



# **DYSPRAXIA FOUNDATION**

**Incorporating Developmental  
Co-ordination Disorder (DCD)**

## **Business Plan for Financial Years Ending 2017 - 2019**

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Registered Charity No: 1058352  
Company Limited by Guarantee Registered in England No: 3256733



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## 1. Executive summary

The Dyspraxia Foundation provides a valuable service, clearly focused-on the goals of providing advice, supporting its members as well as raising awareness of dyspraxia/DCD. Subsequent to some financially challenging years, we had to make the very difficult and unwelcome decision to suspend the telephone helpline. We were delighted to receive a Big Lottery grant that enabled us to successfully reinstate the helpline service in October 2013. This grant has now ended and securing permanent funding for the Help Line is a key objective for the future.

Our aims for the forthcoming years are:

- to secure an annual income stream of £35,000 so that we can offer a managed telephone and email helpline service during office hours.
- increase awareness of dyspraxia/DCD in government, education and the general population
- to cascade knowledge on how to best enable those with dyspraxia to fulfil their potential
- to provide a solid financial base for the charity with a target £130,000 of recurring income to cover core service delivery and supporting infrastructure.

## Activities

Dyspraxia Foundation helps members and the wider population of people with dyspraxia/DCD, and for those who live or work with them by providing:

- Advice and information through our telephone helpline and email enquiry/advice service, authoritative and accessible website, social media, leaflets and information sheets for people affected by dyspraxia/DCD
- Support through a national network of local groups and telephone contacts run by volunteers

We raise awareness of dyspraxia/DCD through:

- Hosting conferences for parents, professionals and adults in locations around the country,
- Media campaigns for Dyspraxia Awareness week and ongoing communications
- Briefing policy makers and responding to government enquiries and issues of concern to people with dyspraxia/DCD as they arise.

We advance the understanding of dyspraxia through:

- Conducting and supporting research
- Publication of the peer reviewed Dyspraxia Foundation Professional Journal
- Running conferences and training events for professionals

## Recent Achievements

During the last two years, the Dyspraxia Foundation has:

- managed and delivered a £166,000 Big Lottery project, meeting all/specified outcomes and consequently improving the future of people with dyspraxia
- Answered over 6500 enquiries through the helpline service
- Maintained the support group for young people (aged 13 – 25) with dyspraxia/DCD through their own website, social media as well as workshops
- Launched a moderated closed group on Facebook for young people with dyspraxia/DCD (aged 13-25 years).
- Marketed and delivered 6 successful conferences for professionals, parents and adults
- Conducted the annual Awareness Week campaigns, with media coverage reaching over 6 million people.



- Responded to public sector consultations including Halving the Employment Gap and new developments in the Driving Test
- Began a project for training teachers that targets every school in the country in conjunction with the BDA
- Further enhanced the Dyspraxia Foundation online shop
- Partnered with the British Dyslexia Association (BDA) in a joint project funded by the Department of Education along with other organisations, developing free teacher training and providing information on dyspraxia/DCD
- Distributed our Classroom Guidelines and information on dyspraxia/DCD into 5000 schools in a number of counties



## 2. Organisation Details

### 2.1 Charity/Company Name:

Dyspraxia Foundation

### 2.2 Contact Details

#### Address:

8 West Alley, Hitchin, Hertfordshire SG5 1EG

#### Telephone number:

Administration: 01462 455 016

Fax: 01462 455 052

#### E-Mail:

admin@dyspraxiafoundation.org.uk

#### Website:

www.dyspraxiafoundation.org.uk

### 2.3 Legal status:

Company Limited by Guarantee. Registered in England No: 3256733

Registered Charity No: 1058352

HMRC Reg.No: 321/60916

### 2.4 Charitable Objects

To relieve the condition of dyspraxia/DCD (Developmental Coordination Disorder) among people and in particular children and young adults who have dyspraxia/DCD in that they are subject to difficulties in daily life.

To alleviate the negative impact of peoples' lack of understanding of dyspraxia/DCD.

## 3. Dyspraxia Foundation Guiding Principles

### 3.1 Our Vision

The Dyspraxia Foundation's vision is a world in which dyspraxia/DCD is understood and accepted. and where dyspraxia/DCD is not a barrier to opportunity and fulfilment.

### 3.2 Our Mission Statement

To enable all children, young people and adults with dyspraxia/DCD (in England & Wales) to reach their full potential in life and so contribute fully to society.

### 3.3 Our Values

- Dyspraxia Foundation believes that its staff and members have a shared vision and common interest and are aligned in achieving it;
- Dyspraxia Foundation believes in sharing knowledge and resources to provide better services and promotes collaborative work across organisational, sectoral and cultural boundaries;
- Dyspraxia Foundation values cooperation and collaboration and will work in partnership with other agencies wherever possible to achieve its aims;
- Dyspraxia Foundation believes that all people have a right to be included in the structures and processes which affect their lives and supports organisations which promote the exercise of these rights;



- Dyspraxia Foundation believes that volunteers and peer support make a particular and valuable contribution;
- Dyspraxia Foundation believes that the provision of services that meet the needs of the stakeholder is paramount and that the ability of locally based voluntary groups to respond sensitively to user need is one of their greater assets;
- Dyspraxia Foundation approaches all work with service users and partner agencies with an ethical, fair and consistent respect for confidentiality;
- Dyspraxia Foundation believes that people are the greatest asset in any voluntary or community organisation and that volunteers, employees and Trustees must be supported in their personal growth and learning by the organisation and by each other;
- Dyspraxia Foundation believes people have the right to achieve their own potential at their own level.

### 3.4 Our Assumptions

- There will always be people with dyspraxia/DCD requiring the support of the Dyspraxia Foundation;
- Without support people with dyspraxia/DCD will struggle to reach their potential;
- There will continue to be gaps in provision for people affected by dyspraxia/DCD;
- There is likely to be a tension between what the Dyspraxia Foundation recommends as good practice and the availability of public and private local resources and services;
- The economic, social and technical climate in which people live today will be different in the future;
- Funding our activities will continue to be challenging;
- Voluntary and community groups will need to find ways of demonstrating their effectiveness and impact for all stakeholders;
- Establishing greater financial stability would enhance the Dyspraxia Foundation's ability to fulfil its role.

## 4. Activities

Dyspraxia Foundation carries out charitable activities to both directly and indirectly help people with dyspraxia/DCD, their families and professionals working with them. These activities are all coordinated and many directly delivered by the team of employed staff.

### 4.1 Advice and Support

Ensuring that people with dyspraxia/DCD, their families and people who work with them have access to high quality advice and emotional support services;

We provide advice and information through:

- Operating a telephone helpline and email enquiry/advice service. This provides support and quality advice.
- Maintaining an accessible, easy to navigate and interactive website providing authoritative, up to date and easily accessible information about dyspraxia/DCD and signposting to support where appropriate for members and non-members alike
- Hosting national Dyspraxia Foundation Facebook groups, responding to enquiries and signposting members to high quality sources of information and support (both internal and external) where appropriate
- Producing an increasing range of leaflets and information sheets (printed and for download) providing high quality, evidence-based (where appropriate) and up to date information for people with dyspraxia/DCD and those who live or work with them, focusing on:
  - Adult matters including employment
  - Issues affecting children of primary school age



- Positive leisure activities
- Emotional well-being
- Parents
- Panels of experts in health, education, employment, and in youth and adult issues, to respond to complex enquiries, produce Information sheets and quality control publications. Membership of our advisory panels is reviewed and new members recruited where appropriate to ensure we have credible panels of specialists.
- Sales of specialist books and resources

We support our members:

- Through a national network of local groups and telephone contacts run by volunteers for children, families and adults affected by dyspraxia/DCD. Groups run activities such as:
  - Activity sessions for children with dyspraxia/DCD and their siblings
  - Parent/carer and adult support group meetings
  - Social events
  - Meetings with speakers
- By producing and distributing a monthly e-newsletter to all members
- By running an annual conference and periodic council meetings
- Through annual publication of the Dyspraxia Foundation Professional Journal
- Via a messaging system on social networks.

## 4.2 Raising Awareness

Promoting awareness of dyspraxia/DCD among government, policy makers, the general public and professionals in health, education and employment.

We raise awareness of dyspraxia/DCD by:

- Hosting an annual Dyspraxia Awareness week and campaign. In autumn 2017 it will focus on how dyspraxia/DCD affects primary school children with a particular emphasis on physical education and activity
- Carrying out reviews of policy makers to identify those of relevance to people with dyspraxia/DCD and producing targeted briefing notes to inform them about the role of the Dyspraxia Foundation in relation to their area of influence
- Engaging with Members of both Houses of Parliament and advisors and researchers.
- Hosting conferences for parents, professionals and adults in various locations around the country
- Using media and social networking (including Facebook and Twitter) to highlight and respond to issues of interest or concern to people with dyspraxia/DCD
- Producing publications
- Working in collaboration with other charities.

## 4.3 Representation

Ensuring that children, young people and adults with dyspraxia/DCD and their families are empowered and have a representative voice so their needs are better understood and provided for.

We represent our membership and those with dyspraxia/DCD through our awareness programmes and specifically by:

- Responding to government enquiries on issues of concern to people with dyspraxia/DCD
- Monitoring media stories for their relevance to people with dyspraxia/DCD, canvassing the opinions of relevant parties (parents, people with the condition, experts) and issuing a



response, where appropriate, on behalf of the Dyspraxia Foundation within an appropriate timescale.

- Continued representation on Movement Matters, a multiagency group promoting nationally-agreed standards for diagnosis and treatment of developmental coordination disorder (DCD)/dyspraxia in children and adults.
- Continued representation on DAN (The Dys Adult Network) a confederation of charities providing a consistent voice on matters involving adults with cognitive processing differences to guide government policy.

#### 4.4 Increasing Understanding

We aim to increase understanding of the condition and its impact across the lifespan, through

- Communication of authoritative information and opinion
- Supporting research that will help increase our understanding of dyspraxia/DCD and its impact on individuals and those who live or work with them
- Carrying out surveys to identify priority issues for groups of people affected by dyspraxia/DCD – findings to be used to develop information sheets and for press-releases to raise awareness where appropriate
- Publishing the peer reviewed Dyspraxia Foundation Professional Journal to disseminate current practices, research and facilitate continuing education for all professionals working with those affected by dyspraxia/DCD.
- Holding conferences to disseminate current practices, research and understanding of the condition
- Posting informative and accurate information on social media.

#### 4.5 Improving Provision of Diagnosis and Support

We strive to improve the provision of consistent and appropriate high quality diagnosis and support for all people with dyspraxia/DCD by;

- Using our awareness conduits to highlight current poor diagnostic pathways, particularly in regard to young people and adults.
- Working with Movement Matters to promote nationally-agreed standards for the diagnosis and treatment of children and adults with dyspraxia/DCD
- Further continuing our work with the BDA , providing a teacher training programme on neurodiversity to ensure that children with dyspraxia/DCD are identified early
- Working with DAN to promote high quality employment services from DWP, Jobcentre plus and Access to Work for Neurodiverse people.

#### 4.6 Ensuring access to quality resources.

We work to ensure access to quality learning and therapy resources by:

- Developing our on-line shop to extend the range of equipment and resources (including our own publications) available via our website
- Maintaining a list of Dyspraxia Foundation-approved speakers and monitoring presentations to ensure they are consistent with Dyspraxia Foundation values and philosophy
- Developing training programmes for education, business and health professionals to include webinars
- Regularly reviewing our information provision to ensure it reflects current knowledge and best practice.
- Continually adding to our collection of information sheets.



## 5. Our Goals in the Next Year

During the lifetime of this business plan we intend to continue providing the activities previously described. In addition, we have identified a series of objectives, linked to each of our aims, to be addressed in Financial Year Ending 2017. A detailed plan of activities, resources and timescales is included at the end of this document.

### 5.1 Activity and Service Objectives

#### 5.1.1 Financial objectives

- To ensure the financial stability and viability of the Dyspraxia Foundation
- To implement a fundraising strategy aligned to our business plan.
- To employ a full time fundraiser whose role will include community, corporate fundraising as well as applying for grants and trusts
- To identify long term funding streams to support core activity of £130,000 per year
- To seek funding to extend and sustain the managed telephone and email helpline.
- To seek funding to sustain the work of the Youth Information Officer supporting 13 – 25 yr olds.
- To develop training programmes and offer webinars.
- To develop new sources of advertising revenue via our website, newsletter and exhibition stands at Dyspraxia Foundation events.
- To increase paid membership of the Dyspraxia Foundation.

#### 5.1.2 Organisation Objectives

- To review and promote the benefits of membership of the Dyspraxia Foundation
- To clarify, maintain and develop the relationship between the Hitchin office, the trustees and local groups
- To ensure that the trustees are kept up to date and work within the remit of charity law and any other relevant governmental procedures.
- To prepare a succession plan for senior management

### 5.2 Further objectives

- To build on the Foundation's reputation as a national voice for those with dyspraxia/DCD by raising awareness, informing and working with government on the needs of our members
- To share knowledge and expertise about dyspraxia, drawing on experience, evidence and best practice.
- To increase services to our growing youth membership and respond to their needs. Offering young people the opportunity to share experiences and create resources that will be relevant and welcome to that age group (13-25 years)
- To produce resources to encourage the improvement of physical activity in children.



## 6. Our Goals in the Following 2 Years

We intend to continue providing the activities previously described. In addition, we have identified the following objectives, linked to each of our aims, to be addressed in Financial Years Ending 2018 -2019. A detailed plan of activities, resources and timescales is included at the end of this document.

- To develop a series of online training opportunities for professionals working in schools and further education.
- Monitor and maintain an email and phone enquiry service.
- Through our annual awareness weeks focus on primary aged school children for 2017- 18 and secondary school children for 2018-19
- Review and update our website to ensure that it is current and meets public demands
- Hold a minimum of 2 – 3 conferences to keep professionals, parents and those with dyspraxia/DCD up to date with current practices and research
- Update and increase our range of information sheets.
- Generate and respond to media stories
- Maintain and develop our online shop
- Support research and increase understanding of dyspraxia/DCD and its impact
- Hold workshops for youth and adults with dyspraxia.
- Further develop our support for youth
- Provide support for local groups and improve communication between local groups and umbrella body.
- Explore opportunities to create a Development Officer Role.
- Develop a series of webinars and other online training.

## 7. Achievements

In the past two years, we have continued our usual activities. We also managed and delivered a £166,000 Big Lottery project, meeting all specified outcomes. The project supported the help line, conferences and other activities. The following highlights some of the other work completed.

### 7.1 Advice and Support

- Answered over 6500 enquiries through the helpline service over the last 3 years.
- Developed and implemented a Helpline Manual and procedures for local Telephone Contacts to ensure that high quality, consistent advice is offered to all those contacting the Dyspraxia Foundation for advice
- Launched a new online support area for young people with dyspraxia/DCD (aged 13-25 years)
- Refreshed the 'Members only' area of the website as well as frequent updates to public pages
- Conducted trustee and management training to ensure that our policies and procedures are lawful, best practice and up to date
- Added a dedicated adult membership section to our membership subscriptions
- Held successful workshops for our youth and adult members

### 7.2 Raising Awareness

- Organised, marketed and presented 6 successful conferences for professionals, parents and adults with dyspraxia/DCD
- Conducted the annual Awareness Week campaigns. In 2015 our awareness campaign reached over 3 million in 20 pieces of coverage. In 2016 our awareness campaign reached over 6 million with articles in national newspapers, magazines, online blogs and professional journals.



### 7.3 Representation

- Responded to media stories, producing briefing notes and authoritative comment
- Responded to All Party Parliamentary Group on halving the employment gap
- Answered consultation on new developments in driving tests and the use of SATNAV by DVLA
- Worked with Movement Matters, Dyslexia Adult Network (DAN) and the BDA to ensure the voice of people with dyspraxia/DCD is heard.
- Contributed to the Westminster Achievability Commission on recruitment looking at barriers to employment by neurodivergent people.
- Responded to a consultation regarding the needs of students attending residential school.
- Attended and participated in a CIPD Neurodiversity event.

### 7.4 Increasing Understanding

- Managed and delivered the Big Lottery project, meeting all/specified outcomes and consequently improving the lives of people with dyspraxia
- Partnered with the BDA in partnership to deliver a DfE funded project providing teacher training sessions and material for understanding Neurodiversity for every school in the country.
- Authored articles for the ACAS and Innovate My School blogs and for SEN Magazine during Awareness Week 2016.
- Published a Toolkit for Parents of School aged children with dyspraxia/DCD.
- Hosted five conferences for youth, parents and professionals.

### 7.5 Improving Provision of Diagnosis and Support

- Promoted nationally agreed standards for diagnosis and treatment of dyspraxia/DCD in conjunction with Movement Matters UK, a national organisation representing the major national groups concerned with children and adults with coordination difficulties.
- Supported research to increase understanding of dyspraxia/DCD and its impact across the lifespan by our members and contacts through participating in research projects including:
  - reasonable adjustments for working adults with DCD and employment outcomes
  - parental perceptions and satisfaction of physiotherapy treatment.
  - the relationship between executive functioning and academic achievement in children with DCD
  - evaluating eye movement and exercises in adults with DCD
  - improved our guidance for setting up a support group for adults around the country
  - is attention, language and motor skills related to children with dyspraxia/DCD wellbeing?
  - to improve understanding of anxiety and participation of physical activity in adults.
  - to understand mental health and thinking abilities in adolescence with and without dyspraxia/DCD

### 7.6 Ensuring access to quality resources.

- Maintained the Dyspraxia Foundation online shop
- Increased our range of information sheets which have included “What to do while you wait, Tips for Teenagers, How to help with homework, How to help with Exams”
- Revised the information sheets to maintain relevance and reflect changes in research, government policy and provision of social, health and employment services.
- Launched an Adult e-book available on line through Amazon
- Launched ‘Dyspraxia the Foundations’ e-book.
- Recruited new members to our advisory panels to ensure that all areas of expertise are included
- Published a new e-newsletter for adults with dyspraxia/DCD.
- Published a Toolkit for parents of school-aged children with dyspraxia/DCD



## 8. SWOT Analysis

### Strengths

- **Management**
  - Established, effective, low cost administration of a wide range of services
  - Coordination of staff and volunteers
  - Proven ability to secure and administer large grants, demonstrating their impact on members and the organisation
  - Effective conference management demonstrated annually
- **Organisation**
  - Small dedicated permanent staff team including a successful part-time fundraiser
  - Actively supportive trustees including professionals, parents and adults with dyspraxia/DCD
  - Network of local groups who respond sensitively to local need
  - Strong volunteer base
  - Panels of expert advisors - medical, education, research, adult and youth panels
  - General Council which provides a communication link between local groups and the Board of Trustees
  - Specific membership of adults with dyspraxia/DCD on our advisory panels and trustee board
  - Strong youth network, with appointment of a Youth Information officer, new youth website and closed Facebook pages
  - Active patrons including two celebrity patrons
- **Finance**
  - Low overhead costs
  - Limited wage bill <£90,000
  - Much activity, for example; web site management, Facebook posting and response, and financial oversight carried out by volunteers.
- **Communication**
  - Clear focus of the charity
  - High Level of National Recognition
    - Dyspraxia Foundation is regarded as the independent, unbiased and trusted national body that represents the voice of people with dyspraxia/DCD
    - Dyspraxia Foundation is the only national charity dedicated solely to helping those living with dyspraxia/DCD in the UK
    - Dyspraxia Foundation is referred to by Government and the NHS for expert information about the condition
  - Active and growing Social Media Network
  - Effective telephone and email help line
  - Positive media coverage raising awareness of dyspraxia/DCD and the Dyspraxia Foundation throughout the year
  - Regular programme of conferences for parents, professionals and adults that raise awareness, generates income and encourages membership
  - Established Awareness Campaign which takes place in October annually

### Weaknesses

- **Management**
  - Employed staff at limit of capacity to continue same range of services
  - Enforced cost reduction will mean loss of core services, the telephone help line will be first
- **Organisation**
  - Membership has reduced over the recent past
  - Pressure on capacity from volunteers and organisers
  - Local groups are stronger in some areas than others and adult groups have regional variation
  - Local members are not always aware of the role of the national body.
  - People attend local groups who are not members.
- **Finance**
  - Insufficient regular core funding to meet the essential day to day costs of the organisation
  - Insufficient dedicated fundraising hours
  - Reduced membership income
  - No long term projects providing funding
  - Limited time available from part time fundraiser
  - Support amongst membership varies for fundraising events
  - Period of financial recovery (2016 - 2017).
  - Current level of funds generated additional pressure on administration team.
- **Communication**
  - Lack of government and public awareness of dyspraxia/DCD compared to other neurodevelopmental conditions.
  - Little interest in dyspraxia/DCD by the media
  - Although there is now a celebrity patron, there remains a lack of engagement from other celebrities that could help with media impact



## Opportunities

- **Management**
  - Recent recruitment of new active trustees to assist with change
  - Recruitment of new active patrons and corporate partners
  - Recruitment for a full time fundraiser whose role will include coordinating social media and community fundraising as well applications for grants/trusts
- **Finance**
  - First time funding approaches to unapproached charitable trusts and foundations
  - Facebook numbers suggests opportunity to increase membership numbers to build a steady base of income year-on-year
  - Build on the success of the Big Lottery Fund grant by applying for further larger grants
  - Success of adult workshops and events (including Dyspraxia Dynamo project) provides base to develop adult support and business services
  - Ensuring that local groups support HQ with local fundraising
- **Communication**
  - Increasing social media profile as a means of raising awareness and fundraising of dyspraxia/DCD and the Dyspraxia Foundation
  - To seek an offer of raising awareness and helping with our PR campaign
  - Offer of approaching government by Interel; The global public affairs consultancy to support the Foundation in developing a set of messages designed to reflect with priorities for the community cohesion and the economy. They would be prepared to help launch support a low key and inexpensive parliamentary event and also provide secretariat support for an all-party group.
  - Revision of our fundraising activities to include a monthly plan
  - To use our membership of Movement Matters, an umbrella organisation representing major national groups concerned with people with DCD/dyspraxia to inform policy and promote national standards for the assessment and management of individuals affected by the condition.

## Threats

- **Finance**
  - Current lack of core funding and long term sustainability
  - Competition from other better known charities for same funds e.g. ASD
  - Decreasing returns from trusts and fundraising market generally
  - Reduction in Government spending affecting state services, diagnosis, education, social services and employment support for people with dyspraxia
  - No full time fundraiser in post
- **Organisation**
  - Membership is smaller than it has been and generates less core funding than is needed to sustain the organisation
  - Other charities, individuals and organisations that support dyspraxia/DCD and offer alternative treatments - CANadda, Neurodevelopment Treatment Charity, Autism all Stars, Megan Baker House, STEP and the BDA.
- **Communication**
  - Increasing public access to 'free' advice via social networking makes paid membership less attractive
  - Raised awareness of overlap of conditions means other organisations may promote services with lower levels of understanding



## 9. The Public Benefit Need

### 9.1 What is the Public Need?

The Dyspraxia Foundation exists to raise awareness of dyspraxia/DCD and to support people affected by the condition and those who live or work with them. It is a place to go to gain up-to-date advice and support and information about dyspraxia/DCD. Dyspraxia/DCD is a lifelong condition that is poorly understood but that affects up to 10% of the population, 2% severely. The provision of services and support for people with dyspraxia/DCD varies and is particularly lacking for teenagers and adults. Dyspraxia/DCD can affect a person's long term physical, social, emotional and economic well-being.

Early intervention can reduce the impact of the condition, improve self-reliance and reduce the need for future support.

### 9.2 Who Will Benefit from the Organisation's Activities?

- Those with dyspraxia/DCD – children and adults
- Parents and carers
- Professionals working in education, health and employment
- Other interested parties in England and Wales
- Membership is open to all irrespective of age, race and gender. Reduced cost of membership is offered for students, the unwaged or those on benefits.
- Information is also widely available to non-members via the website, email, post, conferences, events and social networks

### 9.3 How Will They Benefit?

- Access to high-quality advisory and support service via our telephone helpline, email enquiries, panels of advisors, website and printed materials
- Sharing latest research via journals and at conferences/events
- Access to authoritative information via our website with up to date information on:
  - Increasing understanding of what dyspraxia/DCD is and common features of the condition
  - How the condition is identified/diagnosed and treated
  - Strategies to assist in education including early years' settings, schools, further & higher education
- Advice information for parents/carers
- Advice information for those with dyspraxia/DCD in particular for teenagers and adults
- Advice information for professionals and employers
- Access to professional advisory panels to answer queries and give advice
- Access to relevant resources and books
- Provision of training, support and up to date information via AGM, parent, adult and professional conferences
- A voice to ensure that dyspraxia/DCD is included in relevant government policies and papers
- Annual campaign to raise awareness



## 9.4 What Similar Services Are Currently Available?

No other national UK charity dedicates itself solely to dyspraxia/DCD across the age range but there are a number of charities that include dyspraxia/DCD in their remit including Dyscovered, Youngminds, CANadda, Neurodevelopmental treatment Charity, Autism all Stars, Megan Baker House and STEP.

## 9.5 What is the Unfulfilled Need?

- Lack of public awareness of the condition
- Limited teacher training related to dyspraxia/DCD
- Lack of recognition of dyspraxia/DCD in government departments
- Regional variation in clinical pathway for diagnosis of children
- Patchy provision of therapy for children
- Lack of information and advice around higher education
- Lack of services and support for adults and teenagers
- Lack of clear pathways for diagnosis for adults
- Lack of understanding in Public Sector
- To have a place of excellence for the assessment and treatment for children and adults

## 9.6 How the Organisation Will Integrate with Other Activities/Providers?

- Ensure representation at government and medical meetings through our medical and educational panel members
- Continue to liaise with other charities such as the National Autistic Society, ADDISS, BDA
- Affiliate members of the Dyspraxia Foundation in the UK and overseas
- Membership of Movement Matters
- Bank of Dyspraxia Foundation approved speakers
- Membership of DAN (Dys Adult Network)
- Build on recent opportunities for collaborative working.

## 10. Performance Monitoring

### 10.1 Key Performance Indicators

- Number of members
- Number of telephone/email helpline enquiries per month
- Number of enquiries answered per quarter by education and medical panels
- Feedback from attendees at conferences and events
- Number of new information sheets produced and distributed per year
- No deficit recorded
- Effectiveness of fundraising
- Number of local groups
- Number of Facebook Likes and Twitter followers

### 10.2 Measurement and Reporting of KPI

- Number of members reported at each trustee meeting
- Number of helpline enquiries reported at each trustee meeting
- Number of panel responses reported at each trustee meeting
- Financial report presented by Treasurer at each Trustee meeting
- Report on fundraising for each trustee meeting as well as at AGM
- Activities of local groups reported by Local Group Coordinator at Trustee meetings
- Trustee visits to local groups reported at Trustee meetings
- Social media report presented at each Trustee meeting
- All indicators reported in the Chair's report at the AGM



## 11. Promotion and Advertising

### 11.1 Activities/Services are promoted through:

- Social media including website, Facebook and Twitter
- Through the national network of local coordinators and group contacts
- Articles in local and national papers, magazines
- TV and radio coverage as the opportunity arises
- Conferences and events
- Monthly e-newsletter for members
- Professional Journal
- Word of mouth
- Project communications
- Targeted emails

## 12. Managing Risks

### Risk 1: Reduced core income

Those affected:	Office, trustees and members
Likelihood:	Always possible in the present climate
Mitigation:	Fundraising policy principle that for all new projects 15% money allocated to establishment costs. Increase membership so that there are more sums for non-restricted funds Use of social media for donations Specific fundraising activities Review the role of Fundraiser and increase paid hours. Continue to ensure that expenses are kept to a minimum and build up reserves in line with our Reserves Policy
Monitoring:	Check at each trustees meeting that there is a financial report and that funds are available to pay for office

### Risk 2: Unsuccessful applications for bids for projects prioritized in the Business Plan

Those affected:	Office, members
Likelihood:	Possible
Mitigation:	Trustees in conjunction with fundraiser and office staff to consider other trusts/funds to apply to Trustees and local coordinators responsible for fundraising events Review of Business Plan targets in line with funding opportunities Discuss projects with Patrons and ambassadors
Monitoring:	Report at trustee meetings by fundraiser and office staff on current situation of applications and amount brought in

### Risk 3: Decline in membership

Those affected:	Office and charity as a whole
Likelihood:	Possible
Mitigation:	Trustees to explore options for increasing and retaining membership Continue to advertise benefits of membership on social media Consider reducing amount of information on social media but direct new information to the members section on website Promote membership payments by direct debit
Monitoring:	Report on membership numbers throughout year



**Risk 4: Safeguarding**

Those affected:	People with dyspraxia (young people and adults)
Mitigation:	Trustees, volunteers and Office Staff to have safeguarding training Moderation of Youth Facebook Group by Youth Officer, identified Trustees, office staff and members of the Youth Focus Group to monitor and address any safeguarding concerns in a timely and appropriate manner
Monitoring:	Monitor and implement safeguarding policy for Helpline volunteers Incidents/concerns logged and raised at Trustee meetings.

## 13. Running the Organisation

The following summarises the resources that will be required to deliver the Organisation's objectives.

### 13.1 Board of Trustees

Sophie Kayani (Chair), Michele Lee (Vice Chair); Sally Payne; Gill Dixon, Clare Newton (Treasurer); Jonathan Levy; Matt Devonshire; Richard Todd; Janet Taylor and Lisa McCarthy.

### 13.2 Management Team

The Dyspraxia Foundation is managed by Eleanor Howes, Chief Executive Officer and Jane Trowbridge, Operations Manager

### 13.3 Staff (Including Volunteers)

Role (& Hrs per week)	Experience	Skills / Qualifications
<b>Eleanor Howes</b> Chief Executive Officer /Company Secretary 35hrs	Membership Secretary Administration	IT Skills, Certificate in Management Studies, Charity Administrator/Secretary training
<b>Jane Trowbridge</b> Operations Manager 35hrs	Membership Secretary General Administration	IT Skills, Business Studies, Book Keeping and Accounts
<b>Jo Webb</b> Membership Secretary 27.5 hrs	Admin and Practice Management	IT Skills



Role (& Hrs per week)	Experience	Skills / Qualifications		
<b>Alex Betty</b> 17.5 hrs Administration Assistant	Administration	IT skills		
<b>Claire Cripps</b> 16 hrs Youth Information Officer	Administration	IT skills		
<b>John Puckey</b> Office volunteer 4 hrs				
<b>Lucille Kent</b> Office volunteer 2 hrs				
<b>Combined annual salary Inc employer's contribution</b>		<b>Yr 1</b>	<b>Yr 2</b>	<b>Yr 3</b>
<i>(inc annual cost of living rise for Yr 2 &amp; 3 and contribution to pension)</i>		99,000	108,000	109,000

- **Including on-costs**

### 13.4 Accommodation

Type	Location	Special Note	£, Yr-1	£, Yr-2	£, Yr-3
Office accommodation for staff	8 West Alley Hitchin	Not accessible for wheelchair users or people with major mobility difficulties	18,000	18,360	18,600

### 13.5 Consumables

Description	£, Yr-1	£, Yr-2	£, Yr-3
Printing, stationary & photocopying	8,500	8,800	9,000

### 13.6 Policies & Procedures

The Organisation has the following Policies & Procedures in place.

Safeguarding Policy (Child and Vulnerable Adults)	Jan - 14
Communications Policy	Jan-11



Complaints Policy	Sept-13
Confidentiality Policy	Dec-13
Equal Opportunities Policy	May-13
Financial Management Policy	Jan-17
Fundraising Policy	Jan-13
Lone Working Policy	Mar-13
Quality Assurance Policy	Sep-14
Recruitment of Ex-Offenders	Jan-13
Social Media Policy	Jan-14
Trustee Code of Conduct	Feb-13
Trustees Expenses Policy	Feb-13
Whistleblowing Policy	Sept-13

## 14. Fundraising Strategy

*Please see the Fundraising Strategy 2017- 2019*

The Fundraising Strategy outlines our plans for 2017 – 2019. As the resource available for fundraising is limited and the need is urgent, we are aware that we need a focused strategy and plan of action to maximise the potential of available opportunities. We aim to continue proactive and consistent appeals to trusts and grantgivers with a view to generating at least **£90K** per year with an additional sum of **£40K** per annum raised through community fundraising and sponsored events.

A new scheme to generate membership via Direct Debit should help strengthen subscriptions and renewals which we hope to increase by 10% each year.

The new position of Fundraising Coordinator is key to encouraging corporate supporters and securing core funds to ensure the Dyspraxia Foundation reaches or exceeds its targets.



## 15. Income & Expenditure Forecast

	2016 -17	2017-18	2018-19
<b>INCOME</b>			
<b>Voluntary Income</b> (incl. Gift aid)			
Subscriptions	£26,000	£27,000	£28,000
Donations	£50,000	£40,000	£42,000
<b>Total Voluntary Income</b>	<b>£76,000</b>	<b>£67,000</b>	<b>£70,000</b>
<b>Charitable Activities</b>			
Grants	£52,000	£56,000	£60,000
Training courses and materials	£4,000	£6,000	£6,500
Meetings/conferences	£8,000	£9,000	£10,000
<b>Total Charitable Activities</b>	<b>£64,000</b>	<b>£71,000</b>	<b>£76,500</b>
<b>Fundraising</b>			
Gross Income from fundraising	£40,000	£42,000	£45,000
Cost of fundraising	-£7,000	-£7,500	-£8,000
<b>Net Income from Fundraising</b>	<b>£33,000</b>	<b>£34,500</b>	<b>£37,000</b>
<b>Trading</b>			
Sale of goods/services	£7,000	£7,500	£8,000
Cost of goods/services	-£3,000	-£3,200	-£3,500
<b>Net Profit on trading</b>	<b>£4,000</b>	<b>£4,300</b>	<b>£4,500</b>
<b>TOTAL INCOME</b>	<b>£177,000</b>	<b>£176,800</b>	<b>£188,000</b>
<b>EXPENDITURE</b>			
<b>Charitable Activities (General)</b>			
Staff Costs	£99,000	£108,000	£109,000
conferences and outreach costs	£6,000	£6,200	£6,300
Accommodation Costs	£18,000	£18,360	£18,600
Sundry operational and IT costs	£15,000	£15,300	£16,000
Consumables	£8,500	£8,800	£9,000
<b>Total General Activities</b>	<b>£146,500</b>	<b>£156,660</b>	<b>£158,900</b>
<b>Governance</b>			
Trustees Expenses	£3,000	£2,500	£2,600
Other	£1,200	£1,224	£1,250
Examination/Audit	£2,500	£2,700	£2,900
<b>Total Costs of Governance</b>	<b>£6,700</b>	<b>£6,424</b>	<b>£6,750</b>
<b>Sundries</b>	<b>£1,500</b>	<b>£1,530</b>	<b>£1,530</b>
<b>TOTAL EXPENDITURE</b>	<b>£154,700</b>	<b>£164,614</b>	<b>£167,180</b>
<b>SURPLUS/LOSS ON YEAR</b>	<b>£22,300</b>	<b>£12,186</b>	<b>£20,820</b>



## 16. Dyspraxia Foundation - Action Plan, FYE 2017 to 2019

Target	By whom	By when	
		FYE 17	FYE 18-19
<b><u>1. To increase core funding &amp; membership</u></b>			
<ul style="list-style-type: none"> <li>Liaise with patrons plans and ideas for improving core funding and encourage celebrity patrons to hold an event on behalf of the Foundation</li> </ul>	Michele Lee, Sophie Kayani & Eleanor Howes	Aug/Sept 2017	Sept. 2018
<ul style="list-style-type: none"> <li>Actively promote our own publications via newsletters and social media</li> </ul>	Office team and social team	Aug/Oct 2017	
<ul style="list-style-type: none"> <li>Carry out bucket shake/raffle at all our events as well as consider one for Christmas</li> </ul>	Office	ongoing	ongoing
<ul style="list-style-type: none"> <li>Run a parent and professional conference in March 2018 in Bristol</li> </ul>	Office, Sally Payne, Michele Lee	Mar 2018	
<ul style="list-style-type: none"> <li>Create a calendar for fundraising activities for the year to include Star Wars, Fundraising Friday etc.,</li> </ul>	Office	Sept 2017	Sept 2018
<ul style="list-style-type: none"> <li>Local groups:</li> <li>Share news of the appeal and regular updates with local members and those attending meetings</li> <li>Arrange a local event of their choice ( e.g. quiz night, coffee morning, cake sale etc) with a target to raise £100+ for core funds</li> <li>Support national fundraising in awareness week for core funds</li> </ul>	Office, local groups and Lisa McCarthy	Sept - Oct 2017	Oct 2018
<ul style="list-style-type: none"> <li>Establish a list of regular donors and provide regular timely updates on the work of the charity-</li> </ul>	Fundraiser and office	Sept 2017	
<ul style="list-style-type: none"> <li>Continue with current fundraising projects i.e. 10K London Road run and Fundraising Friday</li> </ul>	Office, Sophie Kayani and Jonathan	On going	Ongoing



- |  |   |                |         |
|--|---|----------------|---------|
| • Further promote current fundraising activities such as easy fundraising, Easysearch, GAYE etc                    | Office, Matt Devonshire, Sophie Kayani, trustees      | Immediate      | Ongoing |
| • To continue to promote on line fundraising such as Greetings Card company, Ebay.co.uk, Everyclick                | All   | Ongoing        | Ongoing |
| • Continue to promote membership, friends of the Dyspraxia Foundation on social media                              | Gill Dixon, office                                    | Ongoing        | Ongoing |
| • Further develop Members Only Section by adding Professional Journal/films/information sheets/conference handouts | Matt Devonshire and office                            | Ongoing        | Ongoing |
| • Promote sales with online shop   | Matt Devonshire and office                            | ongoing        | ongoing |
| Pilot a pay to view webinar for parents  | Matt Devonshire, Sophie Kayani, Gill Dixon and office | September 2017 |         |
| • Hold fundraising event on December 16 <sup>th</sup> 2017 at Odeon Cinema   | Trustees, office, PR                                  | Oct. 2017      |         |
| • Hold Fundraising Friday on October 13 <sup>th</sup> to raise funds   |   |                |         |

## **2. To ensure the long term sustainability of the organisation**

- |  |  |              |         |
|--|--|--------------|---------|
| • To continue to comply with the Reserves Policy   | Treasurer/office   | Sept 2017    |         |
| • Improve website's information on ways to fundraise and promote these regularly on social media                           | Matt Devonshire, Sophie Kayani, Jonathan Levy                    | October 2017 | ongoing |
| • To carry out 4 fundraising activities per annum  | Office, trustees, local coordinators                             | ongoing      | Ongoing |
| • Continue to engage with key stakeholders and policy makers to ensure dyspraxia/DCD is considered in policy developments. | Sophie Kayani, Michele Lee, Eleanor Howes, Richard Todd, medical | Sept.2017    | ongoing |



a. Recognition of the importance of the work that we do	and education chairs/panels		
b. Opening potential avenues to funding through project work with Government			
c. Broadening awareness of the financial constraints facing small charities who are providing vital services individuals and families.			
d. Organise and run an All Party Parliamentary Group (APPG)		Sept 2017	ongoing
• Continue to research and apply for grants and corporate funding/sponsorship	Fundraiser/office	Oct 2107	ongoing
• Set up webinar programme	Sophie Kayani, Matt Devonshire, Gill Dixon office	Sept 2017	ongoing
• Compile and sell a book of poetry written by adults and market on social media	Janet Taylor/office		April 2018
• Promote sustainable income streams Unity Lottery, Direct Debit for membership	Trustees, office	Sept 2017	
<b><u>3. Provide a service for talks by experts to interested parties</u></b>			
• Dyspraxia Foundation to provide talks at an agreed price by approved speakers	Gill Dixon/Trustees/office	Ongoing	ongoing
• Review and monitor success of talks	Gill Dixon/Office		
<b><u>4. To monitor and maintain an email and phone enquiry service</u></b>			
• To evaluate impact of telephone helpline & email enquiry service	Office/trustees	Sept 2017	June 18/19
• To provide training to volunteers	Office		Jan 18/19
• To hold recruitment events for new volunteers	Office		
• Seek funding to sustain telephone helpline & email enquiry service post Big Lottery funding	Treasurer/Fundraiser	ongoing	



**5. Awareness campaign 2017  
focusing on primary aged  
children**

- |  |                     |                  |
|--|---------------------|------------------|
| <ul style="list-style-type: none"> <li>• Carry out survey exploring awareness/understanding of dyspraxia/DCD in schools</li> <li>• Prepare analysis and produce summary report</li> <li>• Develop and promote relevant advice sheet relating to children of primary school age.</li> <li>• Press release to highlight findings and support available from the Dyspraxia Foundation</li> <li>• Monitor and review impact of awareness campaign</li> </ul> | Trustees and office | Sept/Oct<br>2017 |
|--|---------------------|------------------|

**6. Awareness campaign 2018  
focusing secondary aged  
children**

- |  |          |                  |
|--|----------|------------------|
| <ul style="list-style-type: none"> <li>• Decision re campaign focus</li> </ul> | Trustees | November<br>2017 |
|--|----------|------------------|

**7. Continue to review and update  
the website**

- |  |                        |           |           |
|--|------------------------|-----------|-----------|
| <ul style="list-style-type: none"> <li>• Review and update website content</li> </ul>      | Trustees/office        | Jan 2017  | Jan 18/19 |
| <ul style="list-style-type: none"> <li>• Add organisational policies to website</li> </ul> | Office/Matt Devonshire | Ongoing   | Ongoing   |
| <ul style="list-style-type: none"> <li>• Add new resources to members only area</li> </ul> | Matt Devonshire        | Sept 2017 | Ongoing   |

**8. Increase range of information  
sheets**

- |   |              |           |
|---|--------------|-----------|
| <ul style="list-style-type: none"> <li>• Employment Guidelines</li> </ul> | Richard Todd | Sept 2017 |
| <ul style="list-style-type: none"> <li>• Dyspraxia/DCD and PE</li> </ul>  | Michele Lee  | Sep 2017  |



### 9. Review membership of advisory panels

- |   |  |           |            |
|---|--|-----------|------------|
| <ul style="list-style-type: none"> <li>Review membership of all panels, identifying gaps in expertise and recruiting new panel members</li> </ul> | Marian Hankey (medical)<br>Gill Dixon (education)<br>Janet Taylor (Adult)<br>Sophie Kayani (Fundraising)<br>Sally Payne (Research)<br>Heather Angilley (Editorial) | Sept 2017 | June 18/19 |
|---|--|-----------|------------|

### 10. Respond to media stories

- |  |                              |                    |
|--|------------------------------|--------------------|
| <ul style="list-style-type: none"> <li>Monitor media stories via Google alerts.<br/>Coordinate response to relevant media stories within 5 working days</li> </ul> | Press Officer and PR company | Ongoing<br>Ongoing |
|--|------------------------------|--------------------|

### 11. Maintain and promote Dyspraxia Foundation online shop

- |  |                           |                      |                    |
|--|---------------------------|----------------------|--------------------|
| <ul style="list-style-type: none"> <li>Research companies/products relevant to people with dyspraxia/DCD</li> </ul>              | Trustees/Office<br>Office | Dec 2017<br>Dec 2017 | Ongoing<br>Ongoing |
| <ul style="list-style-type: none"> <li>Devise terms/an agreement between Dyspraxia Foundation and commercial partners</li> </ul> | Office                    | Dec 2017             | Ongoing            |
| <ul style="list-style-type: none"> <li>Expand range of products available through online shop</li> </ul>                         |                           |                      |                    |

### 12. Support research to increase understanding of dyspraxia/DCD and its impact

- |   |  |         |
|---|--|---------|
| <ul style="list-style-type: none"> <li>Review requests for research support within appropriate timescale</li> </ul> | Research/advisory panels<br>Hitchin team | Ongoing |
| <ul style="list-style-type: none"> <li>Post participant recruitment ads on website</li> </ul>                       |  |         |

### 13. Workshops for parents and professionals and adults

- |  |                     |           |                                 |
|--|---------------------|-----------|---------------------------------|
| <ul style="list-style-type: none"> <li>Hold 2 workshops/conferences per annum</li> </ul> | Trustees and office | June 2017 | Ongoing<br>June 17/18<br>Nov 18 |
| <ul style="list-style-type: none"> <li>London AGM and conference</li> </ul>              |                     |           |                                 |
| <ul style="list-style-type: none"> <li>Adult conference alternate years</li> </ul>       |                     |           |                                 |



#### **14. Further develop support for teenagers**

- |  |  |                          |         |
|--|--|--------------------------|---------|
| <ul style="list-style-type: none"> <li>• Secure funding to maintain the role of Youth Office beyond Dec 2017</li> <li>• Maintain the Youth website</li> </ul>  | Trustees/Office<br>Matt Devonshire/Claire Cripps | December 2017<br>Ongoing |         |
| <ul style="list-style-type: none"> <li>• Continue to provide support for youth with dyspraxia/DCD via social media workshops and events guided by the needs and views of the young people themselves.</li> </ul> | Claire Cripps                                    | Ongoing                  | Ongoing |

#### **15. Provide support for Local Groups & improve communication between Local Groups & Trustees**

- |   |                                       |                    |                       |
|---|---------------------------------------|--------------------|-----------------------|
| <ul style="list-style-type: none"> <li>• Review Local Group Guidelines to ensure policies/procedures are up to date</li> </ul>  | Lisa McCarthy /Office                 | Sept 17            |                       |
| <ul style="list-style-type: none"> <li>• Ensure all Local Coordinators have signed up to the organisational Safeguarding policy</li> </ul>  | Office<br>Office                      | Jan 17<br>Ongoing  | Ongoing               |
| <ul style="list-style-type: none"> <li>• Support Local Groups to provide financial reports each quarter</li> </ul>  | Membership Secretary<br>Lisa McCarthy | Ongoing<br>Ongoing | Sept 17/18<br>Ongoing |
| <ul style="list-style-type: none"> <li>• Local Groups newsletter circulated after each Trustee meeting</li> </ul>   |                                       |                    |                       |
| <ul style="list-style-type: none"> <li>• Each Local Group to have secured at least £100 external funding for local activities each year</li> </ul>  | Fundraiser                            |                    |                       |
| <ul style="list-style-type: none"> <li>• Trustees to visit and support local groups in their area.</li> </ul>   | Trustees                              |                    |                       |
| <ul style="list-style-type: none"> <li>• Hold General Council meetings once a year in 2 locations (one north and one south of England) with all co-ordinators, trustees, office staff and advisors invited</li> </ul> | Trustees and Office                   |                    |                       |