

Issued by **ASBAH**

(Association for Spina Bifida & Hydrocephalus Ltd)

36 Craven Street, London, W.C.2

Campaign Plan is Ready

ASBAH's Campaign Office is forging ahead with preparations for a maximum-impact publicity and fund-raising drive. As you will see from the chart on the centre pages, there is a great deal to be done: on page 4 we give individual members some guidance about what they can do to help.

Although 14th March is the target date for launching, we must stress that the Plan is a flexible one and we can only proceed as fast as resources permit. The No. 1 priority at this point in time is the formation of a National Committee comprising men and women of the highest possible influence. The names of several such persons have been passed to us by members of local associations and we are most grateful for these leads. Please send us more, indicating why the person named is likely to be interested in our cause (they may, for example, already be supporting another charity whose work is in some way related to ours). *Confidences will be respected*; no approach will be made without prior consultation with the member supplying the information.



Robertson Gellatly, aged ten, is getting on well after four years at Coney Hill, the Shaftesbury Society's school for SB children. He now mixes well with the other children and is an enthusiastic member of the Cub pack. Our picture shows Robertson with the senior physiotherapist, Miss Raymond.

In order that this Campaign may have a truly national flavour, we would welcome suggestions of potential members who would carry particular weight in one city or county even though they may not be well-known throughout the country.

A preliminary letter-appeal to Trusts, sponsored by Dr. Horace King, Speaker of the House of Commons,

has brought in over £1,200 to date (with many decisions still awaited).

While the main publicity thrust is being held until the Campaign breaks, journalists are being quietly alerted to the SB problem and some useful background publicity has already appeared. The BBC TV programme on 31st October (in the series 'Matters of Life and Death') must have brought SB to the notice of millions for the first time. Mrs. Mavis Cotford, a member of the ASBAH Executive, subsequently appeared on the programme 'Talk Back'. Articles in two national newspapers are pending as we go to press and many inquiries are reaching our office as a result of mentions in professional and other journals.

Message from the Chairman

On the inside pages of this issue you will find a chart outlining the main work that has to be done in readiness for the Spina Bifida Campaign. This chart does not cover everything but it will give you some idea of the magnitude of the task. If all goes well, and the necessary finance is found to pay for all this activity, we shall be in a position to launch the Campaign in mid-March.

Your elected representatives have come this far in faith and we are confident that, with your help, we can mount a Campaign of sufficient weight to make millions of people aware of spina bifida and eager to give to our cause.

I have to use the words 'we' and 'you' and in a way this is unfortunate, because of course there are not two separate lots of people involved in this effort - you *are* ASBAH and we are all in it together. Unity is vital, for how can we ask the public for massive support if we are not united amongst ourselves?

A national charity can only launch itself once. By the way in which it does so, it establishes an 'image' and sets a standard by which it will be judged. Other campaigns there may well be in subsequent years, but *only once* can we say to the world 'This is a *new* charity and a *new* problem'. We have a great opportunity. We must not fail. For the sake of our children, and of thousands of children not yet born, let us go forward together and make the Spina Bifida Campaign a resounding success.



R. B. Zachary

ITEM

OCTOBER '67

NOVEMBER

DECEMBER

JANUARY

Negotiations with other charities

Work with

Research into needs

Draws/Christmas Cards/ Toys/Trust Appeal

Other fund raising by local associations

Visits by ASBAH officers to local associations

Design/Production of Campaign stationery and literature

Listings (prime sources of funds and/or influence)

Expand and maintain

Inflow of key gifts

Select and appoint Appeals Director

Find sponsor for and start production of film

Appoint brief and guide advertising agency

Complete central index of members

Feature articles appearing in press

Other background PR

Fact-finding tour by full-time PRO

PR for Launch

Further issues of 'SB News'

Special issue of LINK

Prepare collecting tins and other PR materials

Recruit and train Campaign Organisation

Expand office staff and accommodation

Prepare BBC/ITA Appeals

Campaign kits for local associations

Prepare portable display units for local use

Prepare further postal appeals

Press conferences in selected centres (Launch)

Special publicity/fund raising scheme (secret)

Renew Trust Appeal

Flag Days where possible

Medical symposium and conferences

Recruit and service panel of speakers

FEBRUARY

MARCH

APRIL

MAY

JUNE

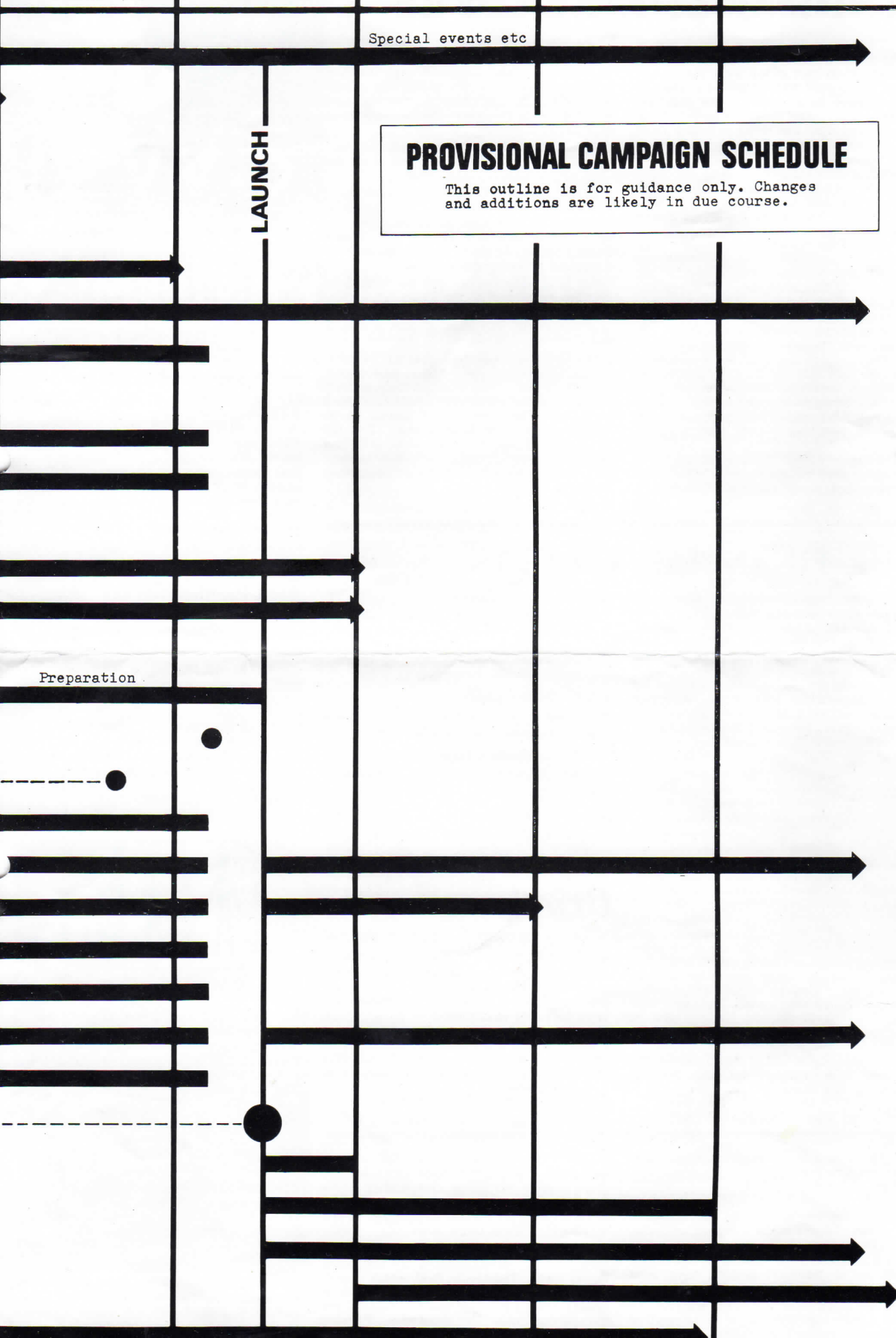
Special events etc

LAUNCH

PROVISIONAL CAMPAIGN SCHEDULE

This outline is for guidance only. Changes and additions are likely in due course.

Preparation



FINDING THE LEADERS

Money has to be worked for – this is just as true of donated money as it is of our business earnings. Only part of the work can be off-loaded on to paid staff or advisers; the rest must be done by members of the appellant organisations. The most successful fund-raising campaigns are those in which these two principles have been clearly understood by all concerned.

As you will see from the chart on the centre pages, there is a great deal of work to be done between now and March. Some of this is obviously best handled by the ASBAH Executive Committee working with and through the Campaign Office. Other operations, however, are largely dependent upon deliberate and early action by members of local associations.

About two-thirds of the way down our chart you will see the entry 'Recruit and train Campaign Organisation'. This refers not to paid staff but to the various high-level committees, with specialist functions, which are formed to provide leadership for a campaign. You can help here by suggesting potential committee members, even though your introduction may only be indirect (special forms have been sent to your group secretary on which you can supply the necessary information).

In addition to the main National Committees, we plan to form regional 'cells' which will be linked to the National Committees.

These cells are needed to make the campaign effective at the grass roots. Their members should be men and women of high standing in the area and there can be different groups to cover (for example) Commerce and Industry; Trusts and Institutions; Individual Gifts; Special Events, etc.

Some members of these local cells may well emerge as possible candidates for the appropriate National Committee.

If suitable people are to be found, local knowledge is all-important. We urge you, therefore, to give your group secretary the names of any acquaintances (or 'friends of a friend') whom you think might be an asset on a regional or national committee.

All such information will be treated in strictest confidence by the Campaign Office. No approach will be made without the approval of the informant, if such a wish is stated.

We have been asked whether we want the names of persons who have a professional interest in SB. We would welcome such names, as there will be committees concerned more with the provision of service to SB sufferers than with fund-raising. For the moment, however, the top priority is to find people of financial influence (either in their own right or by virtue of the positions they hold).



Help your friends with their Christmas shopping

A copy of our 'Ten Top Toys' brochure should have reached you with this edition of SB NEWS. When you have seen what it contains, we hope you will send for more so that you can hand them to neighbours and friends at work.

Many orders have already been received. Please note that these are top-quality 'Pedigree' toys and that the prices quoted are the manufacturer's recommended retail prices (nothing added for postage). You have to allow three weeks for delivery, so please start selling right away!

Trading Stamps

ASBAH can now redeem for cash completed books of Green Shield or Pink stamps. In due course, we plan to provide collecting receptacles for shop counters – we'd like to hear from you if you could place these but please be patient as it will take time to produce a suitable box.

OUR FINANCIAL TARGETS

It is clear that large sums must be found in the next few years to adequately 'service' the SB problem. Our consultants advise that we should think in terms of a £1 million Medical Research Fund and a similar-sized Building Fund (for schools, clinics, etc.). In addition, we shall aim to provide other services for patients of the kinds listed below. Wherever possible, we shall work through existing national organisations so as to gain the benefit of their experience and to avoid duplication of effort.

The following first-year targets recommended by our consultants would, if achieved, give us a springboard from which to pursue the ambitious goals mentioned above:

£50,000 Fighting Fund

This is seen as the optimum (not the minimum) amount which we should seek to raise, from internal and external sources, before the Campaign hits the general public. We shall draw on this Fund for such items as the salaries of an Appeals Manager and supporting staff, a full-time PRO, an advertising appropriation, campaign literature and fund-raising materials (large quantities will be needed), etc. Already, almost £10,000 has been contributed towards this Fund by gift or loan.

£50,000 Establishment Fund

(this would enable us to buy freehold HQ premises large enough for the planned expansion, and to equip them).

£100,000 Medical Fund

(for immediate research projects, treatment facilities supplementary to NHS, etc.)

£50,000 Service Fund

(to employ case workers, etc.)

£25,000 Welfare Fund

(aids and appliances for patients, money grants, information for parents).

£75,000 Continuation Fund

(further promotion, public information, administration, etc.)

Briefly . . .

Between each issue of SB NEWS, a number of readers will move. If you are one of them, please remember to let your group secretary know so that she can tell us and ensure that you receive the next edition.

Have you ordered your ASBAH Christmas Cards? If not, get a brochure quickly from your group secretary or from Flt. Lt. Ivor Davies, 21 Beverley Crescent, Cove, Farnborough, Hants.

the spinal cord are thus very vulnerable and there is often partial or complete paralysis below the level of the defect; this may affect not only limbs but also the bladder and bowel, making the patient incontinent.

Hydrocephalus (water on the brain) occurs in most cases of spina bifida; it can also occur on its own. The spinal fluid which is normally formed near the centre of the brain is unable to get to the surface because the narrow channels are blocked. Pressure builds up and if untreated will cause enlargement of the head and compression of the brain.

Area Profiles

In order to prove the inadequacy of facilities for SB patients, ASBAH needs to build up a picture of existing facilities and to relate these to local needs. Area groups can help us to do this by supplying a 'profile' of their region – perhaps in the form of a map on which the existing treatment centres and special schools, etc. could be pinpointed. Please tell us of any injustice or lack of co-operation which you encounter. Tell us also of any news stories which might be of more than local interest – especially achievements by young SB patients, in the face of difficulties.



Mr. and Mrs. Erik West recently held a Canadian Box Party in aid of their association (Central and North London). The idea is that each lady brings a picnic supper in a box and all the boxes are auctioned anonymously. The man who bids highest for each box has supper with the lady who prepared it.

The same association benefited to the extent of £20 from a collection by the crew of the *Edinburgh Castle*. Girls at a Richmond school gave the cost of a Moby Spring Horse.

£170 was raised for the South Mercia Association by a sponsored walk from St. Albans to Hatfield and back by a different route. Godfrey Davis was the organiser.

A display card giving details of ASBAH, with space for a local address, is now available from 36 Craven Street. It is intended for display in clinics and other places where parents may see it.

ASBAH can exchange cigarette gift-coupons for cash. Rates vary, but 300 Kensitas, for example, are worth 10s.

DEFINITIONS

Members may find it useful to have standard definitions of spina bifida and hydrocephalus which they can safely use in printed matter or press handouts. The following definitions, which avoid technical jargon, have been approved by the Editor's medical adviser.

Spina bifida is a deformity of the bones of the spine, usually (but not always) in the small of the back. The coverings of the spinal cord are inadequately supported and may protrude to form a soft, thin-walled sac. The nerves of