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**“On our 20th anniversary we celebrate the essence of our community - where parents and professionals collectively support young people with ADHD to enable them to thrive”**

**Annette Wilson, Chair**

We have much to celebrate on our 20th anniversary, with our most significant achievements being the community we have built and seeing so many of our ADHD Embrace young people develop and thrive. This is a testament to the work of our community.

The last year was another busy one with many accomplishments building on our vision to be long-term sustainable. We continue to see our community growing with high demand for our services. As we came out of the various lockdown restrictions, we were pleased to resume in-person events.

We expanded our parenting courses and also launched a new initiative, our Schools Outreach Programme. This is in response to learnings from our work, where we see pupils with ADHD being excluded, suffering from mental health issues or school avoidance when feeling unsupported at school. We also continued to be active on the advocacy side, working with education and healthcare statutory services to highlight the needs of our community.

In the last year we had another step change organisationally. We were delighted to get increased funding by broadening our funding

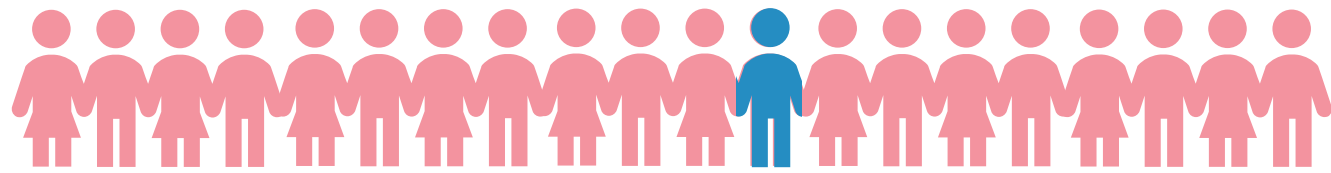


base together with getting renewal funding and also benefitting from our community raising money for us. As a result of this financial support, we were able to expand our team of mainly part-time staff to lead our activities. In addition, we are hugely grateful for the support we received from our many volunteers including our Board of Trustees. The increased resourcing enabled us to make significant strides in building infrastructure. This included a new integrated booking system and CRM, a new website and rebranding as ADHD Embrace.

We are excited about the future and continue to see many more areas in which to develop our service provision and to support our expanding community.

My sincere thanks to our funders and the whole team of our dedicated staff, volunteers and my fellow Trustees, who have made it possible for us to have achieved so much in the year under review.

**Annette Wilson, Chair**



## 1 in 20 children have ADHD

ADHD is a complex neuro developmental condition and often also presents with co-occurring conditions such as dyslexia, social communication difficulties, sensory issues and more.

Many individuals with ADHD do not reach their potential due to the challenges they face. During their school life and careers, they are more likely to suffer from

- > School exclusions or school avoidance
- > Social isolation
- > Mental health issues
- > Economic hardship
- > Teen pregnancy
- > Prison sentences

Early intervention and support can change the direction of lives.



**We work to ensure that children and teens with ADHD are supported** by their parents and the professionals in their lives. We do this by **providing the tools that enable that support and intervention.**

**“ADHD Embrace provides information on ADHD that isn’t available elsewhere.”**

*The hardest thing about having ADHD is...*

“... people not understanding that things that come as naturally as breathing to them are difficult for me such as focussing, sitting still and remembering things.”

“... feeling that your mind is moving faster than everyone else in a conversation.”

“... others having stereotypes about ADHD that it’s just about being loud and disruptive. So if you’re not, they dismiss it and don’t think it’s as hard for you.”



“Having ADHD can be good at times and not good at times. It can be stressful especially when you don’t understand what someone is saying or when you don’t have the motivation to listen.”

“Although it can be stressful there are good things like making friends. Meeting new people has been a lot easier for me as my hyperactivity makes me less nervous.”

*Having ADHD makes me feel...*

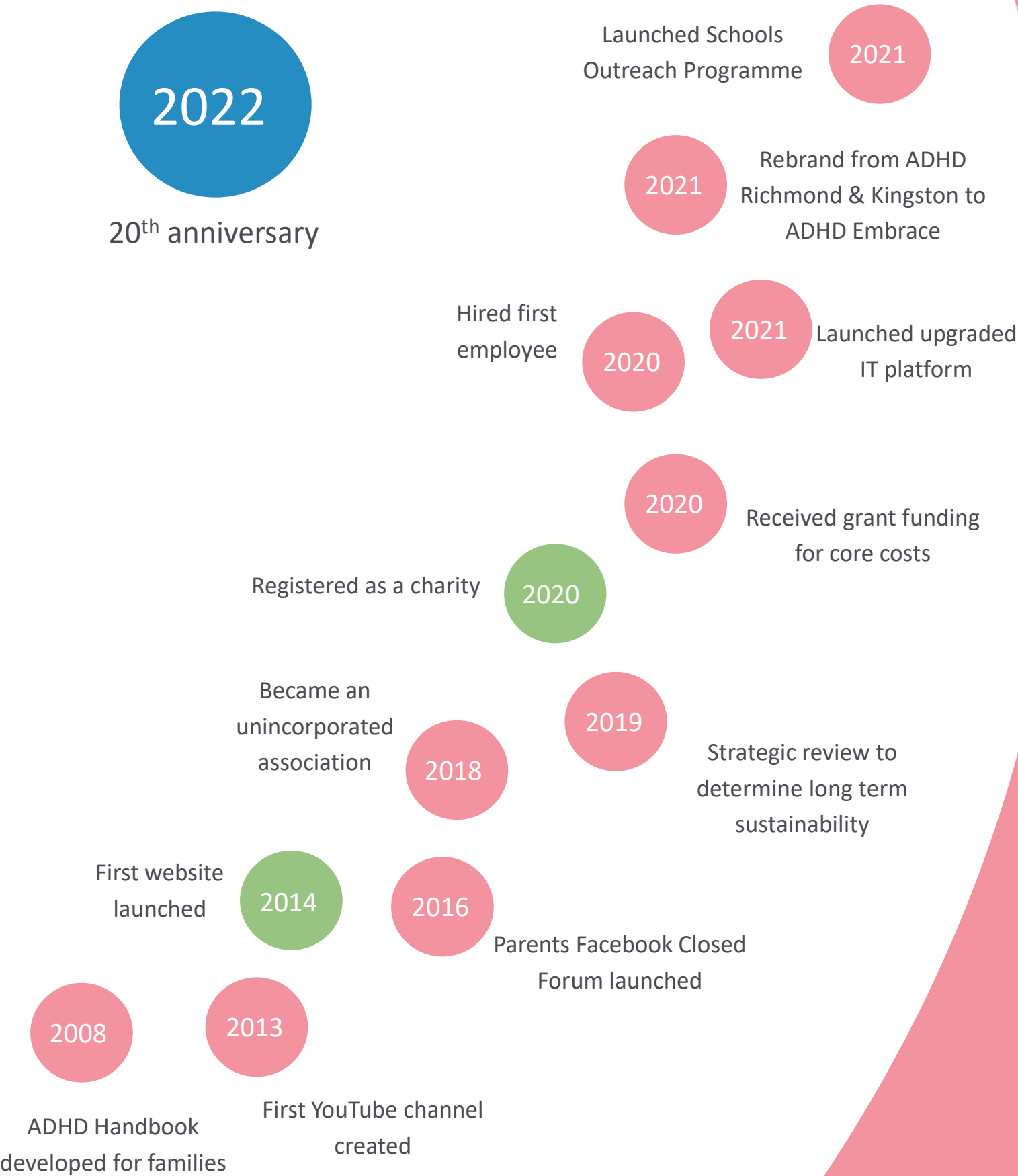
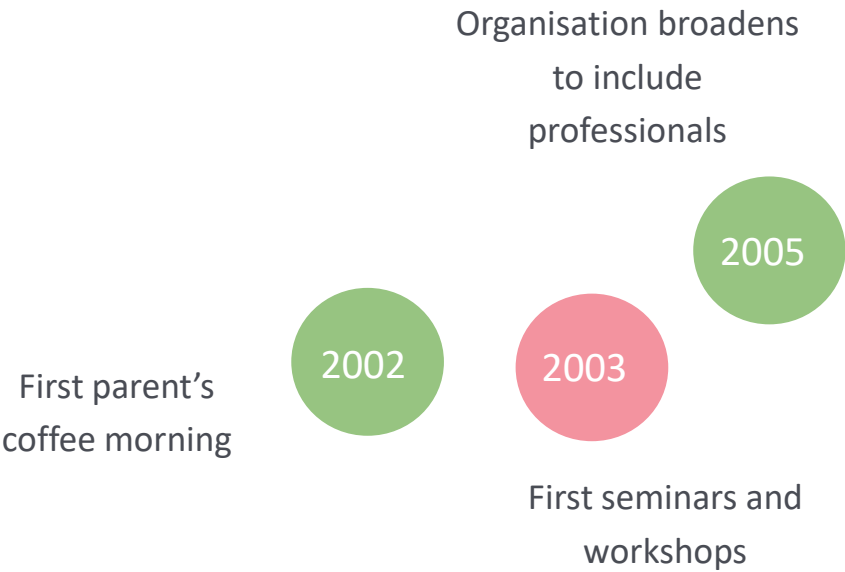
“... misunderstood and constantly judged. People think I do things on purpose when I don’t and think that just because they can control their impulses, I can too.”

“It’s annoying because I get distracted by everything and it’s so annoying when people tell you off.”

“When on medication, it is really tiring as I am not used to focussing that much at school.”

# This is our story

- ▶ **Community** is the core of our work
- ▶ Since 2002, we have been supporting families, carers and professionals in Richmond & Kingston Boroughs. Together with an incredibly supportive community of families, professionals, schools, teachers and ADHD experts, we have improved the lives of countless children.
- ▶ The key elements of our work are:
  - **knowledge** provision
  - **advocacy** by raising awareness of ADHD
  - **empowering** those with ADHD and their families





# Highlights for the year

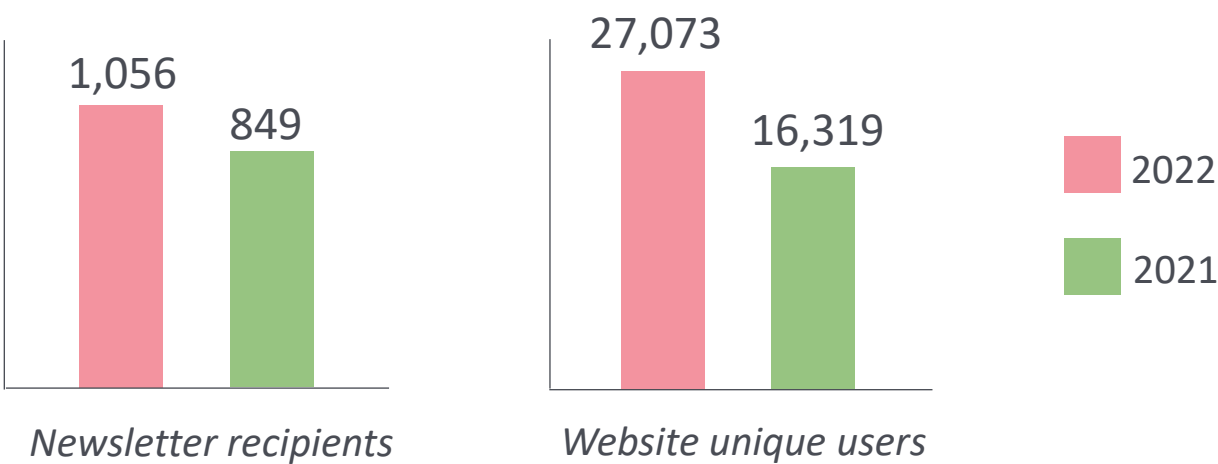
## April 2021 - March 2022

### Our service provision

- Continued strong attendance at our events and a welcomed return to in-person events after lockdown.
- Launched teacher seminars in October 2021 in collaboration with Kingston University.
- Commenced Schools’ Outreach Programme in Q4 where we visit schools and provide introductory talks on ADHD and more in-depth training for teachers.
- Launched a new Teachers Closed Facebook Forum.
- Increased number of parenting courses and provided assisted places to 15% of participants in financial hardship.

### Our organisation build

- Launched new booking systems and CRM in April 2021.
- Rebranded and changed our name to ADHD Embrace from ADHD Richmond and Kingston in July 2021.
- Launched new website with re-design and re-write of content in September 2021 with video library.
- Grew paid team from 2 to 4 in October 2021 and now to 6 in April 2022.
- We continued to benefit from significant contributions from volunteers to support our work.



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

“ A constant source of information and support during some difficult years. ”



1,770

registered parents, carers and professionals



4,097

Facebook followers

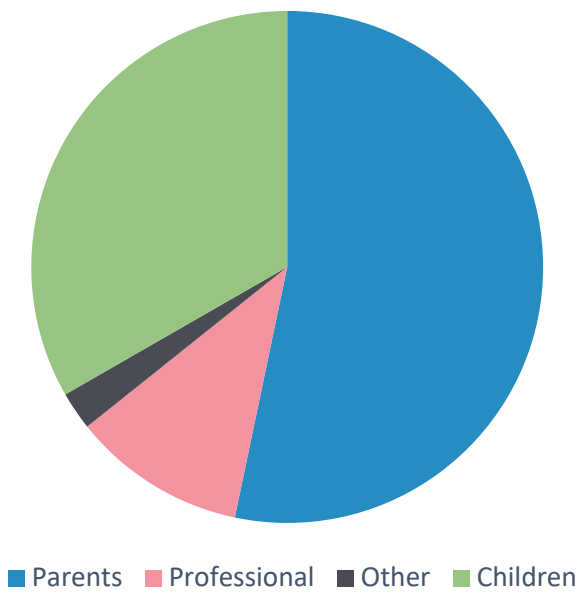


27,073

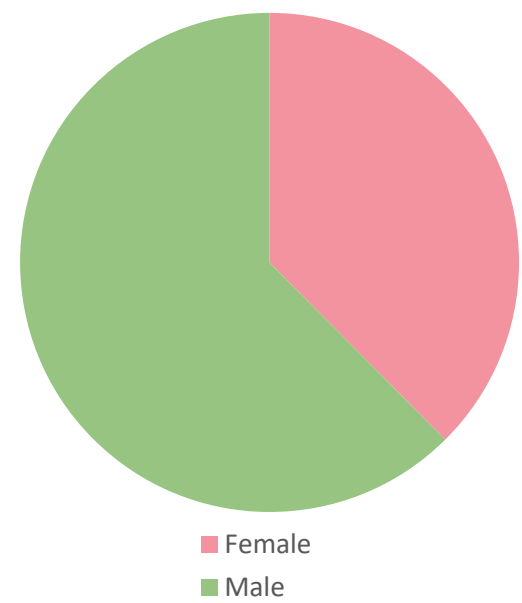
website unique users

# Database Profile

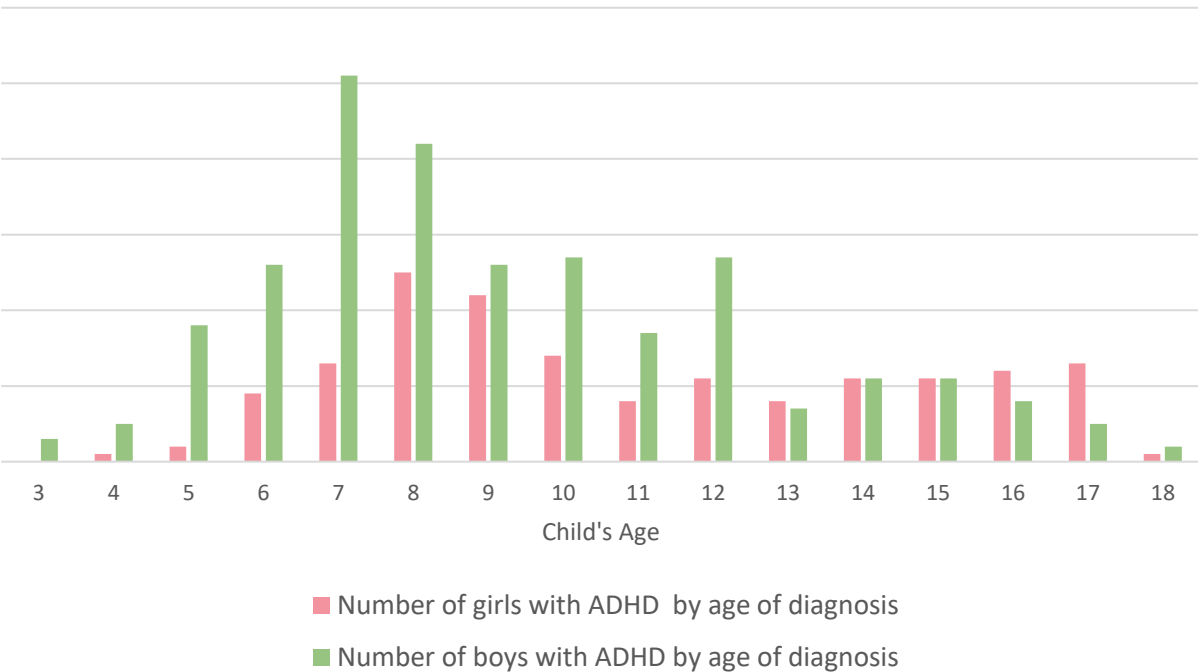
ADHD Embrace Community by Type



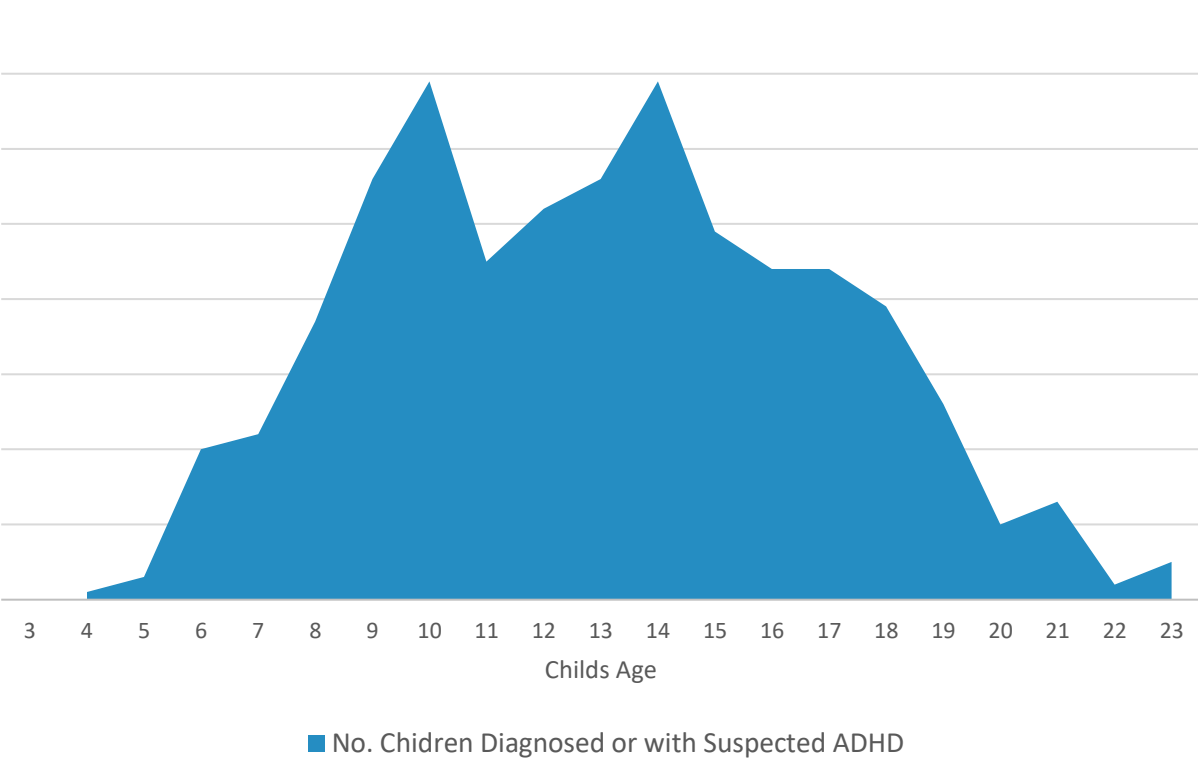
ADHD Community - Split by Gender



Age of ADHD Child Community at diagnosis by gender



ADHD Embrace Child Community with an ADHD or a suspected ADHD Diagnosis at registration





# Celebrating with our community and supporters



Members of our ADHD Embrace community joined us in many celebratory events to recognise the community we have built over the last 20 years.



Our drinks party was attended by parents, professionals, other voluntary group, representatives from the Local Authority, the NHS and also Borough counsellors, as well as our volunteers and employees. We also had a fun-filled family day which was well supported by our families and their children.



“We have much to celebrate, with our most significant achievement being the community we have built.”

We have also held several community family days, including day trips through **Royal Historic Palaces Community Access Scheme**, where we celebrated with parents, carers and most importantly, the children who are at the centre of what we do.







# Community Fundraising

We held a number of fundraising events including:

## Kew 10K

The Kew 10K was held in September 2021. A combination of 7 runners and walkers from our community supported us by raising over £7,000 in our first community fundraising effort.

## White Hart Lane Christmas Fair

We were delighted to have been selected as one of two charities that were the beneficiaries of monies raised at the White Hart Lane Christmas Fair in December 2021. We also had a stand there and it was a great evening and a super opportunity to connect with the local community.

## Open Gardens Event

This was hosted in the summer at a beautiful home in Richmond. The event included a raffle offering some fantastic prizes donated generously from our local community and a plant sale with plants donated by our wonderful hosts. We were delighted to have raised £1,980 for ADHD Embrace.



## A Family Story

This family's eldest daughter was diagnosed with ADHD in March 2020 after an Education Psychologist picked up attention difficulties in class observation. They were introduced to ADHD Embrace for a post diagnosis workshop.

During this session they recognised that some of their daughter's difficulties were also present in their eldest son and other members of the family. Their daughter was also subsequently diagnosed with dyslexia and DCD (dyspraxia) and her younger sister is now awaiting a diagnosis. Their daughter struggles with emotional regulation, focus and friendship issues. She is also a worrier and a day dreamer, and was struggling to reach her full potential at school due to distractibility. She is now on medication which has helped her with focus and managing her emotions.

The family has said that they have learned so much through the information they gained from their sessions with ADHD Embrace, which included the Post Diagnosis workshop, several webinars as well as one-to-one advice sessions. They also use the Facebook Closed Parent Forum for community support and advice.



“The information we gained was so invaluable to understanding our family and how to help our daughter.”



**Our School Outreach programme was launched in October 2021. During this time we have visited 7 local schools and spoken to 160 SENCo's, teachers and teaching assistants. Our aim is to help develop an understanding of ADHD and provide strategies for managing ADHD in the classroom.**

**Recently we visited St Stephen's CofE Primary School, a state-run school located in Twickenham in the Richmond Borough. It caters for children aged 4 to 11 and is a two-form entry with approximately 420 pupils.**



## St Stephen's School

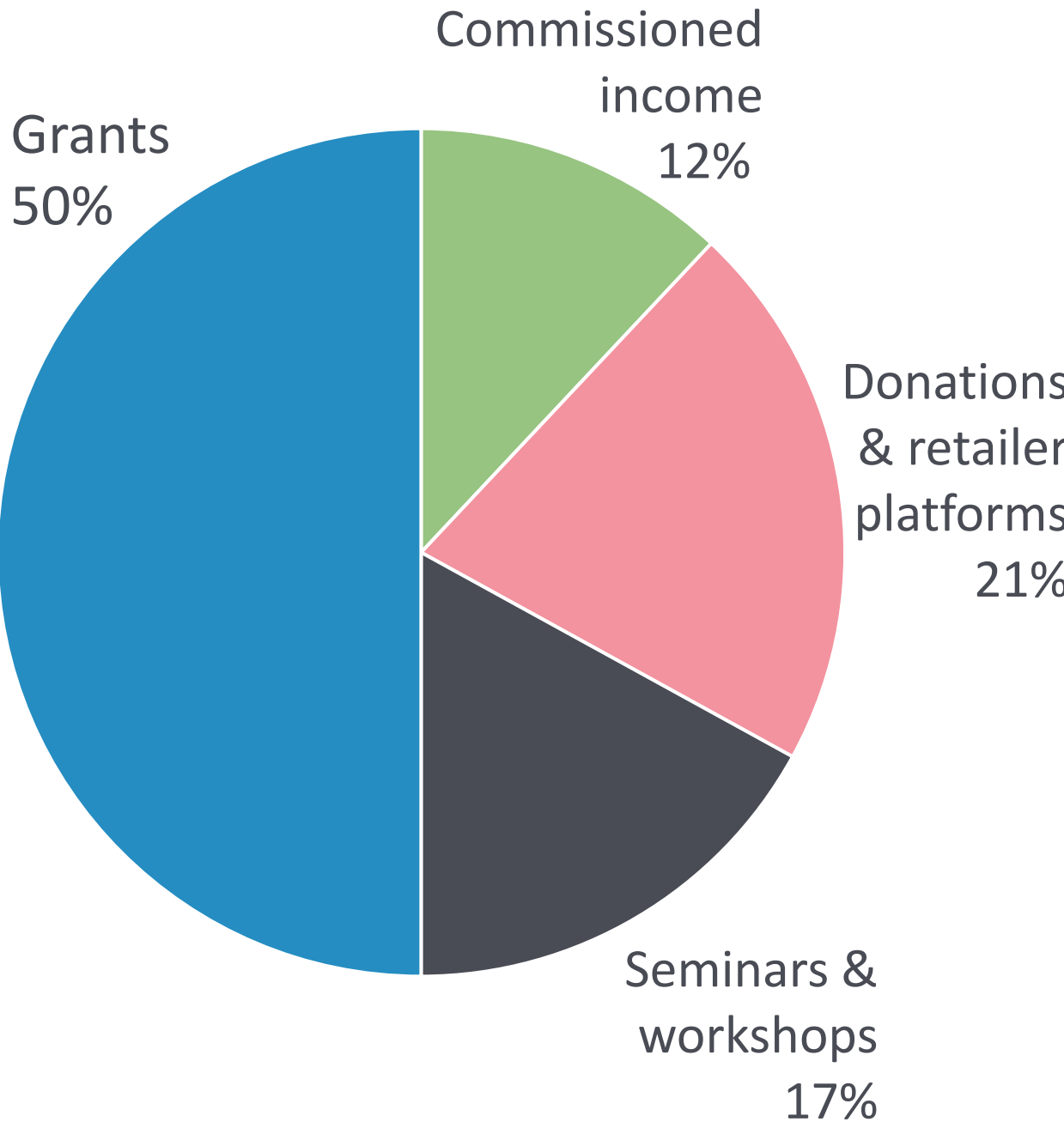
The staff and teachers at St Stephen's work exceptionally hard to support all the children in their school and as part of this they ensure they have a good understanding of conditions like ADHD, including how best to support ADHD children in the classroom to ensure they have the best possible outcomes.

Our School Outreach Manager has been invited to the school on a number of occasions to deliver presentations to the Head Teacher, SENCo, teachers and teaching assistants. We also attended a drop-in coffee morning that the school hosted for parents. The focus of the session was to create awareness of ADHD amongst parents and also explain how best they could support their children with ADHD.

St Stephen's has been a fantastic supporter of our charity, hosting a cake sale run by the children, and a Bounce-a-thon challenge in aid of fundraising for ADHD Embrace.

**"We were very lucky as a school community to work closely with ADHD Embrace. Both staff and parents found their training and advice supportive and very helpful. The ideas they shared were practical and relevant for children of all ages. I would strongly recommend their services. Thank you to all at ADHD Embrace from St Stephen's CofE Primary School."**

# How we're funded



To watch our ADHD Embrace 20th Anniversary Celebration Video,  
go to our website and look under our resources tab.

Find out more at:



[info@adhdembrace.org](mailto:info@adhdembrace.org)



<https://adhdembrace.org/>



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