

Listen in

90
YEARS
1928-2018

**BRITISH WIRELESS
FOR THE BLIND FUND**
KEEPING BLIND PEOPLE IN TOUCH
WITH THE WORLD FOR 90 YEARS

THE BWBF NEWSLETTER

MORE THAN JUST A RADIO...

Our promise to you

At BWBF we value our supporters. We would not be able to continue our work without you.

It's important to us that you feel informed about our news, future service developments and how we raise and spend our funds. We want to share with you how your amazing support helps to change the lives of visually impaired people across the UK.

However, if you do not wish to be contacted, or you would like to change

how we communicate with you, let us know at any time using the following details –

**Email us on
mydata@blind.org.uk**

**Visit our website at
www.blind.org.uk**

**Write to us at
10 Albion Place,
Maidstone
Kent, ME14 5DZ**

**Call us on
01622 754757**

We respect your privacy and remain committed to

ethical and responsible fundraising and communications. Your details will be stored securely and we will never sell them. However, from time to time we may need to share your details with trusted partners authorised to work on our behalf such as printers or agents (e.g. your local blind association)

**For further information please refer to our privacy policy –
www.blind.org.uk/privacy-policy**

“One would have thought wireless was made for the blind. We cannot rescue them from darkness, but we can rescue them from silence”

Sir Winston Churchill,
The first ever BWBF
Christmas appeal 1929





Happy 90th birthday to us!

British Wireless for the Blind Fund (BWBF) was set up in 1928 by blinded Boer war hero Captain Sir Ernest Beachcroft Towse, VC, KCVO, CBE.

The idea for the charity came about when he received a visit from two close friends during a long stay in hospital. Eager to help relieve the daily monotony for their blind friend they rigged up a makeshift wireless set by his bed - earthed to a nearby radiator! The revelation transformed the Captain's life and inspired him to help other blind people by creating the charity.

The influential Captain was able to recruit a number of important people to help support the cause and Sir Winston Churchill even made the first ever

fundraising appeal in 1929. In later years the appeal was fronted by the likes of Sir Anthony Eden and Dame Vera Lynn. The Christmas appeal is now very much part of our tradition and more recently we have been lucky to have the involvement of celebrities such as the Sue Cook, Tony Blackburn and the late Terry Wogan.

Since the charity was first established we have given out more than half a million radios and over the years have produced more than 35 different adapted sets.

With changes in technology allowing us to develop innovative new listening solutions who knows what future generations could be listening to.

With your support we can find out together.

Our supporters and recipients remain at the heart of our charity. We would love to hear from you about what BWBF and listening to the radio means to you.

If you would like to share your thoughts about BWBF please complete the below slip and return it to us in the freepost envelope provided.

Name _____ (optional)

British Wireless for the Blind means so much to me because

We may like to use your quote in our publicity materials (leaflets, reports etc.).

If you are happy with us doing so please tick this box