

Give the gift of independence and joy this Christmas.

Your support can change lives.



Dear Friend of BWBF,

Few things are more beautiful than a child's excitement as they open presents under the tree on Christmas day. But, for a person living with sight loss, the greatest gift could be something that can't be wrapped—the chance to live and grow with independence and joy.

This Christmas, I'm writing to you to share a wonderful story of how—thanks to supporters like you—we brought those gifts to Joanna and her family.

Joanna recalls how, when she was diagnosed with a rare sight loss condition called foveal hypoplasia, her doctor told her it meant she might never live independently. With determination and courage, Joanna refused to let that doctor be right - studying, living abroad, and building her career.

Now a mother, Joanna pours the same strength that went into proving that doctor wrong, into rewriting the story of sight loss for her daughter, ten-year-old Mathilda and son, nine-year-old Charlie.

After learning her children had inherited the same condition as her, Joanna decided Mathilda and Charlie would never be forgotten or dismissed.

"My early memories of school are of being left at the back of the classroom," she explains. "I'm determined my children get the education and understanding that I didn't get."

She found a school that met their needs, making their education a priority every day. But, at home, helping her children find independence as they grew older could be a challenge.

Continued overleaf...



Scan to listen to
an audio version of
this appeal or visit
blind.org.uk/christmas25



£30

Our friendly team calls everyone we help to ensure they can get the most from their device.



£77

Devices like the ones we gave Jonna and her kids can give a vital sense of connection.



£231

You could help us support a whole family living with sight loss, like Joanna's.

Thank you for your
continued support

That’s where BWBF came in. As she explored what help was available, Joanna was delighted to learn that she and her children each qualified for our free Echo Show devices.

The result has been a new quality of life for the family. Charlie, who struggles to sleep, has found some peace at night times through soothing music. Meanwhile, the family loves asking Alexa endless questions and playing new games—turning curiosity into confidence. Everyday tasks like shopping lists or making appointments are easier. And, crucially, Joanna’s device has provided peace of mind by easily connecting her with her elderly father to ensure he is safe and well.

“The devices from BWBF have become part of our daily rhythm,” Joanna explains. “They make life easier in so many practical ways, but also bring comfort, laughter, and connection.”

For just £77 you can put an Echo Show into the hands of a family living with sight loss and bring comfort at bedtime, laughter at mealtimes, and connection across generations.

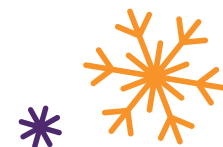
Your gift could help another family to live more independently and ensure sight loss will not limit their children’s future.

Will you send a gift today—so children like Mathilda and Charlie can wake up this Christmas to the gift of independence and joy?

Thank you for your ongoing and life-changing support.



Sue Cook
Writer and Broadcaster
British Wireless for the Blind Fund Patron



Be part of a big change

Nearly a century after we were founded, we’re going to be changing our name and brand to better reflect the life-changing work we do today. As one of our most valued supporters, we’d love you to be involved. To keep up to date about our re-brand journey, **please provide your email address on the form opposite** or visit **blind.org.uk/brand**

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Your Gift

I would like to make a gift of

☐ I enclose a cheque made payable to –
British Wireless for the Blind Fund

Please debit my: (Please tick)

☐ Mastercard ☐ Visa ☐ CAF Charity Card

Card number:

Expiry date: /

Signed:

Gift Aid Statement

If you are a UK taxpayer we can reclaim 25p for every £1 you donate.

☐ YES, I am a UK taxpayer and would like to Gift Aid my donation and any donations I make in future or have made in the past four years. I understand if I pay less income tax and/or capital gains tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference.

Privacy Policy: To read our privacy policy please visit: www.blind.org.uk/privacy-policy

☐ Yes, keep me updated about the brand.

Email:

You can donate online: www.blind.org.uk/joanna or call the team: 01622 754757

Please return this form in the freepost envelope provided

