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“ We work to ensure that children with ADHD are understood, supported and most importantly thrive. ”

Annette Wilson, Chair

The last year has been an exceptional time for us, having undergone a major step change as we transitioned from being a voluntary group to a registered charity. We were delighted to obtain the backing of our first grant funders; enabling us to employ our first two part-time employees and start building the infrastructure in line with our vision to create a long-term, sustainable organisation. We continued to be supported by our dedicated volunteers who have always powered our services but we also broadened the mix of volunteers to help build the infrastructure.

At the same time, Covid was a huge challenge for our ADHD community, especially when parents had to deal with homeschooling.

Parents had the challenge of working from home and many were further challenged with health and financial pressures as a result of Covid. Mental health issues were a key factor affecting many families with ADHD due to the intensity of being at home during lockdown.

We saw a significant increase in the demand for our services and were pleased to immediately switch to providing support virtually. We saw participant numbers double in many of our activities. Equally on the advocacy side, we continued with our proactive work to speak up as we identified areas where statutory service provision did not take account of the significant needs of our community.



Our recent name change from ADHD Richmond & Kingston to ADHD Embrace reflects the essence of our community. Our new logo signifies children with ADHD being central to what we do and the importance of parents and professionals in understanding and supporting those with ADHD so that they can ultimately improve their lives and thrive.

I couldn't be prouder of what we have achieved. I want to extend my sincere thanks to the whole team of our dedicated staff and volunteers, where contributions made were above and beyond. We look forward to building on what we have achieved and further supporting the growing demand for our services.

Annette Wilson, Chair

5% of children have ADHD



Challenges for children with ADHD start in childhood and cascade into adulthood if untreated and unsupported

High numbers of pupils with ADHD are excluded from school.

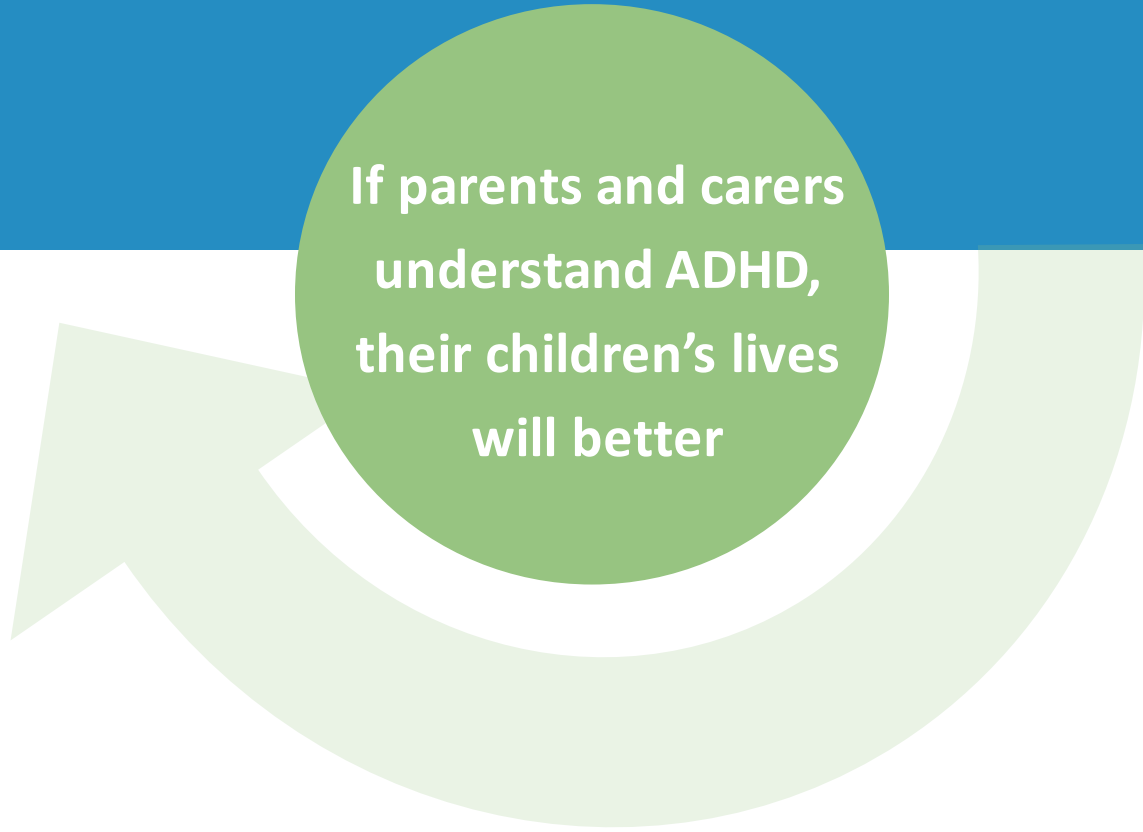
High number of teens with ADHD suffer from mental health issues, affecting their school life and careers.

Many suffer from social isolation.

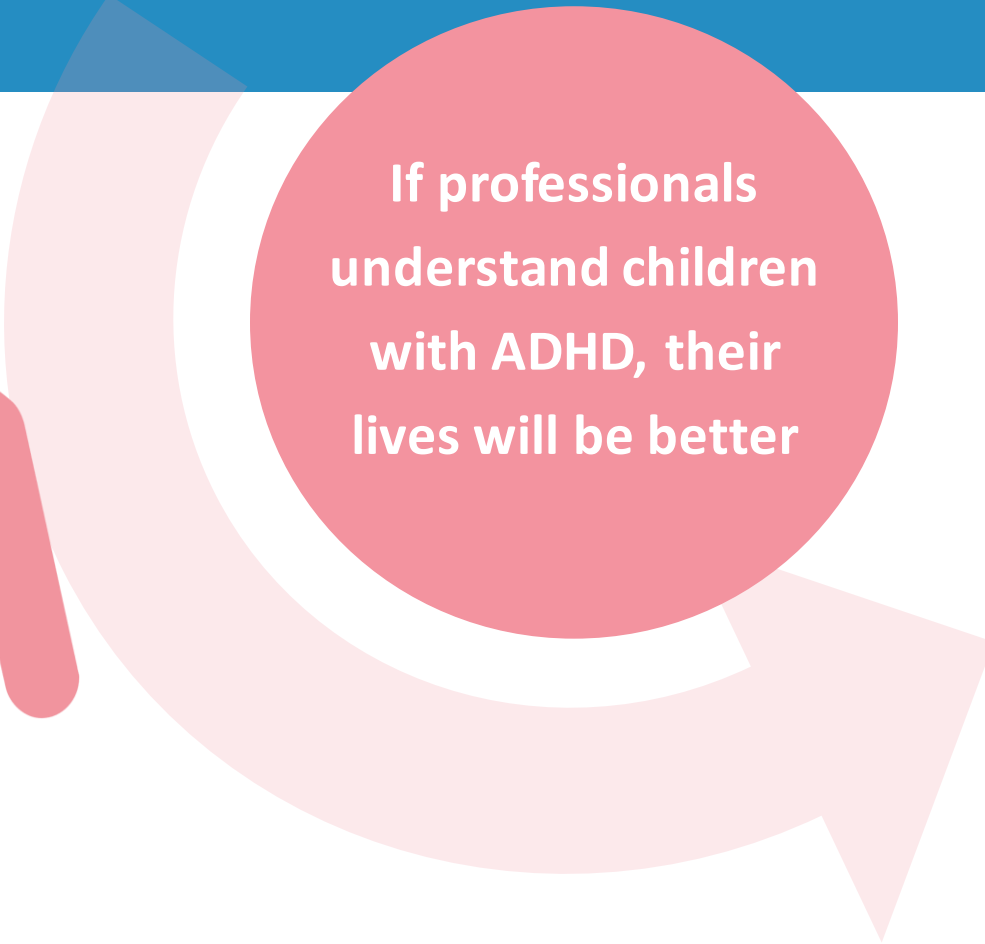
Many individuals with ADHD do not reach their potential due to the challenges they face - leading to economic hardship and mental health issues

Teenage pregnancy rates higher in females with ADHD

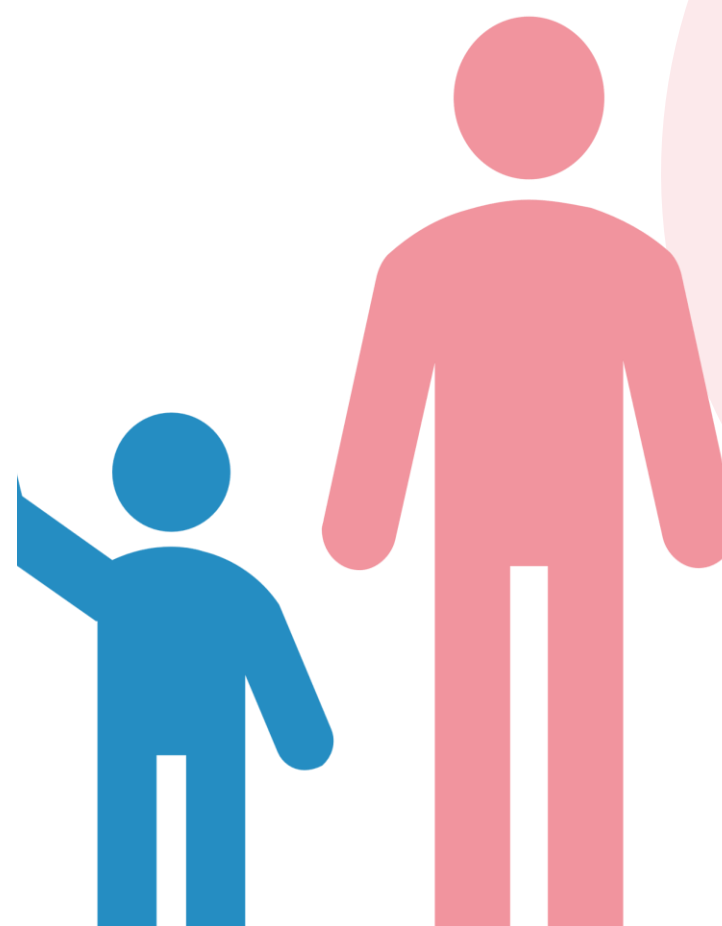
High prevalence of ADHD amongst the UK prison population - 25% meet the diagnostic criteria



If parents and carers
understand ADHD,
their children's lives
will better



If professionals
understand children
with ADHD, their
lives will be better



We work to ensure that children and teens with ADHD are supported by their parents and the professionals in their lives.

Early intervention and support can change the direction of lives.

We provide the tools that enable that support and intervention.

This is our story

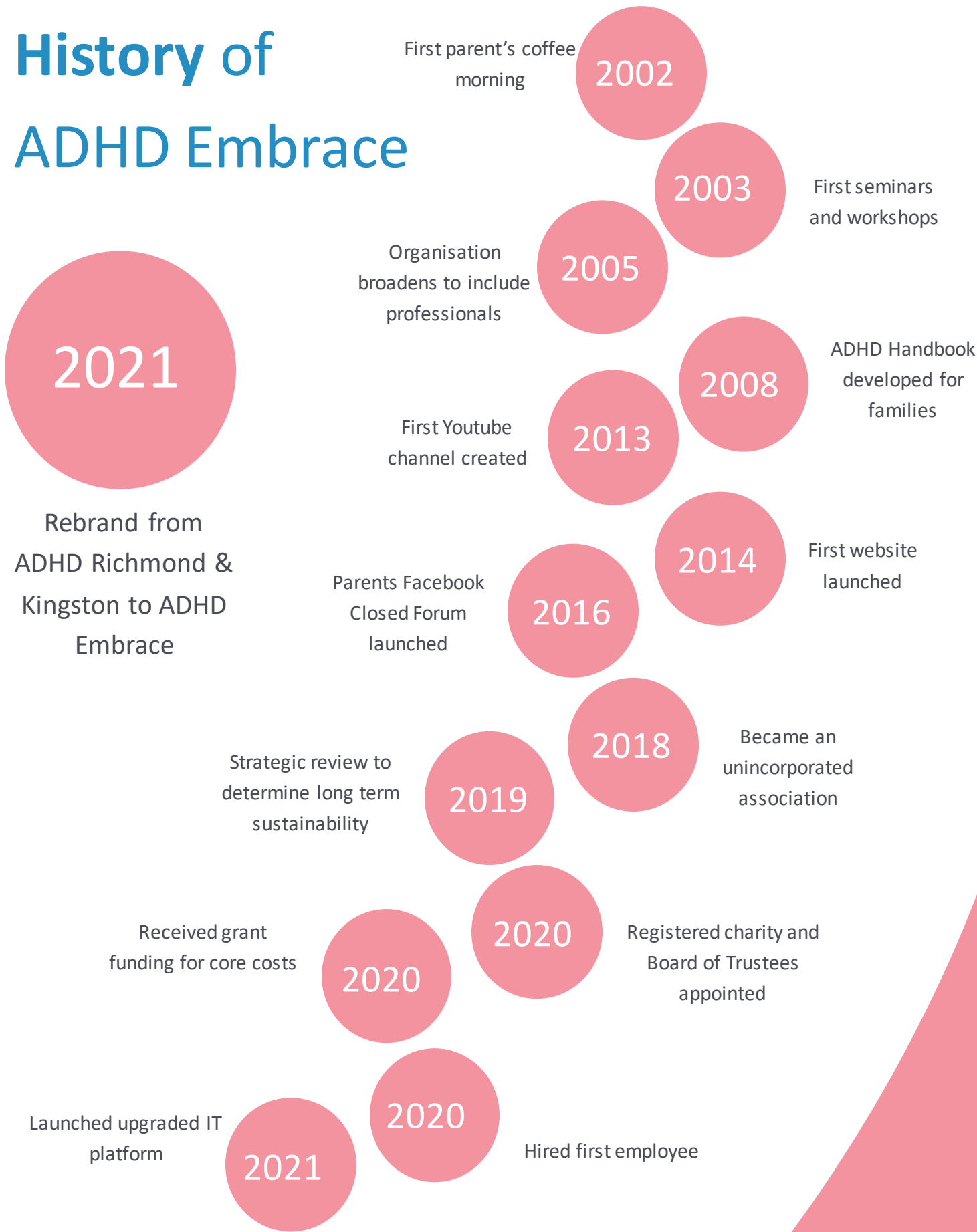
- Community is the core of our work
- The key elements of our work are:
 - knowledge provision
 - advocacy by raising awareness of ADHD
 - empowering those with ADHD and their families
- We were set up 19 years ago as a community group and today are a registered charity
- We provide essential services to the families and professionals working with children and teens with ADHD

“Best source of impartial quality information in the whole of the UK.”

“Covers a real gap in service provision in relation to accessing pre & post diagnostic support.”

“Absolutely invaluable for my son & myself post diagnosis. I felt supported & listened to when I made contact.”

History of ADHD Embrace



We are powered by volunteers

We deliver all these services with a small part-time team and a large team of active volunteers.

“ It is great to be valued as part of a team that helps so many families. ”

“ Having the opportunity to help out in the charity has been a great experience for me. It's great to know that I'm helping people who need to deal with ADHD in their daily lives. ”

“ Despite not having anyone in my family & close friends diagnosed with ADHD, the work that this charity is doing is amazing & valuable! Proud of all of you! ”

“ Helped out at talks & always learned something new & useful and met people with similar kids and needs. ”

“ Great organisation staffed by lovely people. ”

Highlights from March 2020 - March 2021

How we developed our organisation:

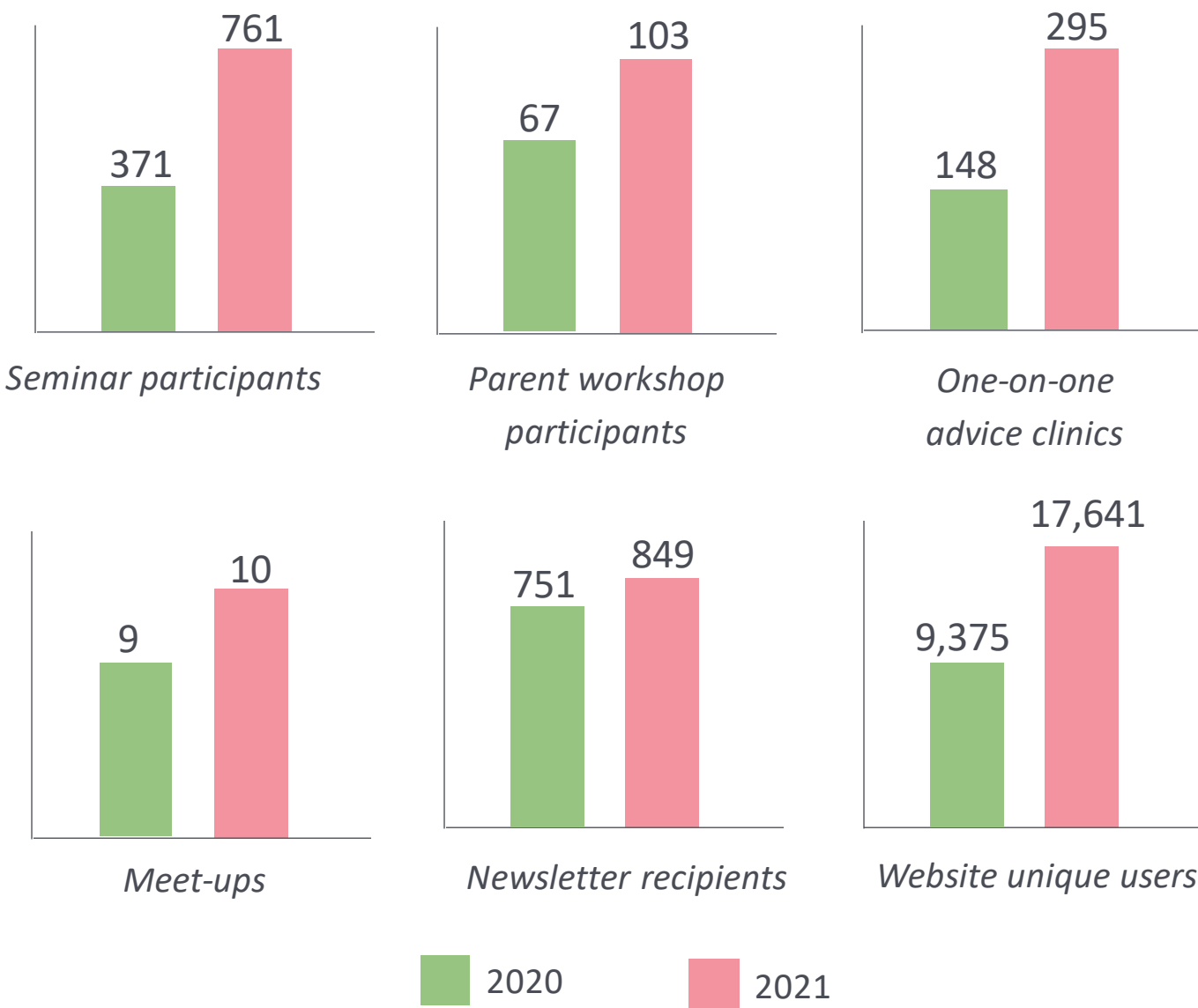
- ▶ Registered as a charity
- ▶ Received first grant funding
- ▶ Employed first employees
- ▶ Recruited more volunteers with broader skills mix
- ▶ Started infrastructure build including new digital platform

How we served our community:

- ▶ Covid significantly impacted our community driving more demand for our service
- ▶ In March 2020, we moved to online operations with service provision ‘business is usual’
- ▶ Significant increase in services delivered
- ▶ Continued proactive involvement in our advocacy work

“We had a huge amount of direct contact with families to support many challenges experienced in the last year including homeschooling, mental health issues and many more.”

“We saw varying levels of engagement from schools and service providers to the ADHD community during Covid. There was a lack of differentiation for SEN pupils during homeschooling; slower diagnosis processes, delayed EHCPs and annual reviews – these are some of the issues we actively raised with service providers as part of our advocacy work.”



Case Study 1

Corinne has a 13 year old son with ADHD and a 18 year old daughter. She suspected her son had ADHD when he was very young; he had some extremely challenging behaviours including violence and anger. He was diagnosed at the end of Year 5. Corinne has been in contact with ADHD Embrace since just after his ADHD diagnosis and has accessed the information and support from the website aswell as frequently attending the webinars.

Corinne has had some very difficult times with her son as, until recently, he was frequently physically violent towards her. It has also been challenging to get the educational support he needs and he has been excluded several times from his mainstream school.

Information and support around medication from ADHD Embrace invaluable. She has found **being able to talk to other parents a very important support mechanism** and is looking forward to the in person meetings starting up again.



“I feel less on my own with it all.”



“The quality of the speakers and knowledge being shared was incredible. There was an opportunity to learn so much and I felt so supported.”

Case Study 2

Jenny has two sons, now aged 11 and 9. Her younger son was diagnosed 4 years ago – this was a complicated process as the children are adopted, and initially a diagnosis of attachment disorder was made. Her older son was also diagnosed with ADHD a year ago.

Jenny was put in contact with ADHD Embrace when her younger son received his diagnosis. She began to attend the talks and information sessions and thought the ‘talks were very impressive and well thought through’.

Jenny also had one to one support from ADHD Embrace, which she found **“very, very supportive and helpful”**. Jenny credits her involvement with ADHD Embrace with being **able to take informed decisions** about medication and **ultimately to her being able to offer her children the support they need**.

Case Study 3

Penny is a single parent with two children. Her younger son, then aged 9, was diagnosed with ADHD in March 2020 at the start of the first lockdown.

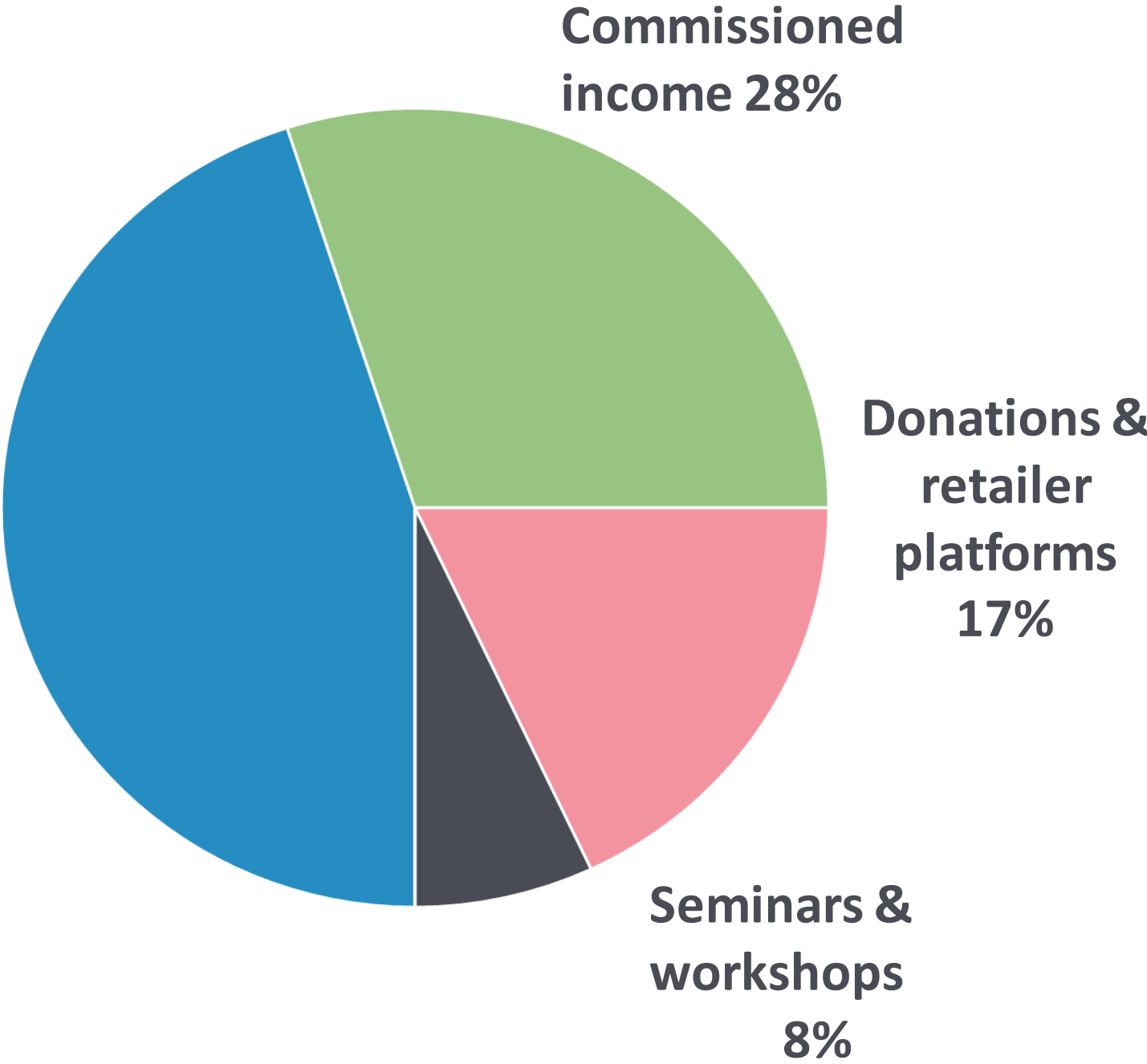
“The two years before his diagnosis were incredibly stressful, he was miserable at school and always in trouble. He also had difficulty making friends and struggled with anger at home. Whilst the diagnosis was a shock, it was also a relief to understand some of the reasons. Because of lockdown, I felt very isolated and lonely, as I couldn’t see family or friends or able to meet with his school. I was so happy to find ADHD Embrace. **The resources and newsletter were invaluable, and helped me to think about how best to parent a child with ADHD.** I started to attend some of the webinars, and learnt so much about issues such as medication and nutrition – **it’s been a life line.**

Just as importantly, I realised that **there is a local community of support for me to draw on.** I have also been able to meet up with a local parent and go for walks; **just meeting someone else in a similar position makes such a difference.”**



‘My son is in a completely different place to this time last year. The combination of information and support I’ve received have made a huge difference to him, to me and to our whole family.’

How we're funded



Find out more at:

info@adhdembrace.org

<https://adhdembrace.org/>



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