





“Rusty is a life-changer because he has completely turned my world upside down in a really positive way.”

Sophie and Rusty

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**DID YOU
KNOW?**

there are

965

Hearing Dogs
partnerships





From our
Royal Patron, HRH
The Princess Royal

As Hearing Dogs for Deaf People celebrates its 35th anniversary this year, it is an appropriate time to reflect on the significant achievements of the Charity and how many deaf people's lives have been transformed, both adults and children, by our very special hearing dogs.

It was with great pleasure that I visited The Grange last May, unveiling the foundation stone to launch the capital appeal for the new Welcome Centre. This is a significant step for the Charity and will enable us to open our doors to the public so that more people can learn about our excellent work. The Centre will also help to raise more funds so that we can create more life-changing hearing dog partnerships.

As Royal Patron of Hearing Dogs for Deaf People, I would like to thank our committed supporters, volunteers and staff for the important contribution they have made to the Charity over the past 35 years.



From
our Chairman,
Faith Clark

This year, in our 35th Anniversary, it's a time of reflection and celebration. Whilst Hearing Dogs has evolved and developed, our vision and passion for our work has never wavered and it never will.

Since Hearing Dogs began in 1982 the Charity has created thousands of happy partnerships between deaf people and hearing dogs. We now also train confidence companion dogs and sound support dogs for deaf people who might not need a fully accredited hearing dog, thus helping a wider range of deaf people who approach us asking for our help. We make the very best use of the Charity's resources in pursuit of our objectives.

This has been a landmark year of valuable growth for Hearing Dogs. Our recent merger with Hearing Link, which began in Oct 2016 and was formally completed in July 2017, means we can now help so many more beneficiaries suffering from hearing loss. Our new Welcome Centre at The Grange will open up our charity to a broader audience, raising more awareness of our clever, loveable hearing dogs and the life-changing work they do. It's exciting times.



Deafness is an invisible disability.

Deaf people feel isolated, excluded and anxious. Hearing loss affects around 11 million people in the UK and 900,000 of these are severely or profoundly deaf.

Technology can help and is rapidly evolving, but it is only a partial solution to the impact of deafness. That's where Hearing Dogs can make a difference in peoples' lives.

Perfect partners and

“*When Rowan came bouncing in she made a massive difference to everybody.*

*It's like we had two different lives: before and after Rowan.”***”**

“*She helps me be brave and happy, she helps me get to sleep at bedtimes and makes me not scared of anything. I would say that Rowan is my best friend.***”**

Kaitlyn and Rowan





all just very, very tired. When Rowan came bouncing in she made a massive difference to everybody. It's like we had two different lives: before and after Rowan."

Hearing Dogs' Partnership Instructor Hayley Birks has looked after the pair since they were first matched and she has seen a huge change in Kaitlyn. "It's just been amazing – over the past three years there's been such a difference. Kaitlyn has got so confident and her personality is completely different. She's like a different little girl. She's happy to be asked questions, happy to go into shops on her own, and happy to get things

also the best of friends – Kaitlyn & Rowan

Auditory neuropathy left Kaitlyn isolated and afraid – then hearing dog Rowan came along. Now the sky's the limit for the award-winning duo. Kaitlyn and hearing dog Rowan make such a great team that they won the Young Partners Award at the Hearing Dogs Awards in November 2016.

Kaitlyn was born prematurely at 26 weeks and weighed less than a bag of sugar. Among other health difficulties, she was profoundly deaf. She was diagnosed with auditory neuropathy, which means that while the inner ear or cochlea receives sounds normally, she has an issue with processing those sounds.

Her father Phil says: "Kaitlyn was really poorly when she was first born and spent a lot of time in hospital. We knew there were going to be problems as she was profoundly deaf so couldn't hear anything

at all. We have always been worried about Kaitlyn's deafness and what it might mean as she grows up. Although she appeared happy, lots of things frightened Kaitlyn when she was younger."

Then, along came Rowan. Phil continues: "When you see your child struggling, isolated and just finding life so difficult, anything that comes in and changes that is going to have such a big impact.

.....
"Rowan looks after me. She tries to make me happy whenever I get sad. She gets worried if I get sad or hurt, because she cares about me and I care about her."
.....

"Before Rowan, we just didn't know what we were going to do next and we were

done on her own. She has just come on in leaps and bounds from the shy little girl that I first met."

Talking about her best friend, Kaitlyn says: "Rowan looks after me. She tries to make me happy whenever I get sad. She gets worried if I get sad or hurt, because she cares about me and I care about her. She helps me to be brave and happy, she helps me get to sleep at bedtimes and makes me not scared of anything.

"I would say that Rowan is my best friend. As long as we know each other we'll never break each other's hearts."

Highlights of 2016 - 17



Partnerships

Our main aim is of course our partnerships and how we support them. I am hugely encouraged that we have increased our supply of sound support dogs and confidence companion dogs and especially pleased that we have supplied more dogs for young people. This gives such a life-changing boost to young people's lives, ensuring they face their future with hope and optimism.



A return to Crufts

In March of this year we were welcomed back to the central show ring at Crufts to celebrate our 35th anniversary – the very place where our charity was first launched in 1982. Since then, Hearing Dogs has placed over 2,384 hearing dogs with deaf recipients and literally transformed their lives. With around 900 of our furry friends at work in the UK, our vision remains focused on helping change many more lives within the deaf community – and we are well placed to do just that. Over the next three years we aim to increase the number of hearing dogs we partner, to achieve 200 placements every year, and meet the ever-present demand throughout the UK.

Michele Jennings,
Chief Executive



Customer Relationship Management System (CRM)

Our CRM system has been rolled out to all parts of the organisation and is successfully being used to capture data about our operations. This means we are able to analyse performance and make further improvements and efficiencies.





Great British Dog Walk

I am delighted that our message is spreading. Our 35th anniversary was celebrated around the UK with the magnificent Great British Dog Walk events, now in its third – and best ever year. The Great British Dog Walk is now firmly established as one of the UK's favourite series of dog walks. This year we attracted a record 5,500 people and 3,400 dogs! That alone is an achievement, but with walkers covering over 16,000 plus miles around the UK, that's got to be good for the nation's health too!

Fundraising regulations

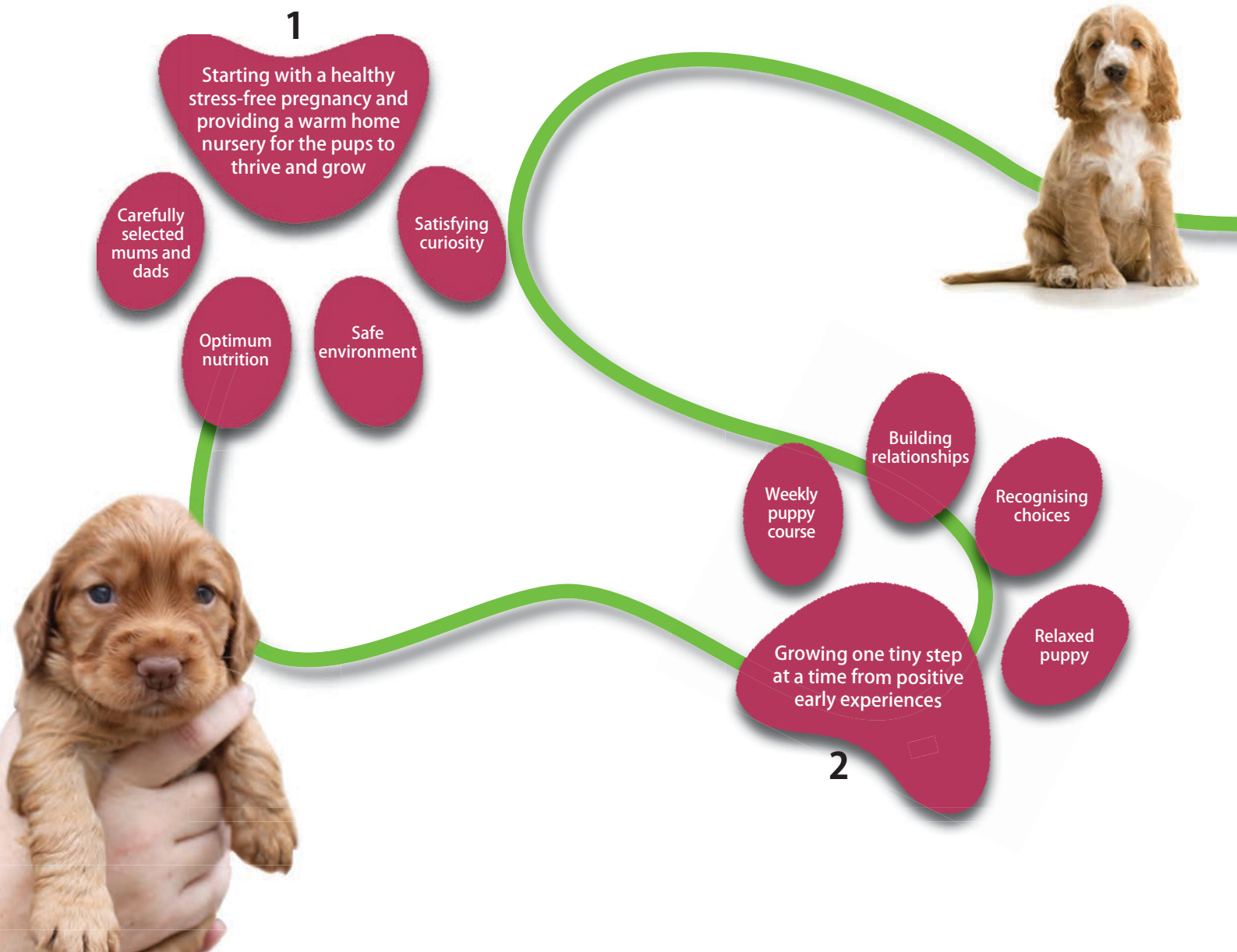
There has been a revolution in fundraising regulations in the charity sector with the establishment of the new Fundraising Regulator by Government. Hearing Dogs is a proud member of the scheme and through our supporter promise we ensure that we operate in the most ethical and transparent way to our supporters and the public. We are also preparing for the new General Data Protection Regulations, (GDPR) in 2018. We will ensure all data and our systems are operational and compliant well before the new regulations come in.



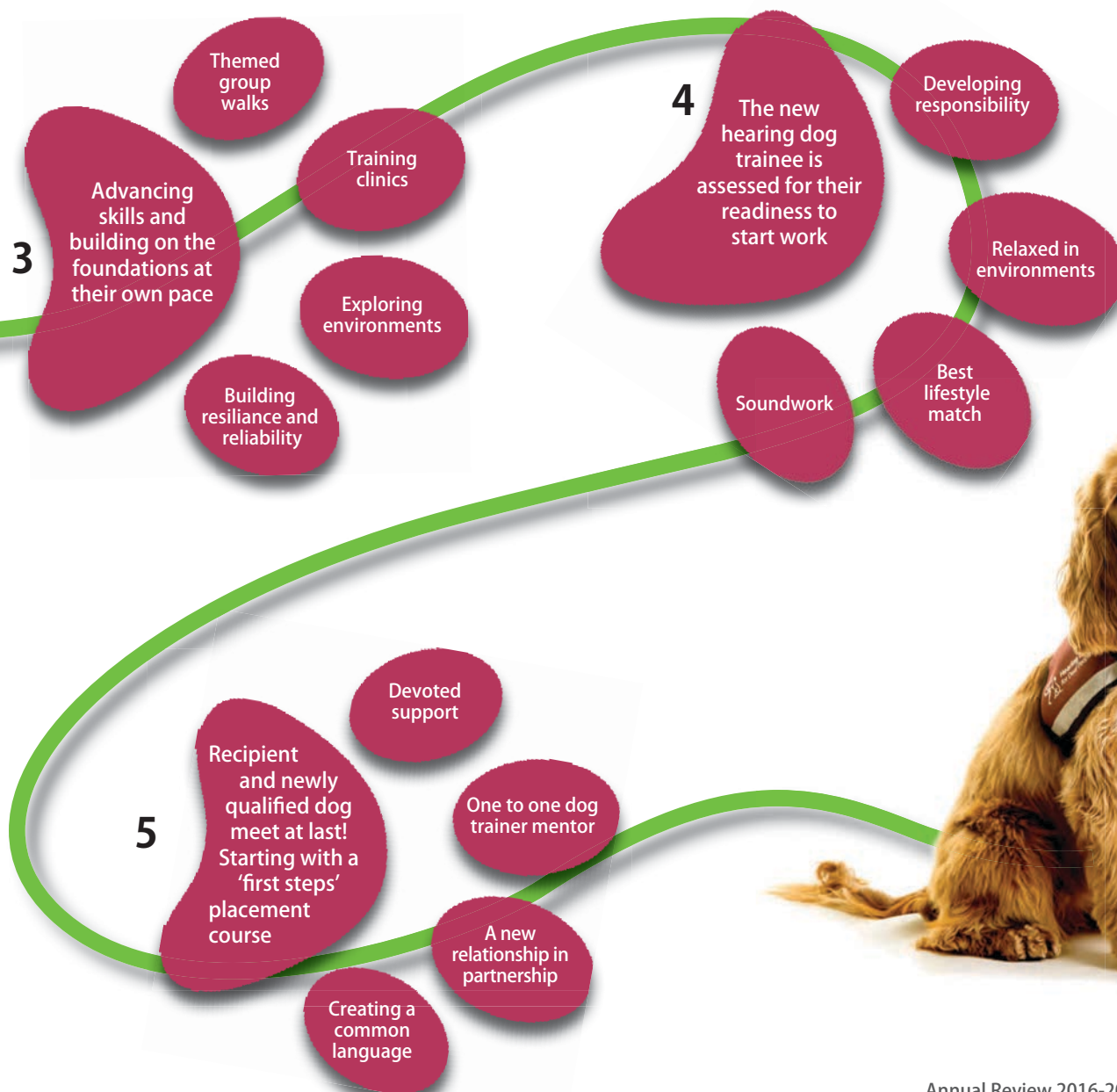
Welcome Centre

Building of the new Welcome Centre is progressing well and we are looking forward to the public using the centre in 2018.

A puppy's progress: the five big steps from



puppy to partnership



32

YEARS WITH A HEARING DOG — AND STILL COUNTING

Margaret Tillyer has enjoyed the assistance of a hearing dog for 32 years – longer than anyone else in the UK. As she contemplates the arrival of her fourth dog in that time, Margaret reflects on their varied personalities, constant support, and life-changing value.

Losing my hearing had meant giving up my job as a health visitor. Suddenly I had a lot of time on my hands, but didn't want to go out and meet people. My husband was out at work so I was spending 10 hours a day totally on my own.

My hearing therapist suggested I apply for a hearing dog. I was partnered with my first hearing dog Alfie, a Terrier-type mongrel, in 1985. Public perceptions and attitudes have changed a lot. Before I had Alfie, people would often speak to the person I was with rather than me. This made me feel ignored and unimportant. Having Alfie in his Hearing Dogs livery really helped people to know I was deaf and they were much more understanding.



Margaret Tillyer
and her third
hearing dog,
Teasel

I've loved all my dogs for their individuality and support. Alfie was a great worker, but quite an independent little chap. He came from a rescue centre so no one could be sure how old he was. When Alfie retired I was partnered with Ben – another rescue mongrel with a gentle nature. I remember feeling so safe with Ben. After he retired I was given Teasel, my current dog. Teasel is a toy-type crossbreed and real character. He's now 11 and losing his hearing. I think he is looking forward to his retirement and I'm certainly looking forward to my fourth hearing dog.

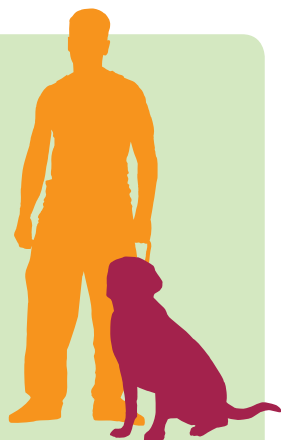
They've all been trained to do the same job, but each has had their own endearing little character. I can't wait to get to know my next hearing dog – and I hope he will follow in Alfie, Ben and Teasel's special pawprints and love me as much as I'll love him.

DID YOU KNOW?

In 2016 - 17 we created or supported a total of

965

recipient and Hearing Dog partnerships, including:



937 ADI accredited Hearing Dogs of which

43 were for deaf children and

37 were dual Hearing Dogs and Guide Dogs

And in addition, we created:

16 new sound support dog partnerships

12 new confidence companion dogs

In 2016/17 we had a total of

484

applicants including:

11 for children or young adults

23 dual accredited dogs

71 for successor dogs



“ *I no longer feel like a shadow or a nobody, I've got an identity and I'm happy with it. For me Ayla has been a lifeline. She's pulled me back on track and put me back on the map. She has made me visible.* **”**

Hannah and Ayla

Our volunteer family

We are indebted to our nationwide network of volunteers who assist in attaining and furthering the Charity's objectives in so many ways. This includes; puppy socialising and training, holding of brood stock, fundraising, supporting our office based staff, as well as maintaining our beautiful sites in Buckinghamshire and Yorkshire.



“Volunteering is extremely important to me because I realise that I can give back to society. There are things that I can do.”

Jean Todd



**DID YOU
KNOW?**

there are

2,168

active volunteers for
Hearing Dogs



This financial year has been notable for the significant expansion of our family of volunteers in order to plan for and fulfil the Charity's ambitious plans for 2020. We have added to the role of fosterers who now look after our breeding dogs. Volunteers are increasingly involved in and taking responsibility for soundwork training, and we have also conducted a huge recruitment campaign under the banner of 'Dog lovers wanted!'. Such was the success of this campaign; new volunteer enquiries broke all records in

January 2017 when we received over 500 in one month alone.

We have expanded our puppy socialising scheme to Newcastle upon Tyne, doubled capacity in Cheshire, significantly upped puppy numbers in our Home Counties heartland, as well as welcomed new volunteers all across the UK in a myriad of different roles. Data cleansing has also been a significant endeavour this year to ensure only active volunteers are registered as such on the CRM database.

The Charity had 2,168 volunteers as of 31 March 2017.

We endeavour to champion and thank all our volunteers who give so generously to Hearing Dogs. A number of especially deserving members of the volunteer family received regional and national awards. Volunteers' Week is an important occasion in June, as a charity-wide highlight of the year celebrating the role of volunteering in Hearing Dogs.

In praise of community fundraising

From all of us at Hearing Dogs for Deaf People, we would like to say a big thank you to the many volunteers in the community who help us to raise funds and awareness for our Charity across the UK.





DID YOU KNOW?
there are
710
fundraising volunteers
including 207 speakers
all around the
country

We trust our volunteers as our advocates, building links in their local networks so that in partnership we at Hearing Dogs for Deaf People can do so much more.

We aim to empower and support our fabulous community volunteers so that they can continue to be brilliant ambassadors for Hearing Dogs in their local community. We do this via 10 dedicated community fundraising managers who are home based across the UK and via administration support from The Grange.

Our community fundraising volunteers are

at the heart of everything we do, helping to transform the lives of deaf people through their actions.

We are so thankful to each and every volunteer who dedicates their time and skills to helping Hearing Dogs – thank you!

During this last year they assisted at 20 Great British Dog Walks, they organised golf days, coffee mornings, stalls, skydives and numerous cash collections.

Our volunteer speakers gave talks to audiences as diverse as Brownies, Young Farmers, Soroptimists and hundreds of Lions at their regional and national conferences.

Our work simply would not be possible without our wonderful branch and fundraising group members and officials, speakers and individual fundraisers whose generosity of time, voice, financial support and shared commitment all help to change a deaf person's life by providing the gift of a hearing dog.

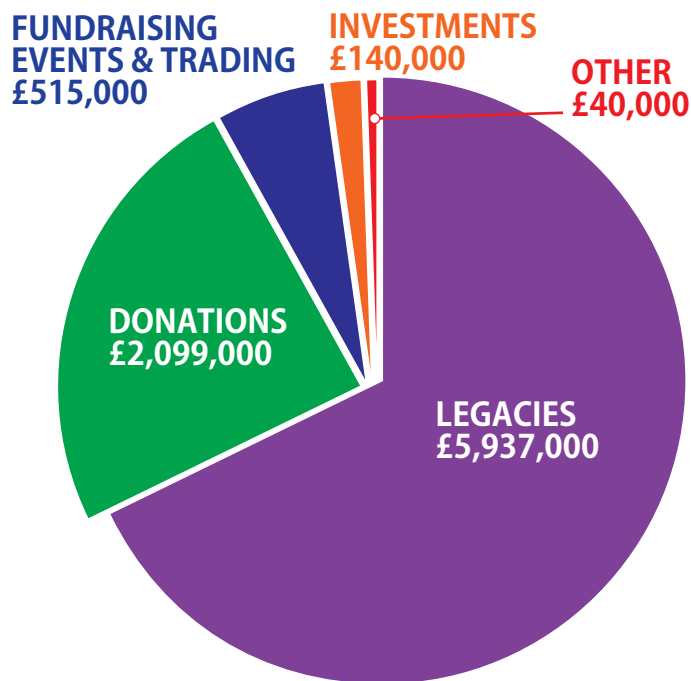


Financial summary April 2016 – March 2017

During 2016 - 17 we
received total income of
£8.731 million

We spent
£7.740 million

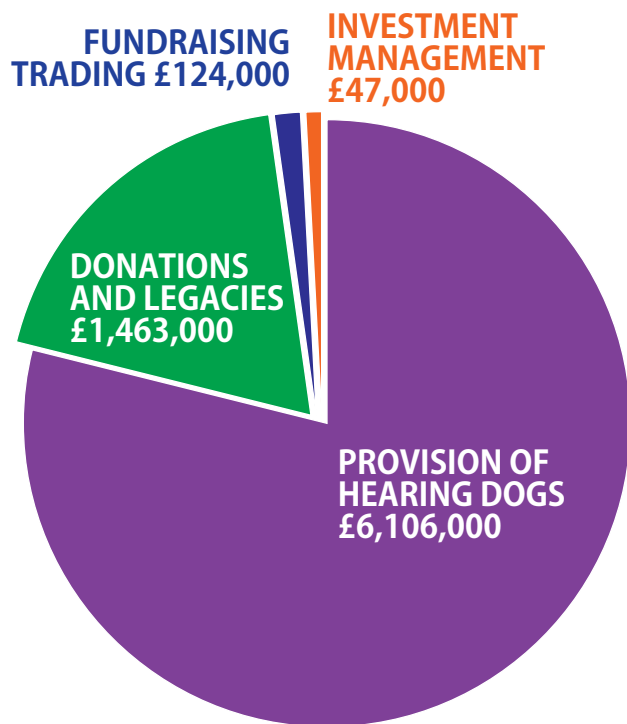
This resulted in a surplus of
£0.991 million which after
adding net gains on investments
of **£0.795 million**, resulted in
a net movement in funds of
£1.786 million.



Where our funds came from:

Income:	£000	%
Legacies	5,937	68
Donations *	2,099	24
Fundraising events and trading	515	6
Investments	140	2
Other income	40	-
Total income	8,731	100

*Donations including branch income, sponsorship and gift aid.



This financial summary is taken from the audited accounts for the year ended 31 March 2017.

For a copy of the Trustees' report and accounts please email info@hearingdogs.org.uk or telephone 01844 348100 or go to our website hearingdogs.org.uk



How our funds were used:

Expenditure:	£000	%
Provision of Hearing Dogs	6,106	79
Raising funds:		
Donations and legacies	1,463	19
Fundraising trading	124	2
Investment management	47	-
Total expenditure	7,740	100

Building for the future



Her Royal Highness the Princess Royal visited Hearing Dogs for Deaf People at The Grange in June 2016 to help launch the fundraising for the new Welcome Centre being built at the Grange.

Having visitors on site all year round will be a welcome challenge, but it will fulfil some of the original aims of the project: to make the site at The Grange more accessible, and for hearing loss and its impact to be understood better by all visitors. This vital educational role will generate greater understanding and awareness of why Hearing Dogs does what it does, and will tell the story of our dog training and the impact it has on the life of a deaf person.

In January 2017 the groundwork started on the specially designed deaf friendly building. Construction has gathered



pace in 2017 with the specialist acoustic absorbent flooring, wall coverings and 'sound clouds', similar to the ones Hearing Dogs already uses in the on-site barn restaurant, have been sourced. A state-of-the-art sound loop system will be fitted. The restaurant equipment has been specified, along with the tables and chairs.

Also, we have received tremendous news that the Wolfson Foundation has agreed to help fund our apprentice scheme for two profoundly deaf young adults to experience and learn aspects of catering, service and retailing. These roles will form

part of a new dedicated Welcome Centre team, which we will be putting together for public opening in new year 2018.

Within the Welcome Centre we will show video content that will demonstrate how Hearing Dogs for Deaf People progresses a puppy through training to becoming a fully accredited assistance dog. The new Welcome Centre is poised to play an important role in the development of Hearing Dogs, by showing the public what we do and steadily generating profits that will be reinvested into the Charity for many years to come.



Celebrating success at our annual awards

Our annual awards recognise and celebrate our volunteers and the success of our hearing dogs in helping to improve the lives of their partners.



Jean Todd
Desmond Wilcox
Volunteer of the Year
Award



Kaitlin and Rowan
Hearing Dogs Young
Partnership of the Year
Award



Premier Inn
Open Doors Award for
Accessibility



Hanna and Ayla
Specsavers Lifeline
Award



Sophie and Rusty
Royal Canin Life-Changing
Partnership Award



Alan Lawrenson
Community Champion of
the Year Award



We also celebrate the work of our staff.
Sarah Mitchell received the Beatrice Wright Award for outstanding contribution.
Our Bruce Fogle Team of the Year Award went to the volunteer recruitment fair team.

Royal Patron

HRH The Princess Royal

President

Sir Stuart Hampson CVO
(Appointed 13 July 2016)
Air Chief Marshal Sir Richard Johns
GCB KCVO CBE FRAeS
(Retired 13 July 2016)

Life Vice-Presidents

Anthony Blunt MBE
Mrs D A McInnes

Trustees

Chairman:

Mrs F B Clark

Vice Chairman:

Dr Bruce Fogle MBE DVM MRCVS

Honorary Treasurer:

Air Vice Marshal D Crwys-Williams
CB FCIPD FCIM

J Bower MBE BVSC MRCVS
G P Burchett MBA FCMI CMgr
A P Freeland MB BS FRCS
Dr H Harris MB ChB FRCGP
Dr V Harrison MA DPhil
J W Holmes MA
A M Horsley JP
Ms V A Hunt
K W Keir OBE
Mrs J M Smith MBE

Chief Executive:

Mrs M Jennings BA LL.B MBA

Director of Resources and Company Secretary

P R Hester FCA

Director of External Relations

A Jones MA

Head of Supply and Training

Mrs J Tommey BSc

Head of Partnership Services

Mrs A Platten

Head of Quality

Mrs J Gray VN CTP



The Grange,
Wycombe Road,
Saunderton,
Princes Risborough HP27 9NS

The Beatrice Wright Centre,
Hayton Road,
Bielby, York
East Yorkshire YO42 4JP

www.hearingdogs.org.uk

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