

HELP US BUILD  
A BETTER FUTURE



**CEREBRAL  
PALSY** CYMRU



## Help us build a better future by supporting the development of our brand new children's centre

At Cerebral Palsy Cymru, our mission is to improve the quality of life of children in Wales living with cerebral palsy, the most common physical disability in children. We do this by providing specialist therapy and support for children and their families.

Our goal is to reach every child and family living with cerebral palsy in Wales. We currently have a caseload of over 600. For several years, we have desperately needed a new, larger children's centre to enable us to reach more children.

In Autumn 2019 we were awarded a grant of £1.5 million from the Welsh Government which, along with a major gift from the Moondance Foundation received in 2017, enabled us to purchase a new home in Llanishen, Cardiff. We completed the purchase in early March 2020 and our aim was to create a purpose-built children's centre befitting of our status as an international centre of excellence, and with the space to enable us to see many more children and families. We planned incremental, ambitious increases in our services over the next 5 years.

**The impact of the pandemic on children with disabilities and their families means our services have never been needed more.**

But it has also had a devastating impact on the charity's finances. As an organisation that usually receives 80% of its funding from fundraising events and activities, plus income from our small chain of shops, it is no exaggeration to say we have had to fight for survival since last March.

Despite the challenges and the need to focus on securing revenue income, we have had to move forward with the development of our new centre. The work required to make the space functional is currently being undertaken; however, the scale of the refurbishment has been significantly reduced – we have scaled back our budget by almost 50%.

Many of the key features have been removed, although the adaptations have been future-proofed to enable us to implement them, if we can secure further funding. Our goal now is to raise the funds required to transform the facilities as closely in line with our original plans as possible.

**This is where we need your help.**



Artist's impression of our new children's centre in Llanishen, Cardiff

## The timetable

The first, and most basic phase of the refurbishment to create a functional building where therapy can take place, is underway. It is due to be completed by February 2021. From then on, we will be able to deliver therapy sessions both virtually and face-to-face.



## Our vision / what the centre still needs

Our aim is to raise the additional funds needed for the next level of transformation which includes items such as:

A lift so children, families and visitors with a disability can access the first floor - although the majority of therapy will take place on the ground floor, we are devastated that currently, as a disabled children's charity, we cannot afford a lift to make all areas of the building accessible to all users.

Creation of a welcoming, user-friendly reception area. Currently, our budget does not include even the furniture for our reception.

Hoists for 4 therapy rooms.

Furniture and storage across the centre.

Specialist disabled toilet.

Garden benches in the play area.

4 moveable partition walls through therapy rooms to enable the space to be used flexibly e.g. to allow for group therapy sessions.

Therapy climbing wall – designed to promote opportunity, health and wellbeing and enable children with cerebral palsy to feel a sense of achievement and increased confidence.



Screenshots from the virtual walkthrough of the proposed design for our children's centre

# Our proposal

We have a selection of sponsorship packages which would mean that you would, quite literally, be contributing to the fabric of our new children's centre, whilst benefitting from a wide range of corporate benefits.

Here are some examples of what a gift to this project could fund:

Facility / Items needed	Gift / Sponsorship amount	The difference you will make	Funded to-date
Tea station	£3,000	This tea station is for our families to use whilst waiting for, and in between, therapy sessions and family support appointments. It's also where families will be able to make connections with other families.	
Climbing wall for children to use in therapy sessions with the assistance of our expert team	£5,000	Improve children's function and enable them to feel a sense of achievement and increased confidence	
7 x Therapy Rooms – each available for exclusive sponsorship	£10,000	Therapy rooms are vital spaces where we deliver our bespoke, specialist clinical interventions – helping children to overcome their challenges with the everyday tasks we can take for granted such as breathing, eating, walking, talking, dressing etc.	
1 x Independent Living Therapy Room	£15,000	This therapy room will be a dedicated independent living skills area with additional facilities such as a small kitchen. This will enable children to practise the skills for independence, in turn, helping them to build confidence.	

Facility / Items needed	Gift / Sponsorship amount	The difference you will make	Funded to-date
1 X Training Suite	£20,000	A key part of our services is our training programme. Training is provided by our expert team to a wide range of other healthcare professionals, as well as to families and others involved in the care of a child e.g. education and social care professionals. Training enables us to share our expert knowledge and skills to a far wider 'team' who can also then continue to improve children's lives beyond direct sessions with us.	Already funded by Circle IT
1 x Family Support Suite	£20,000	This support suite will be a bespoke room for our Family Support Coordinator which will be used for support meetings with our families. It will also be an area where calls can be made confidentially. We hope it will be well equipped with a kitchen area, comfortable sofas, a desk for working and of course toys for the children.	
1 x Reception area	£25,000	The first and therefore hugely important space that children and families come into when they visit our centre. The reception area needs to be warm, welcoming and comfortable and help put families at ease as soon as they come to us. At present, we have no budget and therefore not even any furniture for the area. Because it's such an important space for all visitors we have a bespoke wishlist of items that we know will help to make those first few moments with us as positive as possible for all children and families.	
Sponsor a Therapist	£45,000	In order to support the step change in therapy delivery we hope to achieve as we move into our new home, we will need to secure our financial future with investment in our therapy team. By sponsoring a therapist for a year you will be helping us to ensure we reach the children that so desperately need us.	

# Corporate benefits

We appreciate that companies make donations because that they want to make a difference to the lives of others, and we also appreciate that being able to celebrate your corporate social responsibility is important. Here are just a few of the ways we envisage companies who help us to transform our new children's centre can be recognised:

- Affiliation with a nationally and internationally acclaimed centre of excellence for children.
- Association with a project endorsed and supported by Welsh Government as well as the prestigious Moondance Foundation founded by Diane Briere de L'Isle and Henry Engelhardt.
- Significant brand exposure and PR/Marketing opportunities.
- Bespoke postings on social media.
- Special acknowledgement page on the Cerebral Palsy Cymru website.
- Acknowledgement at official opening (as and when safe to do so) - our new centre will be opened by our Patron, HRH The Duchess of Gloucester.
- Opportunity to network with our family of supporters as and when we can safely celebrate its completion.
- Acknowledgement in our Annual Review.
- Digital acknowledgements in the reception area for all visitors to see.

Please note: the gift recognition opportunities will vary dependent on the particular sponsorship or gift-in-kind made. The corporate benefits outlined here are open to discussion and remain flexible in the true spirit of partnership. We would love to hear your ideas and discuss in further detail any gifts you are considering making.



## Managing and reporting procedures

The charity's Board, Senior Management and Fundraising teams will be monitoring the impact this transformational centre will have for our families and we will provide comprehensive and regular feedback to all who have contributed, detailing progress and achievements. Perhaps most importantly, the difference you will be making to the children who so urgently need our help can be summed up here by Lowri, mum to 3 year old twin boys, Jac and Griff.

"Our sons Griff and Jac were born at 28 weeks weighing just 2lb 6oz each. When he was 3 days old, Jac suffered a bleed on the brain, which happened again just 2 days later. At 3 weeks old we were told that there was a strong probability that Jac would have some form of disability.

**It was very daunting to hear that and, as a parent, having news like that sets you off into a world of challenges and difficulties that as a parent you had never really experienced before.**



Both boys were in the care of NICU and SCBU until they were 11 weeks old. Jac was diagnosed with hemiplegia, a type of cerebral palsy, when he was 8 months old. This means that the right side of his body is affected. He began attending Cerebral Palsy Cymru for specialist therapy as part of their early intervention service, 'Better Start, Better Future'.

We had no concerns with Griff at the start and it wasn't until he was 18 months old and he started to walk that his difficulties came to light. Griff has since been diagnosed with diplegia, another type of cerebral palsy, which means his trunk and lower limbs are affected. We began attending Cerebral Palsy Cymru with Griff when he was just over 2 years old. On the way to our very first therapy session at the centre with Jac, the drive up was quite daunting as we didn't really know what to expect but when we got there, we needn't have been worried.

**The whole team were so welcoming and lovely! The support, knowledge and expertise that the therapy team have are second to none. They cover everything not just the physical aspects of cerebral palsy but everything from your child's eating, to their sleeping, to pulling their socks off before bed – they make sure your life as a family unit is as supported as it possibly can be in all aspects of everyday life.**

Hearing that your child has cerebral palsy isn't easy but having the benefit of the support from Cerebral Palsy Cymru makes such a huge difference. It's made the world of difference to our boys and it has given us the confidence as parents to know what we need to be doing to make sure that they've got the best quality of life and that their future is as bright as it possibly can be."





For more information or to discuss how your organisation could help us transform our new therapy centre and build a better future for children like Griff, pictured here with his mum Lowri, please contact:

**Claire Walker**

**Corporate Relationship & Fundraising Manager**

**[Clairew@cerebralpalsycymru.org](mailto:Clairew@cerebralpalsycymru.org)**

**07736 288 079**



[www.cerebralpalsycymu.org](http://www.cerebralpalsycymu.org)

Charity no: 1010183

