

# Nottinghamshire Deaf Society

ESTABLISHED 1890

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Nottinghamshire  
Deaf Society

125  
Years of excellence



*CORPORATE  
SUPPORT PACK*

Nottinghamshire  
Deaf Society

125  
Years of excellence



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[www.nottsdeaf.org.uk](http://www.nottsdeaf.org.uk)

# ALL YOU NEED FOR *ESSENTIAL SUPPORT*

Every week over 400 deaf people use our centre on Forest Road West (Nottingham) to meet and socialise, we also provide access to a range of tailored information and support services in BSL which makes information and support more accessible to deaf people.

NDS provides welfare benefits advice, drop in sessions, luncheon clubs and social activities for deaf people, all of which contribute to reducing isolation and improving wellbeing.

Nottinghamshire Deaf Society (NDS) is entering a very exciting phase in the history of our organisation, 2015 is our 125th Anniversary Year and in acknowledgement of this magnificent achievement we are planning a number of events to;

- *Celebrate and share the wonderful history and rich culture of the deaf community*
- *Celebrate and acknowledge the people whose invaluable support has contributed to making our organisation what it is today*
- *Acknowledge the enviable reputation of NDS and the work it does to support deaf people*
- *Promote an inclusive community in which all deaf people can fully participate*
- *Raise £125,000 ensuring NDS continues to deliver huge benefits to the deaf community for many years to come*

*Our vision is of a society in which all deaf people can participate fully.*

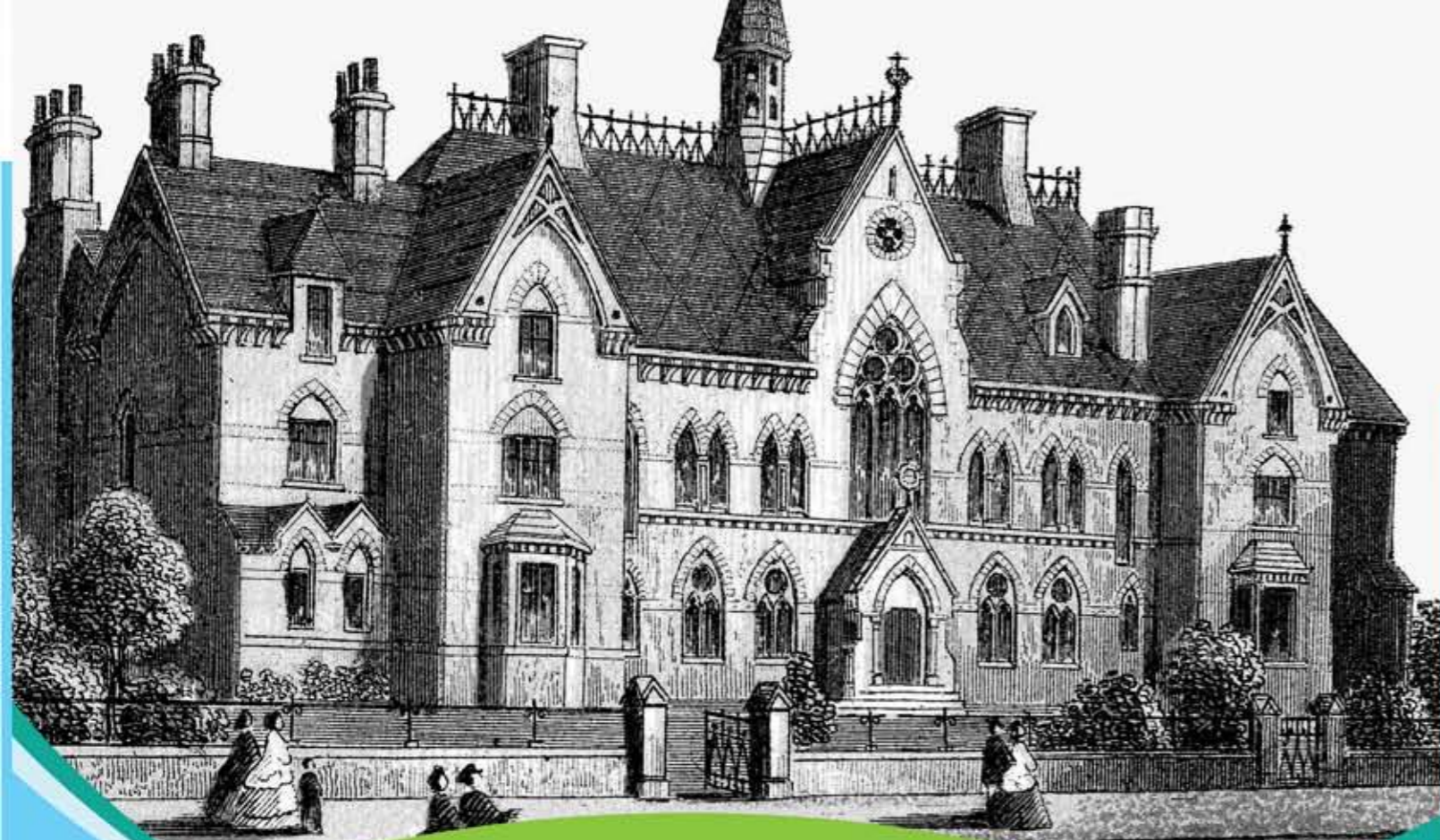
## *OUR MISSION*

NDS is a registered charity that works to improve the social inclusion and wellbeing of all deaf people across Nottingham and the East Midlands.

This is achieved by:

- *Enabling better communication between deaf and hearing people*
- *Expressing the voice of deaf people to local decision makers*
- *Offering specialised support services tailored to the needs of deaf people*
- *Providing a community space which is culturally accessible to all deaf people*

We would like to invite you to be part of our celebrations and support us in the continuance of our work with the deaf community.



# CELEBRATING *OUR SUCCESS*

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## *The Last 125 Years*

- 1868** Alderman Cropper set up the Nottingham Institute for the Deaf and ran Bible classes in sign language from his own home.
- 1890** Mr Greaves, who was deaf himself, took over and re-organised the Institute, which became the Nottingham and Nottinghamshire Adult Deaf Society.
- 1930** The Executive Committee bought the old Paton Cottage buildings on Forest Road West and the Grand Opening took place on January 29th 1931.
- 1935** The Society's reach was extended to include deafened people and the hard of hearing.
- 1948** The Society became a registered charity under the National Assistance Act.
- 1954** The charity agreed with Nottinghamshire County Council to work as a Welfare Agency, helping people throughout the county.

- 1956** First Social Workers for the deaf were employed.
- 1975** The first BSL classes for hearing people were run.
- 1978** The charity was re-named the Nottingham and Nottinghamshire Society for the Deaf, and the constitution was updated.
- 1985** Nottinghamshire County Council was the first local authority to create the role of Sign Language Interpreter.
- 1989** A number of members achieved huge success at the New Zealand Deaf Games.
- 1990** Our Centenary Year included a visit from Princess Diana, who opened the new office space and met several members, and lots of amazing fundraising efforts.
- 1995** The Society changed its legal status to a Company Limited by Guarantee (alongside its charitable status) and became the Nottinghamshire Deaf Society.
- 1999** A new out-of-hours emergency interpreting service was set up - the one year trial is still going well today!
- 2003** The government recognized BSL as a language in its own right.
- 2005** The Volunteering Project started.
- 2008** The Direct Funding Group, made up of deaf and hearing volunteers, was established to raise funds to support the community centre.
- 2015** Our 125th Anniversary!

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## HOW WE CAN HELP YOU

If your company provides frontline services in a customer focused environment you may be interested in the training programmes offered by NDS. Programmes such as Deaf Awareness Training, British Sign Language and Communication Tactics, work with us to ensure your staff are trained to the highest possible level in responding to people with hearing loss.

If you are looking for conference facilities or meeting rooms at competitive rates with free parking nearby and good links to local transport. NDS can offer you a Grade II listed building with a range of conferencing facilities at competitive rates. We have on-site caterers who can meet all your dietary needs. With small group packages requiring customised informal meeting spaces to larger bespoke events requiring connectivity and the latest in Information Technology.

By registering as a friend of NDS you would automatically qualify for preferential rates on all of our services. Contact us today to find out what we can do for your business and ways in which you might like get more involved with NDS.

*"82% of consumers say whether a company engages with charities and the local community affects their buying decision when faced with similar products and prices"*

## HOW YOU CAN HELP US

### *Commercial partnerships with NDS*

A cause related marketing partnership between your company and NDS can deliver improved brand awareness and commercial benefits to your company, while at the same time raising vital funds for NDS.

Working in partnership with NDS in this way can benefit your company through:

- Increased sales from a high profile marketing campaign
- Extensive PR and marketing opportunities
- An opportunity to partner your product or service with a respected local charity
- Encourage customers to switch between products when price, product and quality are equal

### *Sponsorship opportunities*

NDS can offer your company an exciting range of sponsorship opportunities, whether your company wishes to sponsor our 1-2-5 Anniversary Campaign or one of our high profile events.

Corporate sponsorship with NDS not only helps us to keep our costs down, but also aligns your business with the name and brand of a local home grown charity supporting the deaf community in Nottinghamshire and the East Midlands.

Some of the benefits of corporate sponsorship with NDS include:

- Flexibility to align your company with a specific local charity
- Opportunities to sponsor our campaigns, high profile events and publications
- Testimony of your company's commitment to being a good corporate citizen

### *Supporting NDS through donations*

Company donations enable NDS to continue offering vital support to deaf people across Nottingham, Nottinghamshire and the East Midlands. A donation is a straightforward means of support that allows NDS the flexibility to react quickly to enable better communication between deaf and hearing people and to offer specialised support services tailored to meet the needs of deaf people. We are also keen to work with you to identify projects and services for support which best match your business objectives.

Whether your company prefers to make a one-off or a regular donation, we will make every effort to ensure you are kept fully informed on how your support has helped make a valuable difference to the lives of the deaf.

# WITH YOUR SUPPORT WE CAN HELP MORE PEOPLE

There are lots of ways that you and your company can get involved with the Nottinghamshire Deaf Society – and even more reasons why you should.



Give Back



Network



Have fun!

*"Lipreading class helps me to understand how to deal with problems  
...it is useful socially as all have the same problems!"*

Whether you work for a large corporation or a small local business, we'll help you get the most out of your corporate partnership with us. We'll invite you to come and meet your dedicated Corporate Support Manager and the Chief Executive, see us in action and talk about how we can work together.

These are just a few ways you can get involved:

- Adopt NDS as your Charity of the Year (COTY) in our 125th Anniversary year
- Volunteer days and longer term volunteering
- Share your skills and expertise to help us develop
- Organise a fundraising event
- Raise awareness about what we do

*"It gives me confidence to socialise and make new friends, be informed about hearing loss and equipment available"*



## OUR PROUD PARTNERS



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