




**CEREBRAL
PALSY** CYMRU

Annual Review 2019 / 2020





**“ The impact
that Cerebral
Palsy Cymru has
had on our lives
has been huge!
Without
Cerebral Palsy
Cymru, I really
don't think
Arabella would
be where she is
to date - we
can't thank
them enough. ”**

Amanda, Arabella's mum

Chairman's message

2019-20 was an exceptional year for our charity, for several reasons. It was the year in which we were awarded a prestigious grant from the Welsh Government which enabled us to realise our ambition of many years – to purchase a new, larger children's centre, which has the space and potential to enable us to double the number of children and families we can support. This was hugely exciting news, and will always be a significant moment in the charity's history. You can read more about this on page 6.

However, it was also the year in which all of our lives changed forever as the Covid-19 pandemic took hold across the country. I, and my fellow trustees, am still in awe of how our specialist team re-designed bespoke, multi-disciplinary clinical services, at pace, to ensure that babies and children who have cerebral palsy still had support.

As a charity that usually receives more than three-quarters of its funding from voluntary and charitable sources, the pandemic had a shattering impact on our finances in the following twelve months and inevitably beyond.

Nonetheless, despite the extraordinary challenges that we were presented with from March 2020, there were many moments and milestones during the year under review which we should celebrate. I hope you enjoy reading about these moments in the pages to follow.

Alongside our bid to Welsh Government, we spent a good deal of 2019-20 evaluating all strategic aspects of the charity and in the Autumn of 2019, we embarked on a journey, based upon wide stakeholder feedback, which would lead to us changing our name and updating our brand in May 2020.



This is why we have transitioned to Cerebral Palsy Cymru. You can read more about our stakeholder feedback and the consultation process behind the change on page 5.

We hope that you like our new name and brand whilst also being reassured that at heart, and in mind, we are still the same organisation – working with passion and determination, just as our Founding Parents did, to improve the quality of life of children and families living with cerebral palsy.

I am deeply proud of everything that the charity achieved in 2019-20 and has done since then with the immense challenges we have all faced as a result of the global pandemic. Whilst the times ahead will no doubt continue to be challenging, I am positive that, as Cerebral Palsy Cymru, we will continue to be there for the children and families across Wales who need us, now more than ever.

I would like to extend our Board and team's grateful thanks to you, our families, dedicated volunteers, donors and all who have, and continue to, make our unique, life-changing services possible.

Thank you all.
Diolch o galon.



J Frank Holmes
Chairman



Centre Director's message

2019 was a busy year as we developed our clinical services and implemented the strategic step change made possible by the Moondance Foundation's Big Donation, received in 2017.

The Big Donation has, and continues to be, the catalyst to the step change and transformation we remain determined to achieve for our children and families. This donation included a contribution to launch a capital appeal. This provided us with matched funding to support our application to Welsh Government's Health & Capital Infrastructure programme to support the delivery of our strategy. In November 2019 we heard that our application had been successful with a grant of £1.5M.

This meant we would be able to obtain a building fit for the purpose of delivering the services we planned for children and families living with cerebral palsy. Our grateful thanks go to the Moondance Foundation and Welsh Government for their support.

Then the pandemic hit and on Monday 23rd March 2020 we closed the doors of our children's centre on Park Road for what turned out to be many weeks. This was the first time in almost three decades that we were unable to offer face to face interventions. However, we did not stop providing services.

We took advantage of being a small agile service to change and adapt rapidly. Our dedicated therapy team worked quickly to modify our services which, by their nature, are usually delivered face to face. Our family support service also went online, and we spent time contacting families and understanding their needs and providing online advice and reassurance. This contact with families helped us plan and prioritise our interventions.



As well as the extraordinary impact on our families and our services, lockdown meant our chain of charity shops had to close and would remain shut for over 3 months. At the same time, the many events, community fundraising activities and challenges that we had planned were cancelled. Our focus very quickly became preserving the charity and achieving financial stability in extremely challenging circumstances. We would like to extend a huge thanks to the team who went above and beyond to achieve this. We are proud that not only has the organisation survived but also managed to continue important projects like the new premises, the rebranding, and the Cerebral Palsy Register for Wales.

Our thanks go to our community colleagues, friends and supporters who have helped us during this challenging period, as well as to our staff team and trustees who have worked hard to achieve so much during the year and since.

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



Jennifer Carroll MA MCSP PGC(HE)
Centre Director



Transforming our brand & looking forward to the future



In Autumn 2019, we consulted with our staff, trustees, families, volunteers and supporters regarding our charity name 'Bobath Children's Therapy Centre Wales' and our existing brand. They recognised that we were a positive, empowering and caring organisation that put families at the heart of what we do. However, there wasn't a clear understanding of the breadth of our activities – that we are a centre of excellence in Wales for cerebral palsy and an essential service.



CEREBRAL PALSY CYMRU

With the expert support and knowledge from Digital Wonderlab and Rednine, we embarked on a journey that saw us transform from 'Bobath Children's Therapy Centre Wales' to 'Cerebral Palsy Cymru.'

Our new name and identity were created to reflect our position as experts in cerebral palsy, our Welsh heritage, and most importantly to ensure that we are easily found by families living with cerebral palsy.

The Bobath approach will always remain at the heart of what we do, as it is the framework that guides our clinical reasoning. We recognise, however, that over the last 28 years we have evolved and what we offer today incorporates additional leading clinical practices.

Our therapists will continue to be Bobath trained; we have simply turned Bobath on its head so it is now our foundation and put cerebral palsy at the forefront of our services.

Our new identity was launched on the 25th May 2020, in the midst of the Coronavirus Crisis. It was not the grand launch that we had anticipated when we began our rebranding journey in Autumn 2019, however, what is most important is that it happened so that we are better able to support families in Wales living with cerebral palsy.

Because we know. We are needed more than ever.



A new home for our charity

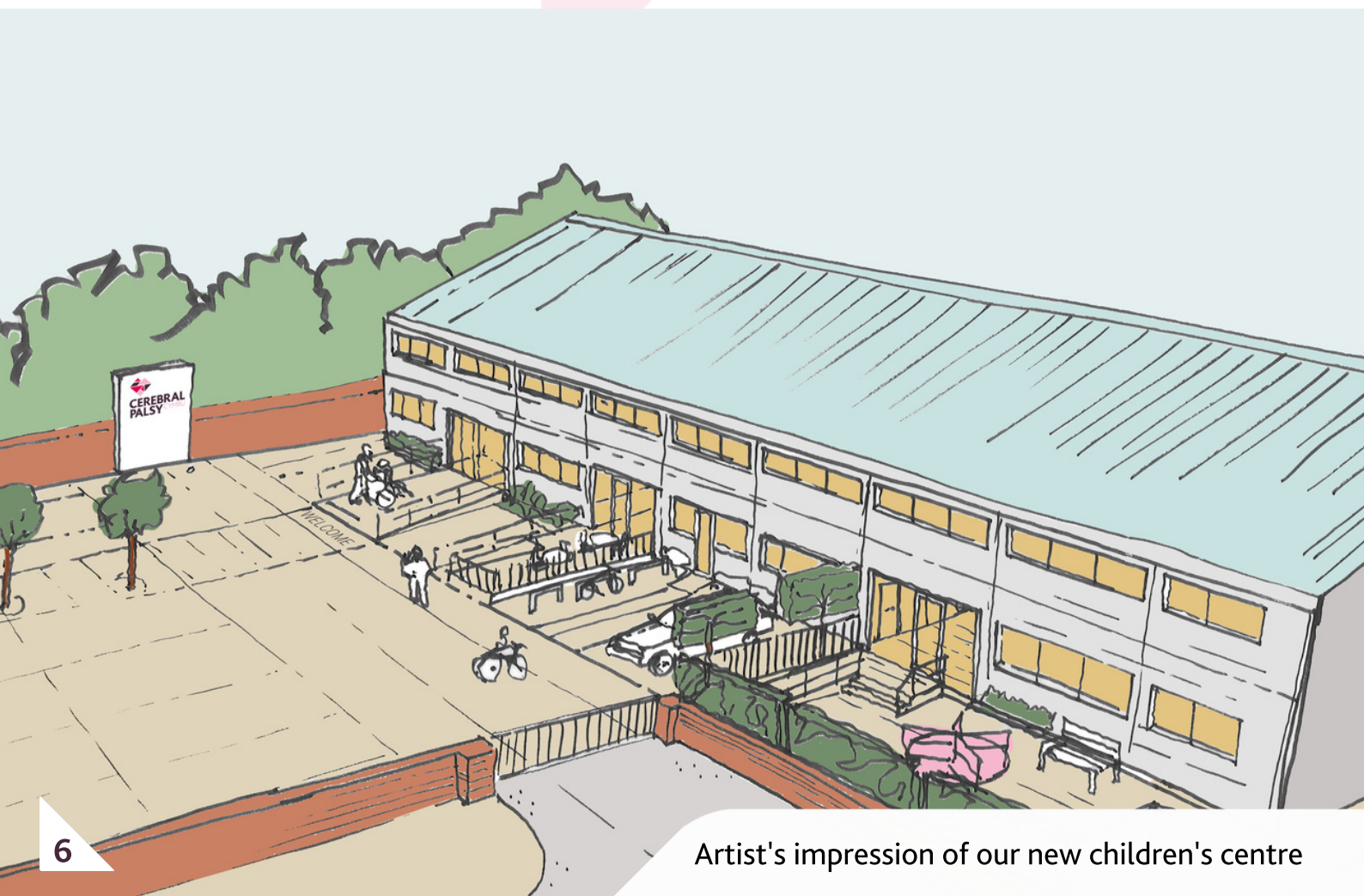
In November 2019 we announced that, thanks to the generous support of The Welsh Government and The Moondance Foundation, we had successfully secured the funding to purchase and develop a new building that will become our new home in the future.

Our new premises will allow us to grow as a charity and offer our services to even more children and their families.

This £2.7M project will mean that, once our new children's centre is fully refurbished, it will provide 8 much-needed therapy rooms, including an independent living therapy room, and a dedicated family support room. The upstairs area will provide office space and teaching facilities.

Minister for Health and Social Services, Vaughan Gething, said: "Cerebral Palsy Cymru (formerly Bobath Wales) provides an invaluable service to children living with cerebral palsy and provides vital support to families. The investment will result in improved care for patients and a better experience for families."

After being based at our therapy centre on Park Road for almost 30 years, the move to a new centre is the start of our exciting new expansion plans. Our new children's centre will give us huge potential for growth in the future and we are excited to see what the future holds for us as a charity.



Therapy update

April 2019 to March 2020 was yet another incredibly busy and exciting year for our therapy team. We delivered a total of 1,775 therapy sessions and made a difference to 316 children from across Wales who have, or are suspected of having cerebral palsy.

Over the course of the year, our therapy team delivered therapy to 126 children in their own localities across all 7 Local Health Boards. These sessions are so important as they give us the opportunity to provide therapy to children who are unable to travel to our therapy centre. They also allow us to develop positive relationships and work closely with community therapists.

This year saw the launch of Better Start Together, a monthly therapy-facilitated playgroup, set up to provide an opportunity for families with babies or toddlers, up to the age of 2½, to meet other families experiencing similar challenges to themselves. The playgroup sessions provide support for families in learning how to play with their child through various sensory experiences and time for the children to socialise with each other. Parents and carers can chat to each other over coffee and also bring any questions they have to Glenys or members of the therapy team.

Thanks to funding from Children in Need this year, we were able to host two groups of five young people, aged between 10-18 years, for 10 mornings of 1 to 1 therapy sessions and group-related activities. Designed specifically for young people with more complex disabilities, each group enjoyed their own theme of either 'Arabian Nights' or a 'Night at the Museum' and benefitted hugely from the opportunity to interact socially and competitively with each other.

Internationally, our therapy team played key roles in several conferences aimed at professionals in similar fields.



In May 2019, Jenny Carroll (our Centre Director) along with Dr Sally Jary, Melissa Walk-ley, Dawn Forbes, Helen Burnford and Therese Millar attended the 2019 European Academy of Childhood Disability (EACD) conference in Paris. Melissa presented her poster 'What dose? Finding a model of care for meaningful change in children with Cerebral Palsy.' Jenny presented a goalsetting workshop for the Global Professional Education Committee of the IAACD (GPEC), and Therese was present within her role as Treasurer of EACD.

In September 2019, Dawn and Jenny attended the International Alliance of Academies of Childhood Disability (IAACD) conference in Anaheim, USA. Dawn presented a poster by our therapist Nicole McGrath titled 'Using video self-modelling to improve occupational performance' and Jenny attended the GPEC meeting and presented a poster written with Dr Rachel Lindoewood on 'The Cerebral Palsy Register for Wales'.

Finally, in October, Jenny travelled to Tbilisi to deliver follow-up workshops on behalf of the GPEC with Professor Bernard Dan (from Belgium) and Professor Mintaze Kerem Gunel (from Turkey).

In January 2020, we said goodbye to Nicole McGrath (one of our Occupational Therapists) as she returned to Australia. She was a much-valued member of our team for the 2 years she worked with us and she is very much missed by all her colleagues and friends at Cerebral Palsy Cymru.

Dawn, Jenny, and Rina Van Der Walt attended the British Academy of Childhood Disability (BACD) annual scientific meeting in Sheffield in March 2020 - our last travel before the lockdown.

Working collaboratively with our colleagues in Glasgow and London has always been important to us, and we were pleased to have the opportunity last year for members of our therapy team to meet with therapy colleagues from Bobath Scotland (now Cerebral Palsy Scotland) over 2 1/2 days.



It was good to catch up with the team in Glasgow who share our goals and vision to make a difference to children and families living with cerebral palsy.

Finally, we were thrilled to be able to hold an Early Intervention and Assessment course for Infants and young children at high risk of neurodevelopmental problems at our new children's centre in February 2020.

This course presents a comprehensive overview of assessment and early intervention from birth to 12 months. It encompasses the EI SMART approach to provide a thorough understanding of infant sensory, motor, attention and parent-infant interactions over the first year of life and how to ensure they are woven into our approach in order to maximise the effectiveness of early intervention. The course was led by Christine Barber and Dr Betty Hutchon, with the assistance of Dr Sally Jary, Jenny Carroll, Rina Van Der Walt, Marissa Mount and Gosia Jon-Dare.

It cannot go unsaid that, as this financial year drew to a close and we had to cease our face to face services on the 23rd March due to the national lockdown, it would have been easy for the Coronavirus pandemic to overshadow all of the positives that we achieved as a therapy team throughout the year. However, this simply was not the case and I am very proud of everything that we achieved as a team.

Because we know.

Every step is an achievement.



Therese Millar

Therapy Team Manager



Fundraising update

We would like to take this opportunity to thank each and every individual and organisation who supported us between 1st April 2019 and 31st March 2020.

Throughout the year, 23.5% of our income (excluding the exceptional Welsh Government grant noted below) came from all of the NHS Health Boards in Wales, and 76.5% came from voluntary income and fundraising and retail activity including events, community activities, individual giving and gifts in Wills. This means our work simply would not be possible without the kindness of so many people and organisations – and for that we thank you!

Together, thanks to our customers, volunteers, staff and all of you who have donated your pre-loved items, our 5 charity shops contributed over £514,000 in the twelve-month period, which means they generated over a third of our total revenue funding. This is an astonishing feat when you think that many items in charity shops sell for only a few pounds.

2019-2020 was also an exceptionally special year for us because we received a grant of £1.5M from the Welsh Government's Health Capital and Infrastructure programme, enabling us to purchase a new, larger children's centre in March 2020.

We would like to extend our thanks to the Moondance Foundation, Children in Need, the Garfield Weston Foundation, the Hodge Foundation and the National Lottery Community Fund's Awards for All programme to name just a few of the charitable trusts and foundations who generously made philanthropic gifts in support of our work with children and families living with cerebral palsy across Wales.

As always, our corporate partners, from sole traders right through to large, international organisations, played a key role in our fundraising too. We were thrilled to start a new major partnership with Slater & Gordon Lawyers which saw the firm become the primary sponsor of our vital Initial Consultation service.



Thanks to their exceptional support, over the twelve months we have been able to make a life-changing difference to 40 babies across Wales who have, or are suspected of having cerebral palsy.

In total, our corporate supporters helped us to raise over £97,000 this year. Many companies came together to reach this incredible total, although particular special thanks must go to Merthyr South Wales, the Morrisons Foundation, Mowgli Street Food Cardiff, Barclays Bank, Harding Evans Solicitors, PG Insurance, Hugh James Solicitors and Western Power Distribution.

Fundraising campaigns and events always play such an important role in our fundraising calendar. Notable highlights in 2019-20 were: the Enchanted Garden Ball hosted at the RWCMD in Cardiff which raised over £21,000; Bake for Bobath 2019 which raised £10,440 and saw over 20 schools, businesses, and community groups take part across Wales; the 'Motors at Mamhilad' car show organised by the Gould family which raised £10,000 in just a weekend; our first ever Christmas Wreath Making Event; and our Big Give Christmas Challenge which, thanks to the Friends of Bobath Wales and in particular long-standing supporter Derek Redwood of CHP Accountants who doubled the donations of others, helped us to raise £13,129 in just 7 days.

Overall, 720 individuals and organisations made a donation to us as a charity over the course of the year, either as a one-off donation or as a regular gift, and we would like to take this opportunity to say a huge thank you to each of you for helping us continue to make a positive difference to the lives of children and families across Wales living with cerebral palsy.

Because we know.

Your support makes a difference.



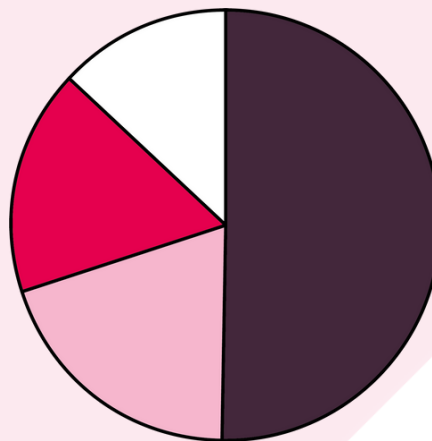
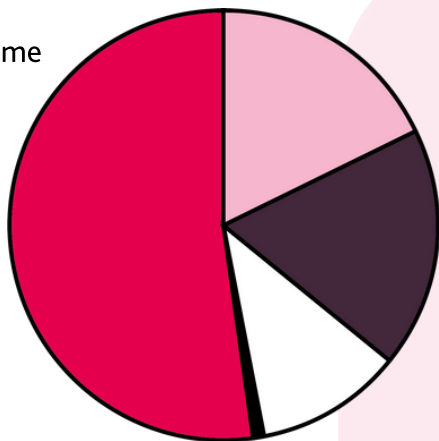
Rachel Morgan
Head of Income Generation



Breakdown of income / expenditure

Income
£2,901,541

Expenditure
£1,782,187



- ◆ Fundraising income
£519,384
- ◆ Retail
£514,436
- ◇ Health Boards
£329,954
- ◆ Other
£37,767
- ◆ Welsh Government grant
£1,500,000

- ◆ Therapy provision
£900,166
- ◆ Retail
£351,930
- ◆ Fundraising
£301,622
- ◇ Other
£228,469

In addition to the income illustrated above, we received income in previous years which is designated to fund expenditure in this financial year, and have therefore drawn on the relevant reserves to cover this.

Thank you

To each and every person who has helped us make a life-changing difference this year to children and families across Wales living with cerebral palsy.

As a charity, over 75% of our income is generated from fundraising activity. Quite simply, we couldn't continue providing our vital and essential services without you.

[Cerebralpalsycymru.org/donate-to-help](https://www.cerebralpalsycymru.org/donate-to-help)





“ From the beginning, we were made to feel like family. When we started, we weren't sure if Eddie would be able to sit or even roll over and now, seven months since we first came to Cerebral Palsy Cymru, Eddie is commando crawling! ”

Eliska, Eddie's mum.



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

Cerebral Palsy Cymru

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Limited Company Number: 02691690

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Martin Gush
Stephen Jones
Paul Lubas
Marie Wood

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