

BRITISH WIRELESS FOR THE BLIND FUND

KEEPING BLIND PEOPLE IN
TOUCH WITH THE WORLD

**Keeping people
connected**

**Our impact
in 2023**

We hope you enjoy our new-look, mini report. Click for other formats or an audio version



Welcome

What a privilege it is to welcome you to our new-look, mini Impact Report as our charity's new CEO and Chair.

These pages reveal the scale and human impact of what we do. We hope you are inspired by the stories of families brought together, minds kept active, and the simple companionship of audio.

Thanks to supporters like you, last year our radios, devices and apps unlocked a world of audio for more than 30,000 people.

But still too many people living with sight loss face barriers accessing audio content easily and independently. We intend to change that.

With your continued support we will bring our life-changing service to thousands more people.

Thank you for being part of our story.



A handwritten signature in black ink, appearing to read 'Mike Brace'.

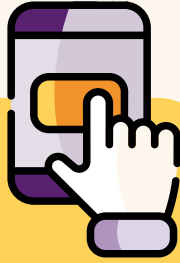
Mike Brace,
CBE DL
Chair



A handwritten signature in black ink, appearing to read 'Sophie Jones'.

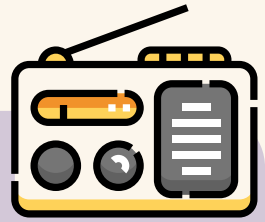
Sophie Jones
Chief Executive
Officer

Our ambition



5,352

app downloads
to date



33,363

BWBF radios now
in homes across
the UK

Who we are

We believe access to audio can be life-changing for someone living with sight loss. Our radios and apps unlock a world of audio content.

Where we're going

We will be the 'go-to' organisation for all things audio for people living with sight loss. We will deliver innovative, inclusive and trustworthy audio solutions and information services.

What drives us

Our values drive all we do.

Inclusivity

Innovation

Integrity

Support

Empathy

Ambition

Our radios

Nearly a century after BWBF was born, today's beneficiaries range from young people who have grown up as smartphone users, to those who are more comfortable with tactile, adapted or sight loss friendly devices. Our ethos is to service all those needs, by offering a choice and avoiding assumptions about our beneficiaries' wants and habits.



12 radios
1 headphone set
our biggest ever range



2,491

radios given to
people living with
sight loss



7,970

personal
interactions with
beneficiaries
by phone, email
or in person

Thomas & Yvonne's story



"Dad's always tried to maintain as much independence as he can. It's difficult because he's obviously blind and his hearing isn't good, and he's a little bit unsteady now.

"The radio is something he feels he can control. It's made a big difference.

"Now that he can listen to the news, he can have a more

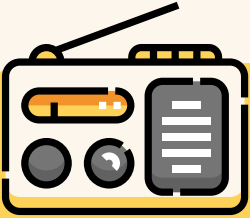
relevant conversation with somebody. Whereas it was quite isolating before.

"If you're listening to the radio and you're listening to the news, then you're still feeling part of things.

"Sitting listening to the radio is sort of Dad's natural pose now. He has it on all the time."

Our apps

Nowhere else on the internet can someone living with sight loss access over 10,000 radio stations or hundreds of newspapers for free, all in one place, all via simple commands or gestures. Our mobile phone apps and Alexa skill* bring together a world of audio content, while stripping out the endless adverts, pop-ups, and platform-specific user interfaces that can be so frustrating to navigate if you're living with sight loss.



180

new radio
stations

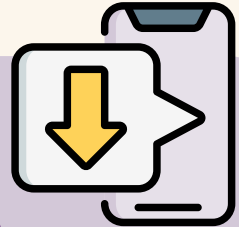
22

new publications
on our apps



105,654

times our Talking
Newspaper Alexa
skill was used



1,930

app downloads
in 2023

*A skill is an application specific to Alexa which enables the smart speaker to find what you are asking for.

Brian's story



"When you first lose your vision, even the most basic things like pouring a cup of tea become a big challenge.

"We're a visual society, so anyone who has partial vision or total loss of vision is always fighting an uphill battle.

"The lovely radio app is really nice because it's not overcomplicated. Having all the stations in one place makes life much easier.

"Radio is such a big thing for my generation. We've grown up with it and having access to the radio is always going to be a priority.

"I like finding stations I listened to on holiday. It's a bit like having photos or videos to look back on. You've got that audio reference of good times."

Your support changes lives

Everything we do relies on our supporters. Last year you helped change hundreds of lives through our first-ever emergency fundraising appeal.

What happened?

In spring 2023 we learnt that, due to reasons beyond anyone's control, the factory that made our popular Concerto 3 radio would be closing at very short notice.

What we did

Determined that as many people as possible would benefit from our Concerto 3 radio, we launched our Save Our Sets (SOS) campaign - BWBF's first-ever emergency appeal.

Thank you to all our supporters who helped to make our vital campaign a success. This life-changing radio will continue to bring joy to so many because of your generous donations.



Your donations paid for a deposit for **2,000** Concerto 3 radios



We bought **890** Concerto 3 radios entirely out of SOS appeal funds



474 people gave to our appeal



20 trusts and foundations gave to our appeal

£123,490
raised

£68,990 from members
of the public
£54,500 from trusts
& foundations

Dyfrig's story



"I think I had a relatively delayed emotional reaction to losing my sight. I was just very annoyed with the lack of tactile devices.

"There's an element of technology which is potentially leaving out people with some disabilities. You don't need to make everything flat! It's a sort of thoughtlessness.

"I grew up listening to the radio, so it's very important to me. Once I got the hang of the Concerto 3, I was able to navigate it. Having the sound signals to help with tuning was very good. Being able to play my CDs again was fantastic!

"This radio is great, because you have some level of control over it."

None of what we do would be possible without you. Your support today will help us provide our life-changing service to more people like Dyfrig, Thomas and Brian.

Donate

blind.org.uk/donate

Remember us in your will

blind.org.uk/support-us

Get your company involved

blind.org.uk/corporate-partnerships

Your data

Our new privacy policy sets out how we will use your information.

To read our updated privacy policy or update your preferences about how we contact you, please visit www.blind.org.uk/privacy-policy



Registered charity number: 1078287

Scottish charity number: SCO41582

Figures correct at time of going to print.

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Tim Stubbings Photographer & Dave Phillips Photography.

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Registered with
**FUNDRAISING
REGULATOR**

Yes, I want to change more lives with BWBF.

Your details

Name

Address

Postcode

Email

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

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Start date

Expiry date

Signature

You can also donate online or call the team -

📞 www.blind.org.uk/donate • 01622 754757

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

giftaid it

I am a UK taxpayer and would like BWBF 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. Please notify BWBF if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

Dated _____

Our promise to you

BWBF respects your privacy and is committed to responsible and ethical fundraising and communications. We want to share our news and developments supporting people living with sight loss, and how you can continue to support us with our fundraising appeals.

If you do not wish to be contacted, or would like to change how we contact you, please let us know –

✉ mydata@blind.org.uk • 01622 754757

10 Albion Place, Maidstone, Kent, ME14 5DZ

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