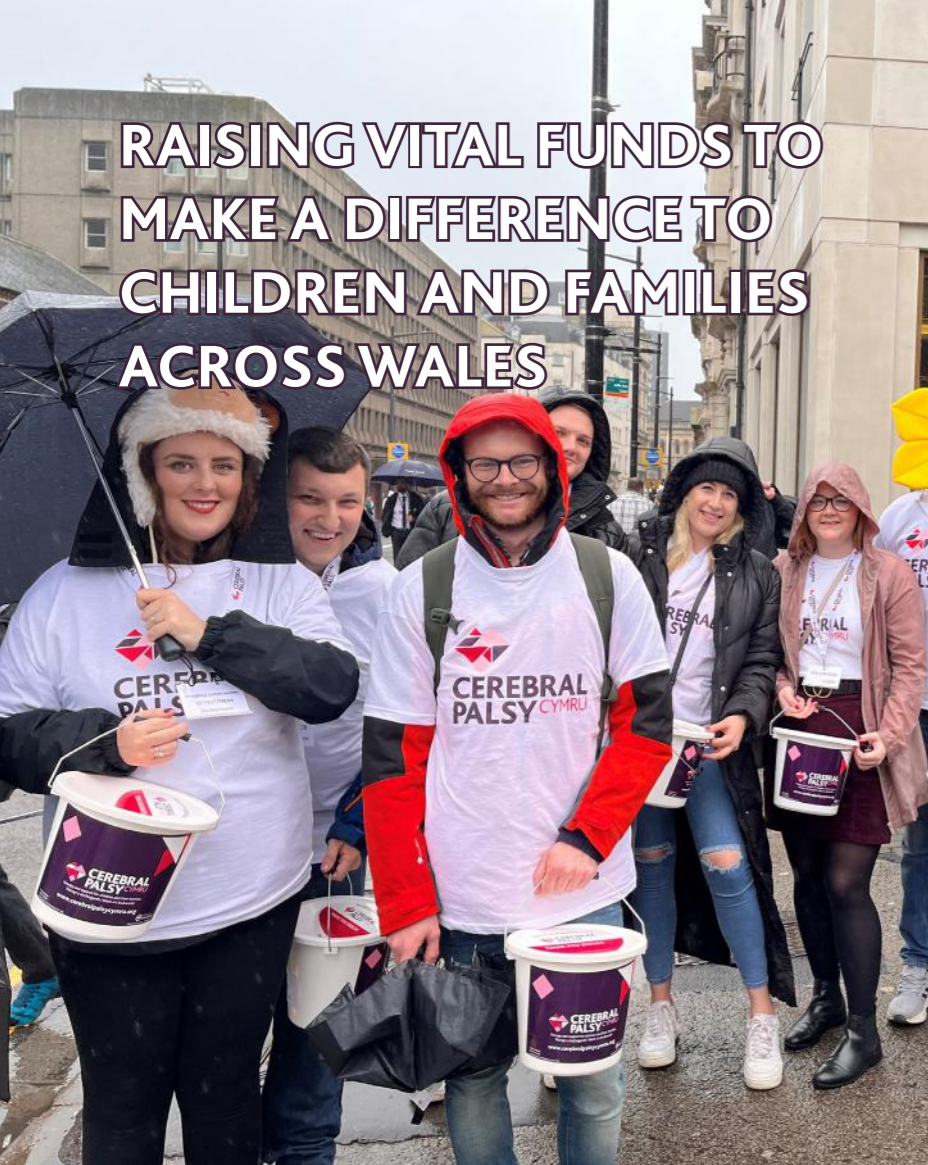
*Alison Savagaar  
Mum to 1 year old Ben.*

To find out more about our family support service, please visit:  
[www.cerebralpalsycymru.org/get-support/our-family-support-service](http://www.cerebralpalsycymru.org/get-support/our-family-support-service)





# RAISING VITAL FUNDS TO MAKE A DIFFERENCE TO CHILDREN AND FAMILIES ACROSS WALES



It was an exciting start to the year as we were handed the keys to our new children's centre! We had several 'firsts' this year with our first 'Cake & Tea for CP' month in May, our first in-person fundraising event after a 20-month gap, and our first venture into the world of Facebook Fundraising Challenges in the form of our '3000 Star Jumps in November' challenge.

Throughout the year, digital fundraising continued to be a growing source of income for us when, following on from the success of our inaugural Facebook Fundraising Challenge, we held a second Facebook Fundraising Challenge in the form of our '70K Your Way' challenge in March.'

Cerebral Palsy Awareness Month also took place in March this year, as opposed to October, for the first time, to fall in line with other cerebral palsy charities raising awareness around the world.

We continued to enjoy some great corporate partnerships throughout the year, our long-standing relationships with Mowgli Street Food Cardiff and Slater & Gordon as well as being charity of the year for the Royal Mint and St Joseph's Hospital, to name just a few.

Towards the end of the year, we were delighted to launch a new partnership with the National Trust Cymru and celebrate their annual #BlossomWatch campaign alongside our ambassador, Lucy Owen. The National Trust Cymru will be creating a new wellbeing garden at our children's centre later on in the year.

Other notable achievements included raising over £20,000 through the Big Give Christmas Challenge, being awarded a three-year grant from the Masonic Charitable Foundation to help fund our early intervention service 'Better Start, Better Future,' and receiving an extension to our grant from the Neumark Foundation for our speech & language therapy work.

Despite there being less this year, we were thankful for continued opportunities to apply for covid emergency funding through funders such as the Moondance Foundation, the Edward Gosling Foundation, and the Third Sector Resilience Fund, administered by the Wales Council for Voluntary Action. Our success in the previous year with emergency grant applications has meant a particularly high reporting requirement this year.

Although the pandemic has unlocked new avenues of fundraising opportunities for us, such as digital fundraising, some of our key income streams such as events and community fundraising opportunities are still suffering from the effects of the pandemic, and as a result we predict another challenging year ahead as we see the emergency funding opportunities slowly coming to an end.

We continue however to be so grateful to staff, volunteers, supporters, funders, and families who join with us in making sure that we make a difference to as many babies, children and families living with cerebral palsy as possible.

## THE WONDERFUL WORLD OF CHARITY RETAIL

Our charity shops play a huge role in our fundraising activity, and prior to the pandemic, they were consistently generating around one third of the charity's total income.

After a second lockdown, our shops were once again able to open their doors on 12th April 2021 following the relaxation of social distancing rules. They slowly increased income to above the levels seen during the depths of the pandemic in 2020/21 and have successfully generated £408,685 in income over the course of the year.

"I am so grateful to all our donors, customers, shop staff, and amazing volunteers who have all played a part in helping to ensure that our shops reopened successfully and, of course, safely after what was an extremely challenging and worrying time during the winter lockdown." said George Parry, Senior Retail Manager.

"Our shops are very much part of their local communities, and it is so nice to be able to welcome our customers through the doors once again."

2021-22 also saw the exciting launch in May of our new online charity shop via the platform, Thriftify, and the appointment of an E-commerce Manager. The new venture has been supported by a grant from the Third Sector Resilience Fund, administered by the Wales Council for Voluntary Action.

With a view to increasing our income generation, so we can provide more support to children and families in Wales living with cerebral palsy, we are planning to develop this area of income in the future.





## OUR VISION FOR THE FUTURE

As the leading charity in Wales for cerebral palsy, our vision is to provide a better future for every child in Wales who has cerebral palsy.

Cerebral palsy is the most common physical disability in children worldwide. In Wales, approximately every 5 days, a child will be born with or at risk of cerebral palsy. We want to make sure we can be there for every child and family that needs us.

Over the next five years we want to increase our capacity and resources to be able to see more children, of all ages, and their families at each of the critical milestone stages throughout childhood. By supporting our work, you could help us be there for children at every key stage of their childhood - for the first two years after birth, throughout their toddler years, starting primary school, transitioning from infants to juniors, moving to high school, and preparing for their teenage years.

A new children's centre was part of this plan, which we have now achieved. We are also working to create a Cerebral Palsy Register for Wales so that all organisations involved in the care of children with cerebral palsy will be better informed to be able to plan services, treatment, and undertake research for the future.

We know that to achieve all this it will mean growing our income substantially over the next few years. We simply can't do this without your support.

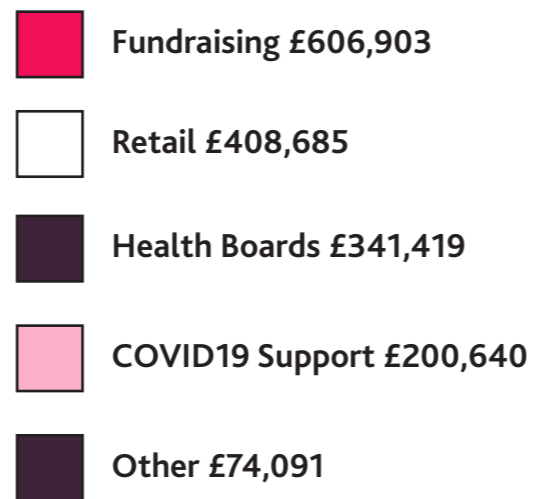
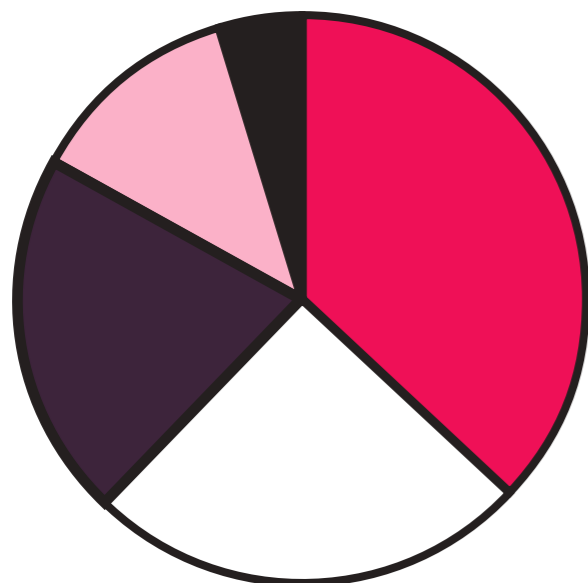
By joining our Cerebral Palsy Cymru family and making a regular gift of £7 a month, or whatever you are able to afford, you will be helping us plan ahead for the future as we will know, day in day out, we will have a steady, reliable income stream.



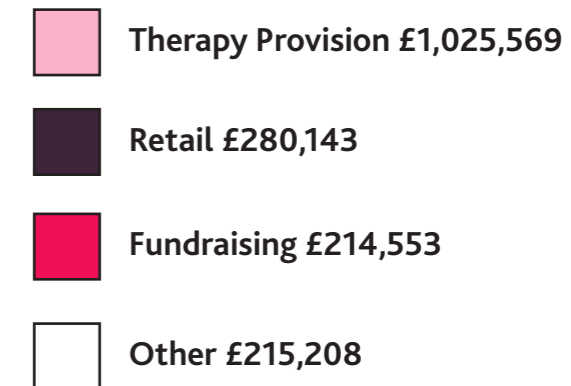
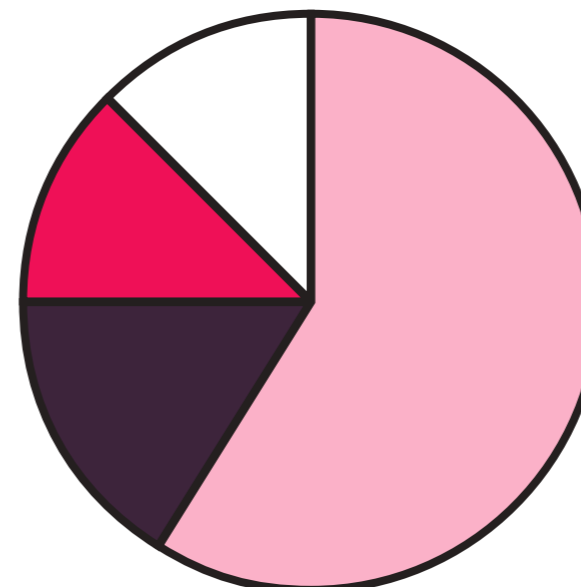
To set up a regular gift, scan the QR code with your phone camera or visit:  
[www.cerebralpalsycymru.org/donate-to-help](http://www.cerebralpalsycymru.org/donate-to-help)



## BREAKDOWN OF INCOME AND EXPENDITURE



**Total income: £1,631,738**



**Total expenditure: £1,735,473**

In addition to the income detailed on the opposite page, we were fortunate to have income in previous years which was given to cover expenses in this financial year and have drawn on the relevant reserves to cover this.

# A BETTER FUTURE FOR BABIES YET TO BE BORN

Gifts in Wills have helped us over the years to grow and develop, as we are able to use this money where the need is greatest.

On average, each year, gifts in Wills fund 63 babies to have a vital early assessment and specialist therapy session if they have or are at high risk of having cerebral palsy.

The number of babies and their families needing our service is increasing each year. A gift in your Will can be a small sum of money or even 1% of your estate so that those close to you still inherit 99%.

Now, more than ever, we need your support to ensure we can be there in the future for those babies yet to be born.

If our charity has been important in your life in any way, or you have seen the impact that our service makes on your family members, friends, or neighbours, please do consider making a gift in your Will to Cerebral Palsy Cymru.

If you would like to have an informal chat about leaving a gift in your Will (in confidence and with no obligation) please call Emma Brooks, Trusts and Legacies Fundraising Manager, on 02920 522600 or email [emmab@cerebralpalsycymru.org](mailto:emmab@cerebralpalsycymru.org)

## Leaving a gift in your Will can help us:

- Make a significant impact on a baby's future outcomes
- Provide parents and carers with emotional and practical support right from the start
- Develop our training courses to share our specialist knowledge and skills with community therapists, so that even more children will benefit from excellent therapy.



# OUR BUILD A BETTER FUTURE APPEAL

Our 'Build a Better Future Appeal' launched in May 2021 to help us raise funds to complete the second phase of refurbishment needed at our new children's centre.

We are absolutely delighted to announce that, thanks to the generosity of our supporters, we successfully raised the £450,000 needed to complete the phase two refurbishment!

Key features of this new development include a lift, partition walls in our therapy rooms, hoists and a complete redevelopment of our forecourt including a canopy over our family parking spaces.

We would like to say a special thanks to the Moondance Foundation and Welsh Government for understanding our vision and investing in our future. We would also like to thank The Bradbury Foundation, Hong Kong and Garfield Weston Foundation for their generous gifts that took us over the finish line.



We would like to say a huge thank you to everyone who supported our 'Build a Better Future Building Appeal.'



Llywodraeth Cymru  
Welsh Government



The Bradbury Foundation,  
Hong Kong



Circle.

HUGH | JAMES  
Understanding law, understanding you



WESTERN POWER  
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We would like to also thank everyone who kindly donated online and via our Spring / Summer 2021 newsletter appeal.



# Because we know. Together we can make a difference.

## Cerebral Palsy Cymru

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