

Issued by **ASBAH**

(Association for Spina Bifida & Hydrocephalus Ltd)

36 Craven Street, London, W.C.2

## Green Light for Campaign

ASBAH has now received an interim report from the fund-raising consultancy which began in April a six-month inquiry into the facts about spina bifida and hydrocephalus and the prospects for a major fund-raising drive. The report concludes that we should proceed with such a campaign and sets out the lines along which it should be organised to be successful. One recommendation is that the campaign should be a united effort, involving all charities already doing something for SB patients, and conversations are about to begin with the principal organisations concerned.

It is important that supporters understand that the present limited fund-raising activities do not constitute the 'big push'. Because of the extensive preparations necessary (and these include the raising of a campaign fund), the national campaign cannot be launched for several months.

Meanwhile, we would remind our friends that ASBAH faces increasing financial commitments and needs all the support you can give. This campaign is going to benefit *you* - so please help us to start with a bang.

### SUCCESS STORY



Antoinette Morris (6) is a pupil at Coney Hill, the Shaftesbury Society's special school for SB children. Her mother, Mrs. H. Morris of Sevenoaks, was told that Antoinette would never walk or even sit properly. In fact, she sat up at nine months, started to crawl when two and could walk (with her legs in splints, not calipers) by the time she was five.

### Campaign Office Opens

On 24th July, ASBAH opened its first full-time office at Benjamin Franklin House, 36 Craven Street, W.C.2. (This street runs adjacent to the west side of Charing Cross Main Line Station). The telephone number is 01-930 6856.

Mrs. Carol Whalley has been appointed to take charge of the office and assist in preparations for the proposed national campaign. Mrs. Whalley (25) was born in Manchester and educated in Wales, later graduating from London University with a History degree. She has had experience of secretarial work and for the past year has acted as tutor to a family of five children in Suffolk. With her husband, who is in sales management, she now lives in a flat at East Molesey, Surrey.



### APPEAL TO TRUSTS

To raise 'seed money' for the Campaign and to finance the immediate work of ASBAH, a selective appeal to Trusts has been mounted. Dr. Horace King, Speaker of the House of Commons, has shown his support for the cause by agreeing to sign the letters.

### SHOPPING LIST

Preliminary research shows that a wide range of needs are likely to feature in the forthcoming national appeal. Some of the following will be entirely ASBAH's responsibility; others will be provided in conjunction with other official or voluntary bodies:-

**Treatment Centres** (where various specialists can be seen under one roof).

**Case Workers** (based on treatment centres) to visit patients and parents.

**Medical Research** to improve treatment possibilities and to find the causes of spina bifida and hydrocephalus.

**Benevolent Fund** to make grants to SB and hydrocephalus patients in special need.

**Information Service** for parents and others. This service would issue a variety of *publications*.

Inquiries are now being made to find out how ASBAH might contribute to the provision of more *Nursery School* accommodation and to the building of a prototype *Secondary School*.

Consideration is also being given to the provision of *subsidies* for the purchase of special equipment needed by SB and hydrocephalus patients.

### CHRISTMAS CARDS

All secretaries of SB & H associations should by now have received illustrated catalogues of cards and Christmas stationery. Those readers wishing to purchase, or able to contact potential customers, should get in touch with their local secretary. In case of difficulty, please write to Flt. Lt. Ivor Davies, 21 Beverley Crescent, Cove, Farnborough, Hants (Farnborough 43305).

The same people who are interested in cards are likely to be interested in our toy offer, too. Read about it overleaf and send for some brochures!

### One every 3 hours

Recent research indicates that over 3,000 SB children are born annually in the UK (about one every three hours).



# Now, more than ever, we need your help

**I**F THE forthcoming Campaign is to be a big success, we must lose no time in building up our Fighting Fund. To do this, we can't rely entirely on projects run 'at the centre' but must also ask local SB associations to redouble their efforts in support of the national body. For a start, we've worked out two seasonal schemes in which all members can take part.

This preliminary fund-raising programme will give supporters a chance to 'flex their muscles' for the forthcoming campaign. It will also give ASBAH an opportunity to assess the relative strength of existing support in different parts of the country, not merely 'on paper' but in terms of getting things done.

## CHRISTMAS DRAW

For the moment we've had to concentrate on schemes that will produce money quickly and not overstrain our very limited office facilities. We are asking selected local associations to act as 'promoters' of Christmas Draws which will be run on a regional basis.

The reasons for doing it this way are both legal and practical. To conform with the Lotteries Act, a draw must be registered with the local authority; tickets may not sell at more than 1s and not more than £750 worth may be sold in any one draw. If a small association wants to offer attractive prizes and clear a good profit, it is advisable for it to co-operate with other neighbouring groups in a single, regional draw.

ASBAH is printing all the tickets (this saves money) and has negotiated valu-

able prizes (Colston Dish-Washers and Kodak Home Movie Kits).

By the time you read this, your association secretary will have full details of this project. If your association is participating, he will be glad to supply you with tickets (books of ten).

## TOYS BY POST

You've heard of charity Christmas cards - now it's charity Christmas toys! With the co-operation of a leading toy manufacturer, ASBAH will shortly offer several top-quality toys at keen prices. Friends in your office or factory will appreciate an opportunity to buy these toys by mail and help ASBAH at the same time. Anyone who says they haven't a child to buy a toy for, could be invited to buy one for an orphaned spina bifida or hydrocephalic child (ASBAH will be delighted to make the necessary arrangements).

You are not involved in handling toys or money; all you are asked to do is show people the attractive brochure which will be available in bulk in September. Keen to help? Then please write to Mrs. Whalley *now* stating how many brochures you can use (this will help us to order the right quantity).

## OTHER WAYS TO HELP

SECRETARIES of local spina bifida associations are urged to send us (if they haven't already) full lists of names and addresses of their members. Each member will then receive the magazine LINK and future campaign bulletins direct by post.

ALL MEMBERS and sympathisers are asked to send to the Campaign Secretary the names of *any* persons they know who may be in a position to assist us by virtue of their wealth or influence (e.g. titled people, MP's, industrialists, famous sportsmen, etc.). Introductions of this kind are a vital part of any major campaign.

IDEAS will be welcomed by the newly - formed Fund - Raising Committee consisting of Flt. Lt. Ivor Davies (Farnborough), Mrs. M. Cotsford (Hampstead) and Mr. M. Stedman (Woking). USE the new 'SB' symbol in all your Association print. A block of the size shown will be lent free on application to Mrs. Whalley. Other sizes can be supplied at cost.



START collecting Green Shield Stamps. Completed books are worth 11s each to the Fighting Fund.

## Have some people in!

ONE proven way to get new blood into a local group is to hold a social event (coffee morning or wine - and - cheese evening, for example) in a member's home. Now is the time to make your neighbours aware of ASBAH's forthcoming campaign. A note to Mrs. Whalley will bring you supplies of our latest literature and a sheet which tells you how to make the most of such an occasion.

## CHANGE OF ADDRESS

If this bulletin was incorrectly addressed, or if you move, please let us know so that we can keep you posted with campaign news.



## BRING-AND-BUY IN GARAGE

During a recent coffee morning in aid of the Sheffield Association, this garage at the home of Mrs. Patricia Collinson was transformed into a bring-and-buy stall. Mrs. Collinson is secretary of the local Association.

*Photo by courtesy of The Star, Sheffield*