



THE TANGRAM

SUMMER 2021 EDITION



**CEREBRAL
PALSY** CYMRU

THERAPY AND SUPPORT FOR CHILDREN AND THEIR FAMILIES
THERAPI A CHEFNOGAETH I BLANT A'U TEULUOEDD



Hello and welcome from Jenny Carroll, our Centre Director

Hello and welcome to our first newsletter as Cerebral Palsy Cymru.

So much has happened to the charity, and indeed the world since many of you last received a newsletter from us back in September 2019.

One of the most significant changes for us has been our transformation from Bobath Children's Therapy Centre Wales to Cerebral Palsy Cymru. You can read more about our name change and rebrand later on in this newsletter.

Covid-19 has had a serious impact on us and we continue to work hard to preserve our future.

As the pandemic hit and we closed the doors to our building for the first time in three decades, we were very unsure of what the future would hold for the charity and for the families that needed us. Importantly, we did not stop providing our vital services. We took advantage of being a small, agile organisation and adapted rapidly to offer both our therapy and family support services virtually.

Since the first lockdown in March 2020 we have provided 635 specialist therapy sessions to over 257 children across Wales. Additionally, we have provided 121 family support appointments to families.

A mum of a three year old child confided to our Family Support Coordinator, Glenys Evans, recently that "Cerebral Palsy Cymru gave us something to focus on when all hope was gone."

During this time, 58 new babies who have or are at risk of cerebral palsy were referred to our Better Start Better Future service. It has been vital not to delay their treatment during lockdowns.



Research has shown the importance of early intervention in making the most of the nervous system's adaptability in very young children. Our Better Start Better Future service makes the most of this opportunity to maximise a child's potential.

I am immensely proud of what our small team has achieved during what has been the most challenging year in our charity's history.

Our thanks, as team Cerebral Palsy Cymru, go to all our volunteers, supporters, NHS community colleagues and the children and families who have helped us during this difficult period. I would also like to extend a personal huge thanks to our amazing and dedicated staff team and trustees who have worked so hard to achieve so much over the past year.

Whilst the times ahead will no doubt 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.

Jenny Carroll
Centre Director & Consultant Physiotherapist

Adapting our services throughout lockdown

Heather Holgate, one of our Occupational Therapists, shares with us her experience of providing therapy and support to children across Wales from her home in London.

Hello, my name's Heather and I'm an Occupational Therapist and Bobath Tutor at Cerebral Palsy Cymru. I actually live in London and before the pandemic would visit the centre in Whitchurch about once a month to provide training to the therapy team, run courses and also treat children.

Since the pandemic, and as a result of the switch from face-to-face to virtual therapy sessions during lockdown, I have been able to increase my time working with Cerebral Palsy Cymru whilst working remotely from my home in London. It has been great to be able to work more consistently and regularly as part of the therapy team.

When the first lockdown happened, we had to learn a lot of new IT skills in a short space of time to ensure we could roll out our virtual services as quickly as possible, as well as learning to cope with the frustration of the WiFi dropping out at times.

Being based in my home (or to be more exact in my shed in the garden!) I didn't have access to any of the specialist equipment we would normally have for a therapy session, and neither did our families. However, I did not let this stop me and as a result, I have become very creative using things from around my home to demonstrate, and consequently to suggest to our families to use, during the therapy sessions...pots and pans, lentils and pasta, socks and towels, as well as some toys!



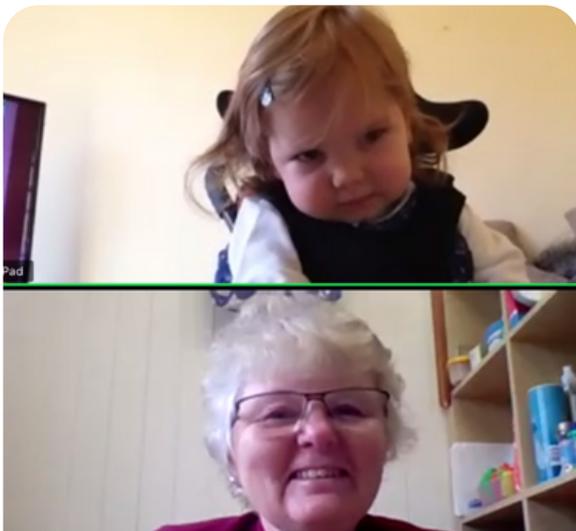
Funny sunglasses always get a child's attention on screen - particularly used for children who have visual difficulties

Although there have been challenges for all of us who are working remotely from home in adapting to this new way of working, there have also been numerous advantages for us of adapting our services to be able to offer them virtually. The sessions take place in the child's own home, so they are often keen to show us their toys and what their house looks like. This can help us as a therapy team be realistic in our suggestions as to what parents can do to continue helping their child make progress at home, in between their therapy sessions, and understand better what the challenges are in their home environment, as well as the opportunities. I have even done some cooking with one child in their own kitchen as part of their therapy sessions!

Virtual therapy sessions also mean that we can invite a greater number of health and education professionals involved in the care of the child to join our sessions without the additional number of people in one room being too exciting or overwhelming for the child. We also don't need to wear PPE during a virtual session which makes communicating with a child easier as they can see our facial expressions.

As restrictions have eased, it has been great as a therapist to get back to being able to offer face-to-face therapy sessions to families on a case-by-case basis. The service we offer now, and will do for the foreseeable future, is a hybrid mix of virtual and face-to-face sessions as there are advantages to both methods of services.

The most important thing though is that we can continue to provide our vital therapy and support service and improve the quality of life of children living with cerebral palsy.



A virtual therapy session from London to Swansea!



You may notice that things look a little different...

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 were a centre of excellence in Wales for cerebral palsy and an essential service.

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'.

As you will see on the next page, our new identity was launched on 25th May 2020 in the midst of the global pandemic.

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 across Wales living with cerebral palsy.

When we launched our new brand identity and website during the coronavirus crisis, there were moments when we were unsure if it was the right time to do so. However, we realised that in holding back with launching our rebrand, we would also be holding back on something that could help families who needed our support, particularly at that difficult time.

It has been just over a year since we launched our new brand, and it most certainly has been a whirlwind year for us. Although there were times when the future of our charity looked bleak, we are proud to say that we are still here and are still fighting to provide our essential services to those families that need them the most.

We are looking forward to the coming years as Cerebral Palsy Cymru and seeing what the future has in store for us as a charity.



CEREBRAL PALSY CYMRU

A snapshot of what we've been up to since you last received a newsletter!

November 2019

Welsh Government announces £1.5m grant for us to purchase a new children's centre.



June 2020

Unable to hold our Birthday Ball which normally raises over £20,000 we are pleased to be part of the Global Make Some Noise Emergency Appeal on Heart FM.

December 2019

Work continues on a rebrand and new website for the charity.



June 2020

We recommence face-to-face therapy on 4th June on a case by case basis and with a 'virtual first' policy.

July 2020

Our charity shops start to reopen from 1st July and we hold a 'Donation Station' at our new children's centre.



September 2020

A number of emergency grants and crisis funding from the Government is helping to keep our services going.

May 2021

Face-to-face therapy sessions and specialist projects, such as our Jungle Explorers Camp funded by Children in Need, commence at our new children's centre, in line with social distancing and current Welsh Government restrictions.



April 2021

We are handed the keys to our new children's centre and launch our Build a Better Future appeal to help raise the additional £450,000 needed to transform the facilities.

March 2020

COVID19 hits - Our therapy centre and charity shops shut on 23rd March and we adapt our services to virtual.



January 2020

Our 'Night at the Museum' project, funded by Children in Need, takes place.

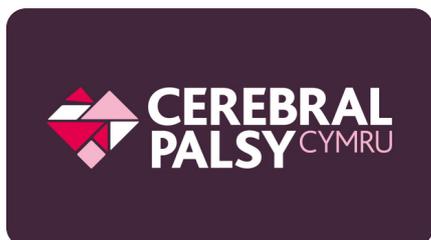
April 2020

We launch our emergency coronavirus appeal on 1st April in response to shattering income losses.



May 2020

We push ahead and launch our new name, brand and website on 25th May. It is more important than ever that families can find us easily.



November 2020

On 30th November we say a fond farewell to our therapy centre in Park Road, Whitchurch, our home for almost 30 years!



October 2020

October is Cerebral Palsy Awareness Month and we hold our '7 challenge' raising over £7,000. Our next CPAM will be in March 2022 in line with the global cerebral palsy awareness month.



March 2021

We are able to provide more face-to-face therapy thanks to our pop up therapy centre in Bethel Baptist Church Hall.



December 2020

The Big Give Christmas Challenge raises £11,300 in just 3 days. We also host our Virtual Carol Concert on the 11th December.

Income update

As a charity, we need to raise £1.5M to provide our current level of service. Three-quarters of our income comes from fundraising activity and charity retail sales.

Some incredible support during challenging times

It is true to say that many of the successful applications that we have made to grant funders in the last 12 months have been one of the reasons why we are still here today.

We are particularly grateful to have received emergency funding from a number of grant programmes via the Wales Council for Voluntary Action, the first grants coming just over a month after the Covid-19 crisis broke. Also responding quickly to the crisis, the Moondance Foundation helped cover our salary costs during the first month of lockdown.

A number of funders have helped ensure that we have been able to continue our specialist therapy provision during the pandemic. A grant from the National Lottery Community Fund enabled us to bring two therapists back from furlough in September 2020 to enable us to see more children and families. The Community Foundation Wales and Global's Makes Some Noise emergency appeal have also supported key roles in the provision of therapy.

We have been awarded two grants from the Neumark Charitable Foundation that have helped us continue our vital service to children and families in North Wales.

More recently, we were awarded a grant from the Waterloo Foundation which is providing support for our services for the next two years. Additionally, we have just come to the end of a two-year grant from the Garfield Weston Foundation supporting some of our core costs and have also been successful in our bid to The National Lottery Community Fund's Awards for All programme to fund two partition walls in our new children's centre.



Initial Consultation Service - A partnership continues

We couldn't be more thrilled that the law firm Slater & Gordon have, once again, decided to fund our Initial Consultation Service.

We know how vital it is that babies who have or are at risk of having cerebral palsy access our services as early as possible, as this will have a significant difference to their outcomes in life. The funding from Slater & Gordon gives us the stability to better plan our services as we face our road to recovery in the year ahead.



Charity of the year update!

Charity of the year partnerships help us enormously, as well as providing businesses with a positive focus and a great source of motivation for their staff. We'd like to extend our warmest thanks to our charity of the year partners for 2021:



The wonderful world of charity retail

Our four charity shops, based in and around Cardiff, are responsible for around 37% of our charitable income every year. They really are a hive of fundraising activity!

Celebrating Volunteers Week



Our wonderful ambassador and volunteer, Sue Jones, with her mountain of home made knitting and crafting!

National Volunteers Week will be taking place from the 1st to the 7th of June and we can't wait to celebrate and say a huge thanks to all our volunteers and ambassadors for the contribution they make to us.

One particular individual that we would like to give a special mention to is Sue Jones, who has been an ambassador and volunteer for over 15 years. Sue is also always thinking of our shops and storing up her donations for us.

Sue is the leader of Aberdare-based 'Cwm Crafters' fundraising group who have continued to think of us right through the pandemic by knitting and crafting their hearts out to raise funds. To date, Sue's fundraising group has raised almost £85,000.

We'd therefore like to say a special thank you to Sue and the 'Cwm Crafters' for always thinking of us - you really are fundraising superstars!



Meet Kate & Kathryn, the dynamic duo behind our new online charity shop, powered by Thriftify

We sat down with Kate & Kathryn a few days before they launched our virtual charity shop to hear all about their exciting new venture into the world of online charity retail.

How excited are you both for the launch of our new online charity shop?

Kate & Kathryn together: Very! [both laugh]

Kate: We previously worked together in a job share as fundraising support coordinators and we were really excited when this new opportunity came up to branch out and enable a new line of fundraising for the charity, particularly as more and more people are shopping online and becoming environmentally aware and shopping second hand.



What can customers expect when they visit our online charity shop?

Kathryn: A range of items from everyday fashion to designer labels. We have ladies' and men's fashion, children's clothing, shoes, and accessories as well as some rare finds.

Kate: We are relying on our four fantastic shops for donations, they will give us whatever stock they feel will sell better online...we have already had some amazing hidden treasures come in!

The online store will be housed on Thriftify. Could you tell us more about how this process will work?

Kathryn: Thriftify is like an online department store for lots of different charities. You can go in to look for black dresses and see all the black dresses for sale, or you can shop specifically for Cerebral Palsy Cymru's items.

Kate: We process all the orders here, upstairs in our new children's centre, and we then send them out to our customers. The profit from the sales will then come directly to the charity, so it will be exactly like shopping in one of our charity shops, except it will be online.

Kathryn: What's exciting is that Thriftify is a global organisation so we could potentially be shipping to anywhere in the world!

Kate: We are the first Welsh charity to partner with Thriftify and we are really proud of that.

What are you both most excited about as we prepare to launch?

Kate: I am most excited for that moment for the first time that we can hit the 'ship item' button on the website and our very first item will be sent to our first customer.

Kathryn: And that could be anywhere in the world! I'm also looking forward to partnering with our shop managers who will be setting items aside for us. I can't wait to see what they find!

Our Thriftify store launched on the 5th May and our stock has been flying off the (virtual) shelves! To visit our online charity shop, please visit

www.thriftify.co.uk/seller/cerebral-palsy-cymru

or simply scan the QR code opposite to browse our latest stock and start shopping.



Visit our charity shops!

We have four charity shops located in and around the Cardiff area which are run by a team of dedicated volunteers alongside our retail staff.

Although it has been a turbulent year for our shop team, and the charity retail sector as a whole, our shops are once again open, ready to accept donations, and welcome customers safely through their doors.

To find your nearest Cerebral Palsy Cymru charity shop, or to enquire about volunteering, please visit:

www.cerebralpalsycymru.org/charity-shops



Harrison Clark Rickerbys Solicitors June Wills offer

This June, the expert Wills team at Harrison Clark Rickerbys Solicitors, an award-winning Top 100 UK law firm, will be waiving their fees for writing your basic Will in return for a donation to Cerebral Palsy Cymru.

The minimum donation is £140 for a simple single Will (normally £280 plus VAT) and a minimum donation of £225 for a pair of basic 'mirror' Wills (normally £450 plus VAT).

We expect appointments to fill up quickly so do book early by contacting David or Nerys on:

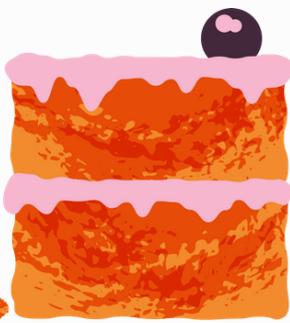
David King
07896 891 284
0330 1072 961
dking@hcrlaw.com

Nerys Thomas
029 2274 9192
07816 592 207
nthomas@hcrlaw.com

**If you require complex tax or estate planning advice then charges may be subject to change although will still be subject to a 10% discount.*

**Mirror Wills – a pair of Wills made by couples containing identical or mirror terms.*

CAKE & TEA FOR CP



JOIN US FOR OUR BRAND NEW BAKING EVENT THIS JUNE



We know, now more than ever, it is so important to bring together friends and family once again, and what better way to do this than with a beautiful bake and the love of cake!

As part of our new name and brand, we are proud as punch to be launching our all new baking event, Cake & Tea for CP.

Ways to get involved and help us raise some dough!

- Sell your bakes to friends, family and neighbours
- Host a coffee morning or afternoon tea in your garden
- Hold a baking or cookery demo live from your own kitchen
- Host a baking-themed quiz via Zoom
- Sell cakes at work or hold a virtual coffee morning with colleagues
- Take on a very technical baking challenge and get sponsored
- Bake something so beautiful that it's social media worthy – post a photo of it, text BAKE to 70085 to donate £5, then nominate a friend to post their bake and do the same - let's make Cake & Tea for CP go viral!

We want you to, of course, be safe whilst whipping up a fundraising storm for us, so please do follow social distancing guidelines and visit the Welsh Government website for the latest safety guidelines and COVID19 advice.

It's easy as pie to get going and we have a fabulous fundraising pack and fun downloadables that you can request through our website, which is jam-packed with ideas, recipes, and key information.

Email fundraising@cerebralpalsycymru.org to find out more and to request your Cake & Tea for CP pack, or scan the QR code to sign up for free today!



St Joseph's Hospital are proud to be sponsoring Cake & Tea for CP 2021



We are thrilled to announce that St Josephs Hospital, who have kindly adopted us as their charity of the year, will be sponsoring this year's Cake & Tea for CP. For more information about St Josephs and the services they offer, please visit: www.stjosephshospital.co.uk

"Having virtual sessions opened up a new avenue of skill building for Aoife"

Roisin, Aoife's mum, shares how her family benefited from receiving virtual therapy at home throughout the pandemic.

My daughter Aoife, age 6, was referred to Cerebral Palsy Cymru when she was around 16 months old and since then we have been attending therapy sessions there at least once or twice a year.

As a baby, Aoife was quite fractious and unhappy and didn't take well to being handled by other people, especially health professionals. The first block of therapy sessions she received at Cerebral Palsy Cymru were hard work for her, but despite Aoife's anxiety (and ours!), we learnt some amazing techniques and ways to support her general physical development. We developed a really positive relationship with the staff at Cerebral Palsy Cymru and each therapy session provided us with more skills to support Aoife's development.

Then Covid-19 came along, and, like the rest of the world, we went in to lockdown. Aoife received a shielding letter, and we took that as an opportunity to utilise the time to intensify the therapy that we could give her at home. Whilst we saw improvements in her balance, speech, and communication, Aoife was very aware of what was going on around her and often displayed her frustration at not being able to physically achieve what her brain wanted her to do.



When we were offered virtual therapy sessions in December 2020, it was initially difficult to decide what to focus on during the sessions. After a very long chat with one of her therapists, we came to the decision to support some self-skills as well as general physio and hip position.

The first session went really well - we were lucky to have equipment and items at home that came in handy, and the therapists were really innovative with their suggestions on what items we could use that were to hand at home.

It was our second session which really brought home the benefit of virtual sessions for us. We set Aoife up at my desk for a snack and were able to support her in eating a full yoghurt pot and some finger food. She beamed with pride the entire session.



You could really see how happy it made her having that independence. We've continued building these skills and Aoife loves snack time and self-feeding, I think partly because of the mess she gets in!

Lockdown has been incredibly difficult at times and whilst we recognised the importance of the work we did during the first lockdown with Aoife, having virtual sessions in December opened up a new avenue of skill building which we wouldn't have necessarily achieved by physically visiting the centre.

Having Aoife in her own home, comfortable with her surroundings and not rushing to make an appointment time made such a huge difference in the general vibe of the sessions - they seemed more intimate and personal.



We've also undertaken some charity work for Cerebral Palsy Cymru during lockdown. I participated in 'The Seven Challenge' and committed to walking or cycling 7km every day in October, raising over £300 and my husband has recently started fundraising by completing 5km a day in February. We feel that the support that the centre has given us over the years has been invaluable.

A message from Clare, Aoife's physiotherapist at Cerebral Palsy Cymru

Despite all of the challenges COVID19 presented and the new virtual world we all found ourselves thrust into, we were privileged and grateful to be able to continue to maintain our relationships and offer support to our children and families via virtual therapy.

Although this medium comes with its own challenges, it does have a practical advantage of further increasing our knowledge and understanding, seeing the children first hand in their home life.

Aoife's story and everybody's smiles seen in the photo opposite reflect how we all felt in celebrating Aoife's brilliant achievements and participation. It is a wonderful snapshot and reminder that this is central to everything we strive to do.

Very well done, Aoife, we are so happy you enjoyed the sessions too!



**Because we know.
You can help make a difference.**

By setting up a regular gift, you can help us continue to make a difference to children across Wales living with cerebral palsy, like Aoife.

www.cerebralpalsycymru.org/donate-to-help





Build a Better Future appeal

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

In Autumn 2019 we were awarded a grant of £1.5million from the Welsh Government, which along with a major gift from the Moondance Foundation in 2017, enabled us to purchase a new home in Llanishen, Cardiff.

Our aim was to create a purpose-built children's centre befitting of a national centre of excellence, with the space to enable us to see many more children and families. This has been our dream for many years.

Despite the financial challenges we have faced over the last year due to the pandemic, and the need for us to focus on securing revenue income, it has still been vital to move forward with the development of the new centre.

However, the scale of the refurbishment has been significantly reduced. Many of the key features have been removed, including a lift to ensure the upstairs is wheelchair accessible, hoists, furniture and storage, a specialist accessible toilet, partition walls to increase the number of therapy rooms, to name just a few.



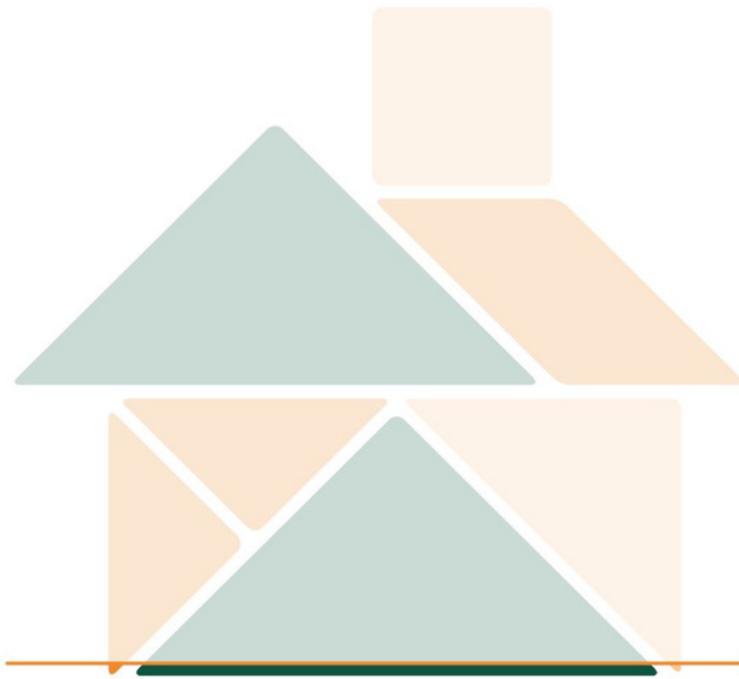
Scan the QR code to watch our Build a Better Future launch video on Youtube



The difference a new Children's centre will make

The move to a new children's centre will be transformational for us as a charity and as an organisation. Our previous building, as homely as it was, was a pre-World War 1 house – space and maintenance of the building were major issues. We had only five treatment rooms and had no designated space for our family support service. Moving to our children's centre and completing phase two of the project, providing we can obtain the funds from our Build a Better Future campaign, will change all of this! The funding from the campaign will allow us to have a lift to make the building wheelchair accessible, eight sound proofed therapy rooms that will be fully equipped with hoists, and a dedicated family support suite meaning a space where parents, carers, and the wider family can be supported emotionally and practically. These are just some of the ways the funds raised from our Build a Better Future campaign will transform our new children's centre into a fit for purpose, national centre of excellence and a welcoming, new home from home for our children and families.

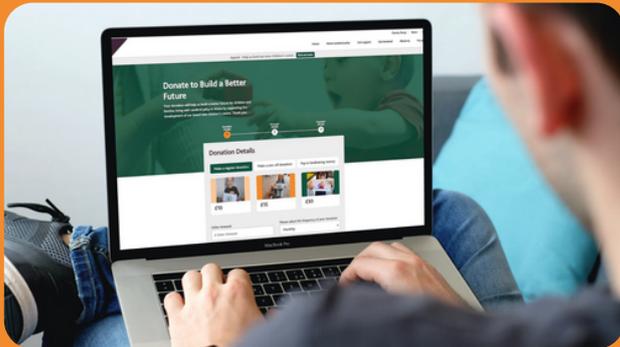
Our fundraising journey to reach our £450,000 target



Thanks to the support of some generous individuals and sponsors, we have raised £43,044 since we launched our appeal on 23rd April. As you can see, we still have a long way to go to reach our fundraising goal - £406,956 to be exact!

With every donation made towards our appeal, our tangram house will begin to fill with colour. Our goal is to raise the full £450,000 needed to complete the second phase of development of our new children's centre to transform the facilities as close to the original plans, and our dream of many years, as possible.

This is where we need your help!



Make a one-off donation towards our appeal

In just a few clicks, you can help us build a better future and take us one step further towards our fundraising target. Every £1 donated will make a huge difference to ensuring we reach our goal. Fill out the donation form that you received with this newsletter or simply visit www.cerebralpalsycymru.org/build-a-better-future-appeal/building-appeal-donate

Set up a fundraising page to raise money

Setting up a fundraising page takes a matter of minutes and organising your own fundraising challenge is a fun way to get involved and help us raise funds for our appeal. For all the information needed to get started on your fundraising journey, email our friendly team at fundraising@cerebralpalsycymru.org or visit <https://www.cerebralpalsycymru.org/build-a-better-future-appeal/fundraise-for-our-appeal>



Sponsor our appeal

If you work for a company that might be able to help or are an organisation that would like to sponsor a specific area of our building, we have a number of sponsorship packages and corporate opportunities available. To find out more, visit www.cerebralpalsycymru.org/build-a-better-future-appeal/sponsor-our-appeal or email Claire Walker at clairew@cerebralpalsycymru.org





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

About Cerebral Palsy Cymru

We are a national centre of excellence for families in Wales with children who have cerebral palsy. Our specialist team of physiotherapists, occupational therapists and speech and language therapists work together to offer transdisciplinary skills, so each child benefits from their combined expertise. We also offer a family support service which provides a listening ear, advice and support to those who need it.

To find out more about us as an organisation, please visit
www.cerebralpalsycymru.org

 info@cerebralpalsycymru.org

 02920 522 600

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