



the disability foundation

NEWSLETTER

The Disability Foundation is a Registered Charity Number 1076761

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Disclaimer:

Articles and comments from members and readers reflect the opinion of the individual contributor, not The Disability Foundation.

TDF JUMPS ON THE BRAND WAGON!

There is more to branding than just outlay or a pointless name or logo change. Done well it can help attune people to an identity and set of aims.

TDF has recognised that it has become necessary to create a living image that gives a clear understanding and recognition of what the charity does and what it stands for.

TDF wanted something soft and simple with a more human element. The petal shape was chosen for its natural and organic qualities, which mirrors the complementary services provided. The slightly abstract 'leaping figure' could be interpreted a number of ways; such as a person in a wheelchair, or the empowerment of moving forward.

As Frank Bordoni, the current Chief Executive says; "We needed clarity when we talked to government or local authorities, the media, donors and fundraisers."



"We also needed better recognition and a feeling of freshness all round. By using the term 'brand' we aren't trying to sell a product to the public, but we are selling the whole ethos and set of values that we stand for."

TDF JUMPS ON THE BANDWAGON: CONTINUED

As part of the organisation's strategic review, TDF took a meticulous approach to this repositioning. This was in order to help increase membership and raise new funds by encouraging better communication and making our donors more responsive.

Following Board approval, this clear set of objectives was set with consultation from internal and external stakeholders. The whole exercise has been carefully monitored and benchmarked from the outset and will be reviewed in 12 months.

CHIEF EXECUTIVE'S LETTER

Welcome to our new look Newsletter, I hope you are all as delighted as we are about the new logos and branding.

Firstly I would like to take this opportunity on behalf of TDF to extend a huge thank you for your continued support that is crucial to the continued running and future survival of the charity.

As a result of our Big Lottery funding coming to an end this year, the charity is re-positioning itself within the charitable sector, addressing essential new areas of potential financial growth incorporating fund raising events, corporate giving, legacies and wills, give as you earn schemes and % in £ annual schemes. It is critical that we raise our funding to a level where we can continue to operate and offer you, our members the invaluable services you have helped us develop. Needless to say, your continued support is vital in moving TDF forward and for that, we are extremely grateful.

I would also like to say a special thank you to Richard Desmond, Express Newspapers and Deutsche Bank for their recent lunch in aid of TDF and Keith Freedman for his kind sponsorship of our last ladies luncheon.

We have reached the end of another challenging financial year and whilst there is a lot of work ahead, we welcome the forthcoming year with excitement and vigour.

Best wishes

Frank Bordoni



appeals

RECYCL-A-PHONE

Donate all unwanted mobile phones now. Each phone will raise an average of £3 for SCOPE which is a charity for people with cerebral palsy. Currently, mobiles are likely to end up in landfill sites when they become obsolete or damaged. Research suggests that there are over 14 million mobile phone users in the UK today, yet the recycling rate is only 1%. Please hunt for those old, redundant, unwanted or broken mobile phones (including accessories and hardware) and post (up to three handsets) to:

**SCOPE, Recycl-a-phone Campaign,
FREEPOST Mid 23462, Burton-on-Trent,
DE14 1BR**

TONER DONOR

TDF have joined SCOPE for their inkjet and laser cartridge recycling campaign. They will now be making 25% more profit on every single inkjet or laser print and toner cartridge you donate. Now you can help the planet as well as supporting a very worthwhile cause.

Phone now for details of collections in your area on 0845 458 8822.

If you wish, you can also return all your ink, laser and toner cartridges directly to SCOPE at:

**SCOPE Toner Donor Campaign,
c/o Envirocare, FREEPOST WB978,
Bristol, BS1 5ZZ**

GIVE NOW! - Donating online securely

Every penny donated to TDF is vital and we are delighted to now be members of the Give Now online donations service. This is a service offered by the Charities Aid Foundation to help smaller charities receive donations using credit cards. It is a secure website so your privacy details are not passed on to anyone and your credit card details are not held on their servers. You can choose to make a one off donation quickly, securely and tax effectively increasing the value of your gift to TDF by up to 28% using the Gift Aid option at no extra cost to yourself.

You can also request to set up regular donations if you so wish. It's simple, secure and straightforward. Simply log on to www.givenow.org.uk, to donate look to the left hand side where it states DONATE NOW, enter The Disability Foundation in the bar beneath it entitled

'I would like to give to', press search and it will take you to a page displaying our name. Click on the Donate Now button and it will take you to the page to enter your credit card details and the amount you would like to donate from a minimum of £5. You can choose to tick the anonymous box or we will be informed who has very kindly donated to us. We need as much help and support as you can give so any amount would be very much appreciated by us all at TDF. Thank you in advance.



Do you know anyone who would like to do a sky dive to raise money for TDF, or would you like to do one yourself? If so please contact us on **0208 954 7373** for further details or an information pack.

community

Neuro Respiratory Therapy (N.R.T.) for Cerebral Palsy at The Advance Centre.

The Advance Centre was first established in 1996 as a charity dedicated to find a more advanced form of scientific thinking that would lead to the reversal of the structural and functional abnormalities of cerebral palsy and other brain injuries.

The centre has an unusually optimistic philosophy in the face of the negative approach of medical science and has developed steadily since its founder Linda Scotson's PhD work at University College, London.

Linda's work incorporated psychological sciences, physiology and bio-mechanics and was focused on the respiratory weakness and poor respiratory response to metabolic demand in brain injured children.

Linda's motivation developed from the brain injury of her son Doran. Linda spent long hours daily for many years applying the best therapy regimes the world could offer and analysing their theoretical basis and limitations.

The Advance centre's therapeutic strategy began to form as Linda investigated breathing. Gradually it became clear that the wide spread of symptoms associated with cerebral palsy were directly related to the children's weak and abnormal breathing. For example, poor breathing left tissues too weak for the brain to make connections with them, deformed the skeleton and prevented normal movement.

By September 2002 the cause of some symptoms associated with brain injuries or brain abnormalities such as the weakness and abnormality in the upper respiratory muscles could clearly be attributed to weaknesses in the diaphragm sustained around the time of the brain injury.

The approach which Linda called Neuro Respiratory Therapy introduced persuasive evidence that the

abnormalities of cerebral palsy and other brain injuries could be reversible.

What is N.R.T. ?

Neuro Respiratory Therapy (NRT) is rehabilitation therapy for children and young adults with cerebral palsy, brain injury or brain abnormality. NRT encourages recovery by addressing deep core weaknesses within the bio-mechanics of the respiratory system which affects structure, metabolism and motor and cognitive function.

What does NRT do?

It claims to reveal, and treat, the often hidden but complex trunk weakness and deformities caused by poor respiratory mechanics that The Advance Centre believes to be the real cause behind the broad range of symptoms associated with brain injuries or brain abnormalities. N.R.T. claims to improve blood flow through the internal organs, to enhance general metabolism and to restore increasingly better blood flow within, and nutrition to the brain.

community

Continued from previous page. A ground breaking treatment for Cerebral Palsy

What can N.R.T. treat?

Disabilities caused by brain damage or brain abnormalities can be treated, for example:

Microcephaly; floppiness; development delay; learning disability; Down's Syndrome; Angelman's Syndrome, Rett's Syndrome; West Syndrome; vaccine damage; epilepsy; dyspraxia; head injury; stroke; scoliosis

What can be gained by NRT?

It is claimed that the following improvements are made due to a course of NRT:

- steady normalisation of respiration, growth and structure, including co-ordination, posture, balance and motor development up to walking
- swallowing, digestion and elimination improvements
- improvement of speech mechanics (including the structure of the trachea, pharynx and larynx), leading to clearer speech
- improved vision
- the development of a seizure-free cerebral metabolism
- improved intelligence
- improved behavior and increased emotional maturity.

There is on-going research into

N.R.T. being carried out by the University of Bradford's Rehabilitation Studies Department. The full results are not yet available but early reports are favorable in many areas.

What happens at Advance?

Advance is a teaching Institute for parents. Families attend together with their children. Parents become students learning all the essential practices to continue the restorative work with their children at home for an approximate 2 - 3 hours per day, 5 days a week. Parents are taught specific exercise techniques to strengthen the weak tissue structures of the diaphragm and other respiratory muscles. This allows tissue blood supply to increase in weak muscles, allowing them to become electrically active and increasingly under voluntary control.

To find out if you or someone you know can benefit from N.R.T contact Advance by calling **01342 311137**, Fax: **01342 305159**, or you can e-mail them on info@advancecentre.org.uk or look at their website www.advancecentre.org.uk

Sign-language Counselling and Psychotherapy at SKYLARK in Barnet

Skylark have a counsellor who can work using sign language. This is part of the Skylark service that provides a specialist counselling and psychotherapy service for people affected by disability and/or impairment. They have a guideline price of £30 a session but this is negotiable according to your means.

Preference is given to people who live in the borough of Barnet and wish to use the service, but it is open to all who want to use the service.

Skylark is located in the Disability Action in Barnet building 954 High road, North Finchley N12 9RX tel, **0208 343 8001** skylark@dabb.org.uk

body, mind and soul

Fact File: Thai-Yoga Massage

Traditional Thai Yoga Massage is an ancient healing art, developed 2500 years ago by Shivago Kumar Bhucca . He was a well respected doctor and poet, and his reputation survived through the centuries until he became immortalised as the inspiration for Boris Pasternak's Novel, "Dr Zhivago".

Following the creation of Thai-Yoga massage it has been handed down from teacher to pupil since the third century BC.

The massage is based on the theory that invisible lines of force run through the body. Whilst not based on the Chinese meridian system, it does rely on another system of energy lines that is quite similar - The Ten Sen energy line system - through which the body's natural life force flows. Blockages in this life force cause aches, pains and disease.

A Thai-Yoga therapist uses hands, feet, elbows, knees and legs to stretch, balance and energize the recipients body by applying pressure to important acupressure points along the Ten Sen lines, in combination with gentle

stretching and applied hatha yoga. This form of yoga, assisted by the therapist with some kneading of the muscles in the massage, flushes the toxins and dead cells from the body. The stretching and the acupressure works together to release blocked energy freeing the body's own natural healing potential, thus restoring balance, health and harmony.

The effects of the massage are immediate and lasting, both spiritually & physically.

No oils or creams are used, the recipient is fully clothed, and the massage takes place in a suitable amount of space on, say, a floor or near a pool.

TDF have a Thai Yoga Therapist at our centre all day every wednesday. To book a Thai-Yoga Massage please call us on 0208 954 7373



REIKI COURSE AT TDF

Our wonderful Reiki therapist, Rebecca Lowrie, is offering another Reiki Level 1 course on the premises of TDF over a weekend April 30th/May 1st.

Reiki is an ancient hands-on healing method that can be used on yourself, friends, family and even animals. Reiki is pure healing energy. It is very powerful yet gentle. As well as dealing with specific issues and ailments, Reiki is useful as a preventative measure against illness, stress and fatigue.

If you feel that you have come to a time in your life where you are ready to heal yourself and others, Reiki Level 1 may be for you.

Please contact TDF for more information or call Rebecca directly on **020 8959 8589**



benefits & advice

Disabled job-seekers new deal

Disabled people who are unemployed or underemployed and want to work can use this government initiative. It is delivered through Job brokers with experience of working with people with health conditions or disabilities.

Your Job Broker will understand the barriers that might make it difficult for you to work, such as mobility issues or lack of confidence, and they will try to help you with these. They will also support you during your first six months in work.

If you want to find out more, ring the New Deal for Disabled People helpline on **0800 137 177**. If you have speech or hearing difficulties then you can use our textphone on **0800 435 550**. or visit www.jobbrokersearch.gov.uk to find the Job Brokers in your area.

“Warm a Life” Free house insulation scheme

Home owners receiving disability or other benefits could receive free insulation as part of a plan to meet the government's energy efficiency targets.

The offer is available to householders anywhere in the country until 31st December 2005. Applications must be received by 31st March 2005. For more information call your energy supplier or James at TDF.

The offer is available to households who require insulation and are receiving one of the following government benefits:

Income support, Housing benefit, Council Tax Benefit Pension Credit, Income-based job seekers allowance, War Disablement Pension, Attendance Allowance Industrial Injuries Disablement Benefit, Child Tax Credit, Working Tax Credit or Disability Living Allowance.

When you call you will be asked what type of house you live in, what type of fuel you use and if you have cavity or loft insulation's. You will have to prove you are on a benefit in order to qualify for the scheme.

If you do not have cavity wall insulation already, it could save you up to £150 per year on your fuel bill. Nearly all homes built after 1930 will have cavity walls with little more than air and bricks keeping you warm.

Loft insulation is simple to have installed and could save you up to £50 per year. Your home may already have loft insulation but how much heat it saves depends on how thick it is, the ideal thickness is 200mm (8"), so if yours is 100mm (4") or less it could do with a top up.

There are about 4½ million households in fuel poverty in the UK of whom about 3 million are considered vulnerable. It is those 3 million households who are the primary target in the government's drive to end fuel poverty.

If you qualify for this scheme then you will also qualify for the Warm Front Grant that gives up to £2500 to make your home more energy efficient. Please contact James on **0208 954 7373** or e-mail James@tdf.org.uk if you want help accessing these schemes.

news round up

Rally driving for people with disabilities

X-treme Disabled Motorsports offer people with disabilities the chance to get off road in a quad bike for an hour at a time or even a whole day! You will be accompanied by an instructor who will open and close the gates that you come across as you travel

across country in The Wirrall area.

All disabilities can be catered for, so if you want an X-treme adventure, get in contact with them today. You can get further information by visiting their website www.xdm.org.uk or by calling **0151 334 8815**

Do you have a good pen?

Then what are you doing idling your time away?! Get straight to your desk and start composing a good piece for the next TDF Newsletter. Write about your personal experiences, about life with a disability, or caring for a loved one, or even about a good holiday experience. Please contact James O'Shea if you wish to contribute.

TDF AGM May 23rd 2005 at Pinner Village Hall

Please join us for TDF's AGM 2004 - 2005

Please see the invitation enclosed with this newsletter as well as further information about the day.

Please return the reply slip ASAP if you would like to attend.

TDF Improving work life at RNOH

TDF were invited to participate in the Improving Working Lives week run by the human resources department of the RNOH Hospital. TDF therapists gave some free taster sessions at the Brockles restaurant and we received great feedback from all the people who attended. We are now working with the human resources department more closely in order for us to promote our services to NHS staff who qualify for reduced rate treatments at TDF.

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