

Reaching out



IMPACT REPORT | Annual Review | Financial Statement | 2008-2009



A message from our President

After my accident in 1958, I went to live in Yorkshire and it soon became evident to me that much had to be improved for people living with spinal cord injury in the community.

The Spinal Injuries Association, of which I am proud to be President, has always endeavoured to reach out to spinal cord injured people. During the past year, we have been particularly concerned to make contact with those being treated in general hospitals. Many have suffered the disastrous consequences of not being admitted to a specialist Spinal Cord Injury Centre, such as life-threatening pressure sores, chest complications and depression.

I am delighted about the establishment of our Community Peer Support Service which has focussed its efforts on making contact with and supporting those being treated in general hospitals and other non-specialist environments. Already we have been able to assist more than 76 people in this situation and, as a result of SIA's influence, a large majority have subsequently been admitted to a Spinal Cord Injury Centre for the specialist care they desperately need.

I hope you will agree that this Impact Report demonstrates just how important our work is. We must continue to do all we can to reach out to spinal cord injured people at every stage of their lives through our services as well as campaigning for the best possible care and rehabilitation.

Masham of Ilton

Baroness Masham of Ilton



Our Patron writes



As Patron of the Spinal Injuries Association it gives me pleasure to introduce this Report on the difference that the Association has made to the lives of spinal cord injured people during the past year.

While contact with, and support of, individuals with spinal cord injury has remained a priority, the Association has worked to extend its services to include a wide range of people whose proximity to the injured person, whether personally or professionally, has a direct impact on their health and well-being.

Families, health professionals, employers, teachers – all have played a significant role in our service delivery programme and our campaigning work during the year. Our objective has been to support, educate and inform, and to do this by drawing on the experience of our spinal cord injured membership.

This new emphasis on outreach work has proved extremely fruitful

as this Report demonstrates. By contacting the wider circle of people involved in a disabled person's daily life we can work towards ensuring that outcomes for the individual in terms of treatment, relationships, education and employment are improved. I hope you will feel, on reading this Report, that this new area of work has enhanced our influence and ability to empower spinal cord injured people to live the life they want, in the way that they want.



Her Royal Highness, The Princess Royal

About the Spinal Injuries Association

Spinal cord injury is one of the most devastating traumas that can affect the human body. The results are partial or total paralysis, often with the individual facing life in a wheelchair. For the person concerned, let alone their family, the realisation of the long-term impact of such an injury is a frightening, sometimes overwhelming, event.

At SIA we reach out to individuals and their families, whether the person is newly injured or has been living with spinal cord injury for some time. We are there to help and support newly-injured people, their family and friends, and show the way back to a fulfilling life. We also support those who have been injured for many years and who now face new challenges as they grow older with a spinal cord injury.

Our wide range of services and publications ensure that we can meet needs across the full age spectrum, and at each stage of a person's life. Reaching out to spinal cord injured people is at the heart of what we do and also informs

our work with professionals, both specialist and non-specialist.

Reaching out after injury...

- Information and advice for relatives from our Freephone Advice Line
- Contact with our Peer Support team in the SCI Centre or treatment hospital
- Access to our Family Counsellor (Stoke Mandeville)
- Access to our Relatives Travel Fund providing financial assistance
- Publications to assist family members and non-specialist staff caring for an SCI person.

Reaching out during rehabilitation...

- Contact with our Peer Support or Community Peer Support staff
- Publications on a wide range of topics related to living with SCI
- Full membership of SIA enabling free access to all our support services
- Receipt of our bi-monthly magazine *forward*
- Access to legal advice from SIA-approved firms listed in our specialist guide
- Access to useful information, 24-hours a day, via the SIA Information Kiosks sited in each SCI Centre
- The opportunity to attend an SIA Employment Clinic at the SCI Centre to talk about support in getting back to work.

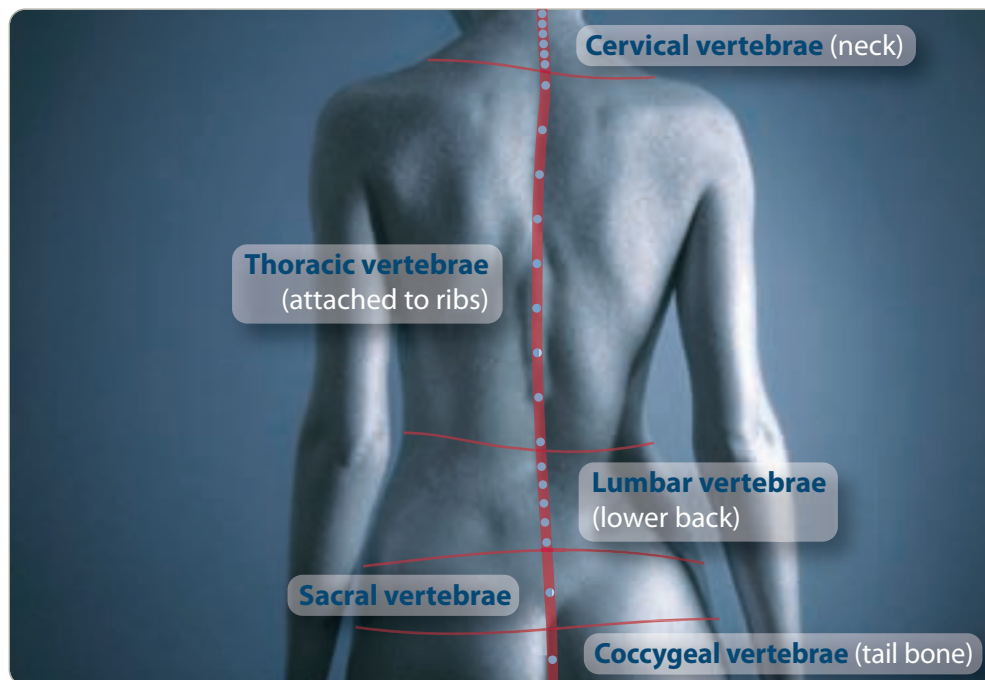
Reaching out in the community...

- Ongoing, one-to-one support from our Peer Link Team

- Access to the SIA Freephone Advice Line, with specialist workers on health, ageing and employment
- Full access to SIA's website at www.spinal.co.uk
- Opportunity to subscribe to *e-clips*, our bi-monthly online bulletin
- Invitation to join regular website Chat Room evenings and specialist Chat Room Plus sessions
- A chance to visit the National Library on Spinal Cord Injury at SIA House
- Attendance at specialist conferences and information days on spinal cord injury
- Influence over the direction of SIA's work through the Campaigning for Change Action Group
- Information for GPs and Community Healthcare staff on SCI and the ongoing needs of a spinal cord injured person
- Access to individual support through our Advocacy Service.

What is spinal cord injury?

The spinal cord is responsible for carrying messages between the brain and the rest of the body. An injury to the spinal cord results in partial or complete paralysis below the level of the injury. Injury to the spinal cord in the neck results in tetraplegia with paralysis affecting the arms, hands, trunk and legs. Injury to the spinal cord in the back results in paraplegia with paralysis affecting the trunk and legs.



Spinal cord injury (SCI) can:

- Be caused by disease, surgery or trauma to the spinal cord
- Result in complete loss of movement and sensation below the level of the injury
- Happen to anyone, at any time, at any age.

Some facts about SCI:

- Every day in Britain, three people are permanently paralysed by damage to their spinal cord
- Loss of mobility, bladder and bowel control and sexual function are likely consequences
- The majority of people who become SCI are active and between 21 and 30 years old. The average age is 44 years with

- an age range of 3 to 102 years
- The most frequent cause of traumatic injury is road traffic accidents (27%), followed closely by falls (26%). Sports injuries and non-traumatic injury account for most of the remaining cases.
- Non-traumatic causes include infection and tumours of the spine.
- 71% of newly-injured people are male and 28% female. (1% = gender not given)

“SIA reaches out to all spinal cord injured people, supporting them and their families for the rest of their lives. This Impact Report shows you how”



From the Chair

The purpose of our Impact Report is to highlight the ways in which we have made a difference to the lives of spinal cord injured people. During the past year, our purpose has been not just to make this difference, but also to measure the impact of what we do and so ensure that our efforts are being successful.

As you will see, during the year we have developed new ways of reaching out and supporting the individual SCI person. We have been particularly concerned to ensure that our severely disabled members are well-informed as to their rights to receive Continuing Healthcare. We are also currently heavily involved in monitoring EU legislation on the Working Time Directive which could well impact on our members' ability to receive the level of live-in care they need.

Of equal concern to us has been the well-being of families. By supporting the family, we can indirectly improve the outcome for the injured

person. Our Family Counselling Service and online support is proving vital in this area.

Meanwhile, the plight of newly-injured people who have not gained access to a specialist Spinal Cord Injury Centre has been a real concern. Increasing our work within District General Hospitals is resulting in greater awareness amongst non-specialist staff of the pressing need to ensure that newly-injured people in their care gain admittance to a specialist Centre with the minimum of delay.

These areas of unmet need have informed our work during the past year. Underpinning this work has been the need to grow our influence amongst the policy-makers. It is particularly gratifying to report on the successful establishment of the first All Party Parliamentary Group on Spinal Cord Injury and their support for our campaign on Preserving and Developing the national Spinal Cord Injury service, launched in June 2008.

SIA's Vision

Our vision is of a world where spinal cord injury is no barrier to a full and independent life. We are achieving our vision through our services, campaigns and training. Involving and working with spinal cord injured people lies at the heart of our success. We are one of the very few national, truly user-led organisations working in the field of disability.



- SIA is governed by spinal cord injured people
- There are 52 paid staff, of whom 54% are spinal cord injured
- SIA has a network of 23 active volunteers, 92% of whom are spinal cord injured.

I would like to take this opportunity to thank all those members who have contributed to our campaigning and assure them that we will continue to represent their best interests in all areas of our work. My thanks also go to our Board of Trustees and the SIA staff

and volunteers; their experience and commitment continue to enrich our efforts to improve the daily lives of spinal cord injured people.

John Borthwick

What people say about SIA...



“SIA’s Chat Room, which I’ve hosted for many years, is a vital lifeline for many SIA members such as myself. As a spinal cord injured person, talking with others, especially those newly injured, can provide real encouragement to them in the challenges they face.

We also ‘chat’ online with family members and with Personal Assistants who want our thoughts on improving the care they provide. Through the Chat Room, SIA provides a welcoming and friendly forum for those with spinal cord injury to share their fears and anxieties, as well as their successes.” Christine Checkley, C2, hosts SIA’s regular Chat Room



“I recently purchased from SIA the boxed set of books called *Moving*

Forward and my whole family has found something of interest to read in it. I know I will dip into the books for information often in the years to come. If my circumstances change I may even have to add to the set by buying the *Parenting* booklet! I find all the quoted experiences of other SCI people so interesting and I can often relate to what they are saying.”

Judy Tucker, T6, SIA Member



“Volunteering on the SIA Advice Line taught me the importance of accessing up-to-date, factual information. However, when motherhood happily loomed, I knew it wasn’t only practical information I needed, but, access to SIA’s most valuable resource – its members. I cannot stress enough how important the SIA’s Link scheme was to me – learning from other mums’ experiences and listening to their advice.” Vivienne Davies, C5/6, SIA Member



“I have 24-hour care at home. Suddenly, two hours of respite care that enabled my PA time off each day was to be withdrawn. Although I have epilepsy as well as an SCI and a variety of things could happen in those two-hours off, I was told that I should cope alone. SIA wrote a very strong and supportive letter informing the local ‘powers-that-be’ that they couldn’t take my respite away and, despite six or seven ‘experts’ from the other side who argued otherwise, we won the day. SIA’s support was greatly appreciated and immensely comforting at the time. It gives me confidence to know that the support of SIA is always there in times of need.”

David Johnson, C5/6, SIA Member



“I was pleased to be a speaker at SIA’s Employment Conference and relate my own experience of returning to work following spinal cord injury. Picking up the pieces after injury isn’t easy. Getting back to work, or taking up volunteering, is an important aspect of returning to a rewarding and fulfilling life. I’m pleased to support SIA’s Employment Service, the support and encouragement it gives is invaluable. The Employment Clinics are such a vital part of the rehabilitation process and I hope SIA can attract more funding to increase their staffing and frequency.”

Richard Foster, C6, SIA Member



“I’ve been an SIA member and receiving *forward* for a couple of years now and have found the magazine and the SIA Community on line extremely helpful, especially when I was planning my first long haul flight since being injured. I like

the way the magazine is full of other members’ experiences of living with spinal cord injury. You know when you read someone else’s story that you are not alone in dealing with the challenges paralysis brings. I have been writing a lot about life after my accident (out running in Germany in 1998) and I now feel I have something to contribute to *forward* myself which might help others more recently injured.” Roz Bracewell-Jupe, T12/L1-2, SIA Member



“It’s essential for newly-injured people, as well as those about to leave hospital for home, to have the support of an organisation like SIA. Working as I do with this group, I know only too well how much the information and advice that’s available from SIA, can make all the difference to how a newly-injured person copes with their changed situation. It’s a difficult time, but the organisation is there to support individuals all the way and the support continues long after being discharged back into the community.” Tony Stephenson, T3



“SIA has been many things to me over the years – an information resource; a link to others in similar situations; a signpost to companies for holidays, care needs, aids and equipment; a campaigner for my rights; a support system and, most importantly, an advice resource for up-to-date information on medical and social issues affecting spinal injury. It’s not just me who benefits from the services SIA offers, but my family do too.” Emily Clacy, C5/6



“Without the help of SIA’s Advice Line and the Peer Support Service, I would not have sorted out the problem I had with my claim for a care package. They provided me with case studies, details of the law as it stands for disabled people and took time to listen to what I had to say. Without their help I would not have resolved the situation.” Lee Davies, C5, SIA Member

Reaching out... *to spinal cord injured people and their*

OBJECTIVE:

To strengthen our pathway of support

AIM:
To launch a new Family Support Service

ACHIEVED: Our new project had three strands: the establishment of a Family Counselling Service at the National Spinal Injuries Centre, Stoke Mandeville Hospital, the development of a dedicated Family Circle area on our website and the preparation of

a book for families of newly injured people entitled *Family Matters*. All three strands were achieved, with *Family Matters* to be launched at our AGM.

Our website now has an area solely for family members to share experiences,

“If you hadn't been there, I don't think I would have survived”

exchange messages and participate in Chat Rooms. And, during its first year, the SIA Family Counselling Service delivered, in partnership with the Clinical Psychology Team at the NSIC, support to 65 individuals.

AIM:
To redesign our website to increase its appeal and offer more interactive features

ACHIEVED: Responding to ideas and suggestions from our members, we redesigned and relaunched our website with increased attractiveness and features. A popular feature of our website is the Chat Room

and, again responding to requests, we launched a series of specialist evenings, Chat Room Plus, covering topics such as Pain Management, SCI Research and Bowel Management.

AIM:
To develop our communications activity

ACHIEVED: Having instigated a text messaging service last year (SIA was one of the first national voluntary organisations to use this means of communication), we explored other means of communicating with spinal cord injured people and their families. This resulted in our



KEY IMPACTS

- Launch of *Family Matters* Service
- Publication of research on Ageing with Spinal Cord Injury
- 'New look' *forward* launched
- *E-clips* circulation reaches 3,000 subscribers
- Launch of *Chat Room Plus* online sessions
- 3,603 enquiries dealt with by the SIA Advice Line
- *Moving Forward 4* published.

families

installing Information Kiosks, which hold a replica of our website at four Spinal Injuries Centres. Over the past year we have been successful in installing an Information Kiosk in every Centre, save one, in England, Wales and Northern Ireland.

AIM:
To launch a new look *forward* magazine and increase circulation of our online *e-clips* bulletin to 3,000

ACHIEVED: Our research shows that a prime reason for SCI people and their families taking up membership of SIA is to ensure they receive regular copies of our flagship magazine *forward*. During the year, the format of the magazine underwent a redesign to improve its layout and paper quality. In addition, our online bulletin *e-clips* gained in popularity with subscribers reaching 3,000 for the first time.

AIM:
To conduct research on Ageing with SCI and hold a National Conference on this topic

ACHIEVED: We carried out research amongst our members on their views on ageing with spinal cord



injury, resulting in the publication of a major piece of research. Key findings of the report showed:

- The type of hospital where an individual is treated following SCI has a significant impact on their future health and their perception of their health
- Men and women have similar experiences
- with SCI but differ in the care they require and their health priorities
- It is more important to consider how long an individual has been injured, than their age
- More should be done to encourage healthy lifestyles to lower the risk of health problems associated with ageing.

Reaching out... *to spinal cord injured people and their*

OBJECTIVE:

To strengthen our pathway of support

AIM:

To increase the capacity of the Peer Support Service

ACHIEVED: Our Peer Support Service operates at all the Spinal Cord Injury Centres in England, Wales and Northern Ireland. During the year we focussed particular efforts on increasing the capacity of the

Service to offer support to those nearing discharge through our Peer Link Scheme.

Feedback shows that, for many, leaving hospital and returning to the community can be a particular stressful and isolating time. Newly-injured people need a different level of support to help them access their local services, put appropriate care packages in place and deal with the many and varied challenges arising from their 'new life' as a wheelchair user.

Our Peer Link staff can help with this transition and offer reassurance and practical advice. With over 200 contacts made, the Peer Link Scheme is proving to be of immense practical support to those it reaches and therefore an invaluable development to our work.

AIM:

To publish a new edition of *Moving Forward* and an SIA DVD *so you're paralysed...*

ACHIEVED: Our publication *Moving Forward* is in constant demand by spinal cord injured people and professionals alike. As a result, stocks of the third edition were exhausted. The fourth edition was published during the year and its new, more accessible, design had an immediate impact. Rather than one single book, the publication was split into 18 separate booklets which could be purchased as a set or individually. Subjects covered range from *Living Independently, Your Rights, Parenting, Housing and Adaptations, Children and Teenagers with SCI to Getting Around and Leisure Activities, Holidays and Travel*.

We also published our first DVD, *so you're paralysed...* which was produced by tetraplegic SIA member Libby Weber. The DVD is aimed primarily at newly-injured people and their families and features



families

spinal cord injured people from a wide range of backgrounds and with varying severity of disability talking about their lives in a frank, honest and sometimes humorous way.

AIM:
To increase the number of Employment Clinics available to spinal cord injured people...

ACHIEVED: We believe that employment and volunteering are an essential ingredient of a healthy and fulfilling life. Our role has been to set up and/or participate in Employment Clinics available at Spinal Cord Injury Centres, normally in liaison with Occupational Therapy staff and outside agencies such as Job Centre Plus.

During the past year we have added to the existing Clinics held at Stoke Mandeville, Salisbury, Sheffield and Stanmore Spinal Cord Injury Centres. New Clinics have opened at the Oswestry, Rookwood and Middlesbrough Centres offering support, information and advice to newly-injured people wishing to explore their employment and volunteering opportunities. 276 people have benefited from the availability of an Employment Clinic at their SCI Centre.

Targets to reach for in 2009-10



- Publication of a book for children/teenagers of a newly-injured parent
- Expansion of the Family Counselling Service to other SCI Centres
- Publication of the book *Family Matters*
- Holding a conference on the *Emotional Impact of Spinal Cord Injury on Family Members*
- Extending the *Family Matters* series of Factsheets
- Expansion of *Your Voice* training courses in line with feedback received from participants
- Launch a new website with increased appeal, features and navigability
- Increase *e-clips* online bulletin from bi-monthly to monthly
- Expand the network of Employment Clinics at Spinal Cord Injury Centres
- Launch *Your Voice* self-advocacy training courses for SCI people
- Launch *New Leaf*, the unique career-guidance software for SCI people
- Extend the online Chat Room to three sessions a week
- Launch *Shared Experiences*.

Reaching out... *to the community*

OBJECTIVE:

To raise awareness of SCI amongst non-specialists

AIM:

Target non-specialist units in order to reach those receiving care in a non-specialist unit

ACHIEVED: With the launch of our Community Peer Support Service, we were able, for the first time, to support 76 people who were being treated in non-specialist settings such as District General Hospitals and in some cases we have been instrumental in ensuring a newly-paralysed person's admission to a Spinal Cord Injury Centre. Where this has not been possible, we have been able to offer reassurance to the patient and their family as well as advising hospital staff to consult with their nearest specialist Centre as to the appropriate pathway of care required in the treatment of spinal cord injury.

AIM:

Raise awareness and understanding of the causes and effects of SCI amongst non-specialists and the wider community

ACHIEVED: Through our education and training arm, the SIA Academy, we have delivered our Perspectives training course to over 1,000 people from a range of backgrounds, including Community Occupational Therapists and Physiotherapists, doctors and nurses in training and social workers.

The legal profession has been keen to ensure they have the appropriate level of knowledge on SCI to be able to support newly-disabled clients through lengthy compensation cases and ensure best outcomes. Our Solicitors' Training Course provides this knowledge and is accredited both with The Law Society and the Association of Personal Injury Lawyers for Continuing Personal Development.

Employers have played an important role in our aim to support spinal cord injured people back into the workplace or into volunteering. In June 2008, we held our first National Employment Conference attended by over 90 major employers including British Airways, BT, Pertemps, HSBC and Royal Mail. The importance of early intervention – for example,



KEY IMPACTS

- Over 76 people supported through new Community Peer Support Service
- National Employment Conference attended by 90+ major employers
- 1,200 schoolchildren received our SCI awareness education
- 37,000 hits to our website each month
- Over 6,400 downloads of our Factsheets
- 276 people attended an SIA/Spinal Centre Employment Clinic.

by attendance at an Employment Clinic within a Spinal Cord Injury Centre – was evidenced and acknowledged as one of the most crucial elements in an individual's ability to return to or gain employment following injury.

Raising awareness across broad sections of the community has included visiting schools to explain to over 1,200 pupils how to keep themselves safe while enjoying active lives, as well as what it means to live with a disability.

The National Library on Spinal Cord Injury, based at SIA House, holds an extensive collection of books, journals, magazines and multi-media on spinal cord

injury. We have achieved our aim of placing our entire catalogue online, as a result of which students, researchers and others have the opportunity to browse our collection prior to visiting.

AIM:
Increase partnership and networking with relevant stakeholders

ACHIEVED: Partnership working has been achieved with a range of stakeholders, including the National Spinal Injuries Centre at Stoke Mandeville Hospital, where we have established the Family Counselling Service as a joint project. On the wider front, we have worked with Occupational Therapists from the majority of the Spinal Cord Injury Centres to establish an Employment Forum to progress the work of the Employment Clinics.

We have also worked with the Open University/ Bedford University to undertake research projects, such as our research into ageing with spinal cord injury.

Our work with employers has created a formal work-placement scheme with The Prince's Trust. This enabled a young spinal cord injured man to complete a six-month work placement within their Marketing & Communications Department. We hope to expand this scheme into other offices over the coming year.

CASE STUDY

Peter met James, paralysed as the result of a spinal tumour, when he visited him in a District General Hospital. Without the specialist care and support found within a Spinal Cord Injury Centre, James felt very lost and alone and was desperate for information, as were his family. Peter was able to reassure him that he could lead an active life again and gave him information on suitable wheelchairs, equipment and housing, as well as guiding James and his wife towards the appropriate sources of financial help.

The hospital staff were delighted with the assistance that Peter gave them too. They contacted their nearest Spinal Cord Injury Centre to arrange for James to be transferred there as soon as possible, so that he could undergo rehabilitation. "Peter's visits are hugely valuable to our patients. Firstly, it gives them some peer support and someone to talk to for information. Secondly, it gives them time to stop and think about their journey so far and what they need to focus on during their rehabilitation and afterwards."

A few weeks after Peter's visit, James was finally transferred to a specialist Spinal Cord Injury Centre. He said, "I felt so alone but meeting Peter and learning about SIA helped me to realise that there was a future. It has been a great support to both me and my family. Now that I am here in a specialist Centre I feel more confident that I will be able to pick up the pieces and rebuild my life."



Targets to reach for in 2009-10

- Development of a Professionals' Portal on website
- Expansion of Community Peer Support into the Greater London area
- Launch of an Access Audit Service for employers
- Publication of *Managing Spinal Injuries: Critical Care* for staff working in ICU/HDU
- Development of an online Employers' Portal
- To chair the newly-formed SCI UK organisation
- To work with the professional organisations, MASCIP (Multi Disciplinary Association of Spinal Cord Injury Professionals) and BASCIS (British Association of Spinal Cord Injury Specialists) to ensure best medical care and practice for SCI people.

Reaching out... *through campaigning*

OBJECTIVE:

To strengthen SIA's Public Affairs and policy work

AIM:
Survey members to find out their priorities for our future campaigning and produce a new Campaigning for Change manifesto

ACHIEVED: Nearly 1,000 members responded to the survey. The responses highlighted SIA's need to continue to campaign on:

- Preserving and developing the National SCI Service
- Access to buildings, services and accessible toilets
- Community Care for SCI people and increasing SCI awareness in District General Hospitals
- Welfare Benefit Reform and Winter Fuel Payments for disabled people under 60
- Disability Awareness and Equality.

Other priorities identified were: Public Transport and

Taxis; Blue Badges (abuse and enforcement); Equipment and Wheelchair provision; development of a strategy to tackle the issues of ageing with a spinal cord injury.

AIM:
Recruit a Head of Public Affairs to establish and run an advocacy service to support SCI people

ACHIEVED: A Head of Public Affairs, who is spinal cord injured, was appointed in July 2008 to both co-ordinate campaigning activity and develop an advocacy service for SIA members. Set up in

response to demand from our members for specialist support, the service aims to tackle members' issues, for example challenging acts of discrimination such as denial of access to services.

AIM:
Launch an All Party Parliamentary Group on SCI, developing contacts with MPs and Peers

ACHIEVED: We took the lead in establishing an All Party Parliamentary Group (APPG) on SCI which was launched at a reception in Westminster in April 2008. The APPG on SCI now has 87 members



KEY IMPACTS

- Advocacy Service launched
- Six Advocacy Information packs published
- All Party Parliamentary Group (APPG) on SCI established
- Parliamentary membership of APPG reaches 87 MPs
- Two online forums held on air travel and winter fuel payments
- 49 advocacy cases dealt with.



and is focussing in particular on the issues affecting the UK SCI Centres.

AIM:

Carry out research into the National SCI Centre Service and produce proposals for future action to take the SCI Centre campaign forward

ACHIEVED: Following extensive consultation with key stakeholders across the NHS on current service provision and funding allocation, a report on Year One of the two-year project was made available to the public at the launch of the APPG on SCI in April 2008 with the final findings of the research being published in a report launched by the APPG on SCI in June 2009.

CASE STUDY

At the time of his injury, George had been working as a social worker for a local authority. In July 2008 they informed him that, as a wheelchair user, he would be unable to conduct home visits and he would therefore be released from his employment.

The SIA Advocacy Service sent a letter to the Chief Executive of the local authority in support of George's case. The letter stated that George's dismissal was a breach of the Disability Discrimination Act and that efforts should be made to find him a more suitable position within the organisation.

In August 2008, the Head of Human Resources from the local authority replied



to SIA stating they would shortly be contacting George to discuss redeploying him in a more suitable role.



Targets to reach for in 2009-10

- Developing new advocacy packs on specific issues
- Increasing the number of people supported by the advocacy service
- Working on the priorities published in *Campaigning for Change*
- Continuing to build on the success of the All Party Parliamentary Group on SCI, developing contacts with MPs and Peers
- Working with Commissioners to develop a single commissioning body for SCI Centres
- Working with medical professionals and Commissioners to develop standards for SCI treatment and care
- Expanding the range of Equality Packs to cover new areas
- Increasing casework with members through collaboration with SIA's Outreach Service in order to widen our impact.

Reaching out... to our supporters

OBJECTIVE:

To support the development of Paralympic Sport

AIM:

To encourage wheelchair users to participate in sport

ACHIEVED: In 2008 SIA launched its *Rebuilding Lives Through Sport* project with the aim of supporting the development of Paralympic sports where participants are wheelchair users. The project, which has a

“Regular giving through standing order, payroll giving and direct debit is vital to the fundraising effort of SIA. We are grateful to 40 of our supporters who give to SIA in this way”

particular focus on grassroots level support, is funded through sponsorship raised by runners in the London Marathon as a result of SIA being the event's Charity of the Year for 2008 and by funds donated by Norwich Union (Aviva) and the Peter Harrison Foundation.

The first round of grants was distributed during 2008. Grants varied between £1,000 and £50,000 and recipients included: Adaptive Snow Sports MK, Carsington Sailability, Disabled Snow Sports, English Federation of Disability Sport, WAMSAD Ltd and Wheel Power.



OBJECTIVE:

To develop new ways of giving for our supporters

AIM:

To develop a Legacy Campaign for our supporters

ACHIEVED: In order to inform our members and wider stakeholders about the benefits of leaving a bequest to SIA and to recognise the generosity of those who do leave a gift to us, we re-energised our Legacy Campaign. This work included regular articles within *forward* magazine on aspects of Will writing, advice on our website and in a Will Information Pack, greater availability of the free Will Writing Scheme with participating solicitors in some regions and creation of the Memorial Board displayed at SIA House which recognises those that have left a legacy to SIA.

Over the next year SIA plans to extend the free Will Writing Scheme online, meeting the needs of stakeholders regardless of location, and to deliver a series of regional information days with legacy experts offering face-to-face advice on Will writing.





Community Stars

CASE STUDY

Linda became paralysed as a result of a virus attacking the nerves in her spinal cord. After six months in hospital, she returned home to be with her family. It was a hard year for everyone adjusting to a new way of life.

Within a year, Linda was very independent and ready to go back to work. To celebrate the progress she had made, she decided to hold a fundraising evening in February 2009 and to donate some of the proceeds to SIA.

Linda contacted us three months before the event and we sent her the Community Stars Fundraising Pack and supplied lots of fundraising material.

Everyone had a fantastic evening and £1,236 was raised for SIA. Linda is now very much part of our SIA Community Stars programme.



OBJECTIVE:

To broaden the scope of our Trust Fundraising

AIM:

To develop our relationship with Charitable Trusts

ACHIEVED: The majority of income for our services continues to come from grants. In 2008/09 SIA raised £500,875 from trusts, foundations and statutory bodies. In order to secure this, we expanded our service development team with the appointment of a Trusts Assistant to focus on raising funds from regional trusts. This regional focus has included support for the development of our services within Northern Ireland from Awards for All Northern Ireland and the Mitre Trust, and within Wales from Awards for All Wales and the Millennium Stadium Charitable Trust. Over £105,000 was secured from approximately 70 regional trusts with 34 new regional funders.

SIA also built relationships with nine new major trusts during this period, securing over £315,000 for new service activity and received increased support from the Armed Forces Benevolent Funds.

OBJECTIVE:

To increase our Community and Corporate support

AIM:

To engage our members and Corporate Partners in our fundraising efforts

ACHIEVED: The position of Donor Development Officer was established, along with the launch of a Major Donor Campaign. This campaign involved SIA members, our Corporate Partners and a wide range of other supporters. During the year, the number of Corporate Partners increased to 45.

The acquisition of an organisation-wide database, ThankQ, enabled us to analyse our supporter-base and initiate projects that would appeal to our supporter profile. As a result we launched our Celebration Giving, Community Stars and a range of community-based events and promotions to engage our members, their families and friends in our activities.

A major task was undertaken in promoting Gift Aid to our supporters and, by analysing past donations, we were able to claim over £10,000 from HM Revenue & Customs in Gift Aid back-payments.

Reaching out... *through fundraising*

OBJECTIVE:

To increase and develop new fundraising income streams



AIM:

To broaden and deepen our fundraising activities to build diverse and sustainable income streams

ACHIEVED: Our fundraising income falls into the categories of either restricted or unrestricted funds. Clarity over this has enabled us to demonstrate to charitable trusts and statutory funders that all restricted income is used to deliver services directly to spinal cord injured people.

The major fundraising event for the year was our participation in the Flora London Marathon as its Official Charity of the Year. Team SIA was formed to





support our 351-strong running community who raised over £671,000. Half the nett funds raised will be used to support our *Rebuilding Lives Through Sport* project.

The London Marathon, along with a successful Radio 4 Appeal by former world-medallist David Moorcroft OBE, brought unprecedented levels of publicity for the work of the Association.

The proven formula for successful events, such as the Manchester Cornflower Ball, and our long-standing partnership with Spinal Injuries Scotland in putting on the Oil and Gas Industry Quiz Dinner, was repeated in 2008/09. We also opened new doors with the staging of the FA Cup Ball in November. We have worked with both the Amateur Jockeys Association and the Injured Jockeys Fund with our horse racing events. Well-established equestrian events at Newbury and Wincanton have continued to be a good source of financial support for SIA.

Targets to reach for in 2009-10

- Carry out a review of fundraising activities
- Develop new opportunities for individuals to raise funds for SIA
- Introduce new challenge events
- Conduct a major donor campaign
- Seek new opportunities for social/corporate events
- Develop the Corporate Partnership Programme and company sponsorship of SIA activities
- Seek to generate new initiatives for SIA Enterprises
- Continue to build on trust fundraising successes and identify new development initiatives
- Seek to develop funding opportunities from statutory bodies to fund service development
- Conduct a major appeal to raise £150,000 in memory of Sir Tristram Ricketts.

Financial statement to 5 April 2009

Independent Auditor's Report to the members of the Spinal Injuries Association.

We have audited the financial statements of the Spinal Injuries Association for the year ended 5 April 2009 which comprise the consolidated Statement of Financial Activities, the Consolidated Income and Expenditure Account, the Consolidated and Charity Balance Sheets and related notes. This report is made solely to the company's members, as a body, in accordance with Section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

The Trustees, who are also the directors of the Spinal Injuries Association for the purposes of company law, are responsible for the preparation of financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, whether the financial statements are properly prepared in accordance with the Companies Act 1985 and whether the information given in the Trustees' Report is consistent with the financial statements. We also report to you if, in

our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Trustee's remuneration and transactions with the charity is not disclosed.

We read the Trustees Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

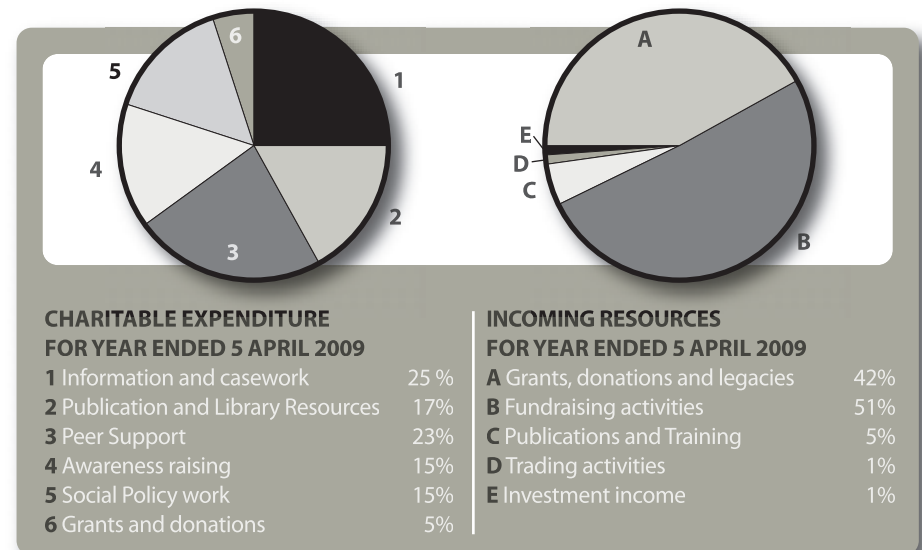
We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the judgements made by the Trustees in the preparation of the financial statements, and of whether accounting policies are appropriate to the charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance as to whether the financial statements are free from material misstatement, whether caused by

fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

In our opinion

- The financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice of the state of the charitable company's affairs as at 5 April 2009 and of its incoming resources and application of resources, including its income and expenditure, in the year then ended;
- The financial statements have been properly prepared in accordance with the Companies Act 1985; and
- The information given in the Trustees Report is consistent with the financial statements.



Consolidated Statement of Financial Activities

for year ended 5 April 2009

	2009 £	2008 £
Incoming resources		
<i>Incoming resources from generated funds:</i>		
Voluntary income:		
Grants and donations	959,231	1,005,023
Activities for generating funds:		
Fundraising activities	1,150,910	1,064,386
Trading activities	20,700	63,399
Investment income	15,937	28,764
	<u>2,146,778</u>	<u>2,161,572</u>
<i>Incoming resources from charitable activities:</i>		
Publications and Training	121,867	62,140
TOTAL INCOMING RESOURCES	<u>2,268,645</u>	<u>2,223,712</u>
Resources expended		
<i>Cost of generating funds:</i>		
Fundraising costs of grants and donations	238,571	210,186
Fundraising activities	537,593	495,993
Trading activities	13,655	14,526
Sub total cost of generating funds	<u>789,819</u>	<u>720,705</u>
<i>Charitable activities:</i>		
Grants and donations	76,240	23,382
Services, Publications, Social Policy	1,135,650	1,052,929
Awareness raising	207,599	165,058
Sub total charitable activities	<u>1,419,489</u>	<u>1,241,369</u>
Governance costs	81,324	87,585
TOTAL RESOURCES EXPENDED	<u>2,290,632</u>	<u>2,049,659</u>
Net (outgoing) incoming resources before transfers	<u>(21,987)</u>	<u>174,053</u>
Gross transfers between funds	-	-
Net (outgoing) incoming resources before revaluation	<u>(21,987)</u>	<u>174,053</u>
Gains/losses on revaluations of investment assets	-	-
Net movement of funds in year	<u>(21,987)</u>	<u>174,053</u>
Total funds as at 5 April 2008	2,456,176	2,282,123
TOTAL FUNDS AS AT 5 APRIL 2009	<u>2,434,189</u>	<u>2,456,176</u>

The charitable company has no recognised gains or losses other than the results for the year as set out above. All of the activities of the charitable company are classed as continuing except where indicated otherwise.

Consolidated Balance Sheet

as at 5 April 2009

	2009 £	2009 £	2008 £	2008 £
Fixed assets				
Tangible assets		2,026,082		2,072,902
Investments		-		-
		<u>2,026,082</u>		<u>2,072,902</u>
Current assets				
Debtors	193,115		395,227	
Short term deposits	300,000		400,000	
Cash at bank and in hand	326,855		167,432	
	819,970		962,659	
Current liabilities				
CREDITORS: amounts falling due within one year	(211,863)		(379,385)	
NET CURRENT ASSETS		608,107		583,274
CREDITORS: amounts falling due after more than one year		(200,000)		(200,000)
TOTAL ASSETS LESS LIABILITIES		<u>2,434,189</u>		<u>2,456,176</u>
Represented by Funds				
Unrestricted				
Designated Funds		172,021		13,817
Property Funds		1,804,738		1,844,406
Other charitable funds		320,205		485,401
		<u>2,296,964</u>		<u>2,343,624</u>
Restricted		137,225		112,552
Total funds		<u>2,434,189</u>		<u>2,456,176</u>

The financial statements were approved by the trustees on 8 August 2009 and signed on their behalf by:



Jonathan Wilkes ACA
Treasurer

Legal & administrative info

AS AT 6 APRIL 2009

Patron

HRH The Princess Royal

President

Baroness Masham of Ilton*

Vice Presidents

Lady Howard de Walden
Chris Serle
Tim Watts

Trustees & Board of Directors

Kelvin Blake*
John Borthwick*
Peggy Deane*
Rupert Earl*
Andrew Healey* (co-opted)
Bart Hellyer*
Michelle Howard*
Darren Hughes*
Judith Jesky*
Sue Line*
Becky Mason*
Elizabeth Martin*
Martin McLelland (co-opted)
Steve Paget* (co-opted)
John van Dongen*
Jonathan Wilkes (Hon Treasurer co-opted)
James Wood*

Company Secretary
Paul Smith*

Principal Management Personnel

Paul Smith*
Mary Ann Tyrrell

*denotes disabled person

Registered Office

SIA House
2 Trueman Place
Oldbrook
Milton Keynes
MK6 2HH

Auditors

Mazars LLP
Sovereign Court
Witan Gate
Milton Keynes
MK9 2HP

Solicitors

emw law
Secklow House
101 North 13th Street
Milton Keynes
MK9 3NX

Bankers

Barclays Bank plc
Muswell Hill
London
N10 1DD

Our thanks

We would not have achieved as much as we have in the past year without the efforts of our members and supporters and the generosity of many Trusts, Foundations and Corporate sponsors. Thank you.

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 The MacDonald-Buchanan Charitable Settlement
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...because life needn't stop when you're paralysed

We're SIA, the national charity of spinal cord injured people, reaching out to the 40,000 paralysed people living in the UK, their families and professionals concerned with their care.

Visit or write to us at:

**SIA House
2 Trueman Place
Oldbrook
Milton Keynes MK6 2HH**

Or contact us online at www.spinal.co.uk

email: sia@spinal.co.uk

or by phone on: Main Office **0845 678 6633**

or Freephone Advice Line **0800 980 0501**

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