“This charity is doing such great work”

Pauline Quirke on the importance of our work

REAL LIFE

TURNS OUT YOU CAN TEACH AN OLD DOG NEW TRICKS

MATCHMAKING

The Hearing Dogs way

AWAWARENESS

Find out how John Barrowman coped when he went Deaf for the Day

PLUS

Tips for communicating with deaf people

DOGGY EXTRAS

Brand-new Kids Corner
Aquila magazine

Perfect for boys and girls who are always asking questions!

We all want the children in our families to do well, and to love reading and learning, but how can we help them along the right path? AQUILA may be the answer, it is a magazine that uses great ideas and inspiration to make learning fun.

Alongside the puzzles and fun activities in every issue, AQUILA’s real aim is to capture children’s interest and enthusiasm about the world and how things work – and also to foster thoughtful and caring attitudes towards others.

AQUILA is recommended by parents and teachers worldwide and is advert-free.

What’s inside AQUILA?
A fresh new topic comes through the letterbox every month: interesting facts and figures, puzzles, challenges and stories to feed hungry, growing minds.

Why is it different? Covering interesting facts about science, history and much more. AQUILA has intelligent, thought-provoking articles which can open up those useful family discussions that contribute greatly to children’s understanding of the world.

AQUILA is only available by mail order, so you will not find it at the shops. Visit www.aquila.co.uk to download a sample magazine, or to subscribe.

ORDER NOW
Receive the Emergency Aid edition free with an annual subscription (while stocks last)

☑ £45 Annual subscription
* Special Offer ends 31/10/14. UK only

September issue: Pompeii
AQUILA takes a journey into the past and visits Pompeii, in the year AD 79. We explore the fiery mouth of Mount Vesuvius, and find out exactly how volcanoes get so hot. Children can meet Pliny the Younger, make a plaster name plaque, and sit at a Roman dinner party – roast flamingo anyone?

Our Emergency Aid issue looked at the different ways people help each other during wars and after natural disasters. It includes articles on Médecins Sans Frontières and Florence Nightingale, plus a feature on daring dogs, plucky pigeons and even elephants that went beyond the call of duty in troubled times.

Recommended by teachers, AQUILA is designed to engage and extend bright children.

www.aquila.co.uk 01323 431313
Welcome!

Autumn is upon us, so while the nights draw in, it’s time to snuggle up on the sofa with some inspiring stories in this – our 50th – issue of Favour. We’ve encountered many heroic dogs over the years, and Sam and Daisy are no different. Meet them on page 20. Find out how our hearing dogs are matched to their recipients on page 12, and see how John Barrowman managed when he went Deaf for the Day (page 18). Younger readers will enjoy our Kids Corner on page 22, while we hope our fundraising ideas will motivate you. After all that, put the kettle on and relax with Pauline Quirke, our latest celebrity ambassador, and her dog Bailey. Enjoy the issue, and thank you for your continued support!

Gill Lacey Editor

Autumn is upon us, so while the nights draw in, it’s time to snuggle up on the sofa with some inspiring stories in this – our 50th – issue of Favour. We’ve encountered many heroic dogs over the years, and Sam and Daisy are no different. Meet them on page 20. Find out how our hearing dogs are matched to their recipients on page 12, and see how John Barrowman managed when he went Deaf for the Day (page 18). Younger readers will enjoy our Kids Corner on page 22, while we hope our fundraising ideas will motivate you. After all that, put the kettle on and relax with Pauline Quirke, our latest celebrity ambassador, and her dog Bailey. Enjoy the issue, and thank you for your continued support!

Gill Lacey Editor
PUPPY POWER

Family circle
Co-founder Dr Bruce Fogle is donating one of his puppies to become a hearing dog

BRUCE FOGLE SAYS: “One of my dog’s gorgeous pups is joining Hearing Dogs. Bean’s litter of nine was intentional. I added 900 miles to my car’s odometer taking her on four successive days from London to a sun-dappled field in Gloucestershire to meet her beau. Hearing Dogs for Deaf People, on the other hand, was more of an accident. Let me explain.

“Bean is the fifth Golden Retriever my wife Julia and I have had. Bean is a calm, equable being from the healthiest of ancestors. Cast-iron bowels. Never even the slightest itch. No history in her family of the cancers Goldens are prone to. And she has great joints. “Her litter is the result of some planning: choosing the dad, blood-testing to know when Bean was about to release eggs, and arranging afternoon cover at my veterinary clinic so I could high-tail it to Cheltenham. “Hearing Dogs came into being more by serendipity. I’d invited Leo Bustad, the charismatic Dean of an American vet school, to speak at a meeting called the Human-Companion Animal Bond that I organised in 1980 for the British Small Animal Veterinary Association. Minutes before, Leo, with his finely tuned antennae for interesting people, had just met Babs Wright, then vice-president of the Royal National Institute for Deaf People.

“Babs is interested in the hearing dogs that the American Humane Association in Colorado have just trained,” he told me. Babs asked me what I thought about training dogs in the UK to act as ears for deaf people. And that’s the happy accident that led to Hearing Dogs for Deaf People. “Babs, helped by her husband Paul, created the infrastructure – let’s call it the corporate identity. I found a training location, a trainer, a placement counsellor and enough money to keep our heads above water.

A vet, Trevor Turner, gave us space at his kennels. A retired police dog handler, Tony Blunt, was employed as our trainer and Gill Lacey, now Editor of Favour, joined us as our people person. Money came from many sources, but especially from Pedigree Masterfoods. “We want everyone associated with Hearing Dogs to feel part of an extended family. That’s why my son Ben Fogle is involved, why Babs and Paul’s daughter Faith Clark is chair and why I’m happy that one of my ‘dog-children’, Bean’s affable pup, will contribute his enthusiasm to such a wonderful organisation.”

“I’m happy that Bean’s affable pup will contribute to this wonderful organisation”
FIFTY

50

foundation assessments were completed on dogs in training between April and July

50

puppies entered training at The Grange between 1 April and 30 June

50,000

Our 50,000th supporter record was added in 1997

50th

The 50th registered hearing dog was a black Retriever cross named Ben adopted from NCDL Brighton in 1987

50

Volunteer puppy socialiser Marje Pilkington has cared for over 50 hearing dog pups since 1991

www.hearingdogs.org.uk

PEOPLE

50th

OUR \n
FIFTY \n
FACTS

FAVOUR

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www.hearingdogs.org.uk
**PUPPY TRAINING**

Train a puppy, change a life, in Edinburgh

WE RECENTLY LAUNCHED a new puppy training area in Scotland, and with Edinburgh now confirmed as the location, are already taking applications from local dog lovers, trainers and owners.

Volunteers must be willing to take on one of our pups at around eight weeks of age, and care for them for up to 16 months while they progress through their training.

Regular training sessions along with various trips and volunteer get-togethers will make this an enjoyable and exciting role for sociable people with a keen interest in dog training.

If you live in Edinburgh, drive and have direct access to a garden, then we would love to hear from you. Visit [www.hearingdogs.org.uk/scotlandpuppy](http://www.hearingdogs.org.uk/scotlandpuppy) for more information.

**FUNDRAISING HEROINE**

100 thank-yous!

A CENTENARIAN used her 100th birthday to raise funds for Hearing Dogs. Mrs Ros Double kindly asked for donations to be made to Hearing Dogs for Deaf People instead of receiving gifts, and raised over £190. As well as receiving a telegram from The Queen, Ros celebrated with family and friends.

Ros’ daughter, Sylvia Fancy, said: “We partied – gently – for about five days!”

Since her big birthday, Ros has another reason to celebrate. Sylvia recently visited The Grange to be assessed with the young hearing dog that she has been matched with. All being well, the partnership will go ahead this autumn.

**RADIO STARS**

FOLLOW A PUP

BBC Radio 5 Live is following a litter of hearing dog puppies. There are two boys and two girls in the litter. One of the boys will be named after BBC Radio 5 Live Breakfast presenter, Nicky Campbell. You too can follow a pup by sponsoring a puppy from just £3 a month – find out more on page 24.

**TV STARS**

MOVES LIKE WAGGER

Hearing Dogs for Deaf People featured on ITV’s home video sing-a-long show Let Me Entertain You in May. Our amazing staff and volunteers lip-synched to Moves Like Jagger by Maroon 5 at our Buckinghamshire headquarters – with the help of our adorable dogs, of course. Check out [www.hearingdogs.org.uk/moves-like-jagger](http://www.hearingdogs.org.uk/moves-like-jagger).

**CHARITY STAFF’S TOUR DE FORCE**

Hearing Dogs’ Volunteering Manager, Victoria Leedham, and Hayley Simpson, a dog trainer at our Beatrice Wright Centre in East Yorkshire, were volunteer Tour Makers for the Tour de France Grand Départ in Yorkshire in July.

Victoria was a supervisor for Stage 1 in the Yorkshire Dales, and Hayley welcomed visitors at Stage 2 in York. “It was great to see volunteering from the other side!” says Victoria.

**VOLUNTEERING STARS**

CHARITY STAFF’S TOUR DE FORCE

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ASSISTANCE DOG DAY
WHO’S A CLEVER DOG?
In June, we celebrated the contribution of our dogs at Assistance Dog Day in the beautiful Royal Botanic Garden, Edinburgh, in association with Visit Scotland and other assistance dog charities.
Phil Biggs, our access and inclusion manager, said: “It was a brilliant opportunity for people to meet assistance dog users, and to learn about how these dogs are such an essential part of how we live our lives.”

APPEAL
LEGACY WILL HELP DEAF CHILDREN
A BBC Children in Need film showing Sam Russell and his hearing dog, Ember, inspired a viewer to make a £50,000 legacy pledge to Hearing Dogs. The kind donor also plans to make more donations in the future. “I’m in the fortunate position of my father leaving me money and I have no children to leave it to,” says the anonymous donor. “I plan to leave most of my money to charity, and saw Hearing Dogs on Children in Need. I’ve had a hearing problem all my life, so I sympathise with deaf people – especially children.”

It doesn’t have to be time-consuming, complicated or expensive to leave a legacy to charity. To make it even easier, we have teamed up with three organisations who can help (see page 30).

ONLINE
Crowdfunding appeal for a Pupmobile
WE LAUNCHED our first ever online crowdfunding project at the end of July. Crowdfunding is a way of getting projects or ideas off the ground – thanks to the power and backing of a crowd of generous supporters.
Our aim is to raise £15,000 to fund a new, fully branded van for the Charity – aka “the Pupmobile”! The vehicle we are trying to replace is unreliable, has left people and dogs stranded and spends more time in the garage than on the road!
The project was initially launched for a limited period but readers may still have a chance to view our appeal film and some of the rewards on offer if you make a pledge by visiting www.crowdfunder.co.uk/The-pup-mobile-appeal

DUAL-PURPOSE DOGS
Twice the support
DEAFBLIND AWARENESS Week (23-29 June) helped to raise awareness and understanding of deafblindness and the challenges that people with sight and hearing loss face on a daily basis.
There are around 356,000 deafblind people in the UK. Over the past 10 years, we have worked closely with The Guide Dogs for the Blind Association to train assistance dogs to help people with both sight and hearing loss.
Angela Hassall was the first person in the UK to have a dual-trained guide and hearing dog. Her first assistance dog, Roddy, retired in 2011 and is currently enjoying life with Angela’s daughter, Sarah. Angela now has another dual-trained Labrador/Retriever cross called Mel, who helps her with everyday life.

Hearing Dogs also works with other Assistance Dogs UK charities – such as Canine Partners and Dogs for the Disabled – to train dogs to help those with further disabilities. For more information on dual-purpose dogs, go to www.assistancedogs.org.uk

www.hearingdogs.org.uk

News

Diary dates
14 SEPTEMBER
Hearing Dogs Late Summer Show
At The Grange, Bucks
11am–4pm

8 OCTOBER
Hearing Dogs Awards
8 Northumberland Avenue, London

28–29 NOVEMBER
Christmas Fayre
Meet Santa at The Grange and visit our special seasonal fair.
Friday 4–8pm
Saturday 10am–5pm

SPRING 2015
Great British Dog Walk
Watch out for news on our website, e-newsletter and in the next Favour.

For details see: www.hearingdogs.org.uk/events or call Melanie Tyrer, 01844 348113

Last chance!

www.hearingdogs.org.uk

Autumn 2014 FAVOUR
Staff spotlight

Name: Sarah O’Brien
Role: Digital Marketing Assistant

What do you do at Hearing Dogs?
I write for the website and blog, which I adore doing. I help manage the Charity’s social media (it’s a great excuse to look at puppy pics all day) and I will be helping with some of our big upcoming campaigns.

What has been a highlight so far?
There have been so many – and I have only been here seven months. Meeting puppy Cazzie was a definite highlight because my fiancé and I sponsor her.

What are you working on right now?
The Let’s hear it campaign, it’s really exciting as we have some great new stories to tell.

What is it like to work for Hearing Dogs?
Amazing – everyone has been so friendly here. The job is really busy all the time but it’s never stressful. Knowing the difference these clever dogs make to people’s lives just makes working here really special.

What do you like to do in your spare time?
My fiancé and I love taking our one-year-old daughter for walks and watching her favourite film, Tangled.

Tea or coffee:
Tea – I’m obsessed with it!

Dogs or cats:
Like you have to ask! I have always been a huge dog lover.

Blogtastic

If you are new to Hearing Dogs, you can find out more about how our dogs help deaf people on our blog at www.hearingdogs.org.uk/blog. You’ll also find lots more adorable hearing dogs to admire – check out our Cute Corner for 23 super-cute puppies with their favourite cuddly toy.

If you like Cute Corner you can get it delivered straight to your inbox by signing up to our monthly e-newsletter (see above) – there’s lots of other great content, too.

www.hearingdogs.org.uk
Late Summer Show
Sunday 14 September
11am – 4pm
The Grange
Wycombe Road
Saucerton
HP27 9HG

Adults £7
Concessions £5
Child £4
Under 5s free
Family ticket £20
(2 adults, 2 children)

Let’s hear it

• Let’s hear it is our FREE fundraising pack available for schools, colleges or youth groups
• It includes excellent resources that link to the National Curriculum
• Fun educational activities including “finger-spelling and “sign along to a song”
• Lots of ideas on how to raise money for Hearing Dogs
• Plus the opportunity to visit The Grange for the five groups who raise the most money!

For more information or to request your pack
email: fundraisingpack@hearingdogs.org.uk
Daisy the Golden Retriever road-tests some of the stylish dog accessories available on the high street at Pet Hut

We asked Daisy to help us test out some fashionable and practical accessories for dogs – from bowls and toys to collars and coats, these designs will keep your dog safe and stylish. Check them out here and then use our money-off coupon towards a very special Christmas gift for your best friend!

1. **Multi-spot dog bowl**: £2.49–£9.49
   - This bowl is from a range of dishwasher-proof stoneware bowls and matching polypropylene wipe-clean mats, catering to all breeds.
   - **Our verdict**: “Daisy says her pal Nia can have these small bowls, but only after she has cleaned them!”

2. **Charlie Cat dog toy**: £5.99
   - Chewing stuff is great fun, but sometimes all a dog really wants to do is cuddle. These appealing designs use assorted fabrics and loads of stuffing to create a great mouth feel. Dogs will love trying to find the hidden squeak (however, this means the toy may not be suitable for working hearing dogs). Charlie Cat is perfect for cuddle or chew time.
   - **“Too late! Nia grabbed this cute toy before Daisy could get a look in!”**

3. **All-weather reflective black and red dog coat**: £14.99–£19.99
   - This range of reflective collars, leads, harnesses, coats and safety lights are available in three fluorescent colours. They feature hi-visibility material with reflective strips to keep pets seen in low-light conditions.
   - **“Easy to fit and adjust, this coat should help keep you safe on those dark evening walks.”**

   - New Wag n Walk collars and leads are made to very high standards using the best quality printed ribbon nylon. The range includes a selection of fantastic contemporary designs, and easily adjustable quick-release buckles mean the range caters for all popular sizes.
   - **“We love the twist on the more traditional green check design. There’s also an ultra-modern, head-turning, shiny cherry red design.”**

5. **All-weather quilted green dog coat**: £12.99–£16.99
   - This quilted dog coat has a water-resistant outer fabric with a warm fleece lining. Adjustable Velcro fastenings also allow quick and easy fitting.
   - **“These stylish coats come in three sizes for a classic country look.”**
SPECIAL OFFER FOR FAVOUR READERS

SAVE £3 WHEN YOU SPEND £30 AT THE PET HUT

PET HUT OFFERS PET LOVERS A WIDE RANGE OF PET ACCESSORIES FOR DOGS AND OTHER FURRY FRIENDS AT GREAT LOW PRICES.

SAVE £3 WHEN YOU SPEND £30 OR MORE ON ANY PET PURCHASES MADE AT PET HUT IN ONE TRANSACTION BEFORE 30 NOVEMBER 2014.

For dog lovers, Pet Hut offers a great choice of toys, collars, leads and accessories, as well as famous brand wet and dry food and dog treats. You can buy RAC-approved car travel crates and harnesses, and prepare for the darker nights with warm, reflective dog coats and comfy, stylish dog beds.

Pet Hut also has plenty to keep cats, rabbits, guinea pigs and hamsters occupied, plus fantastic value wild bird food.

With over 80 stores nationwide, Pet Hut is the UK’s fastest growing pet retailer. To find the location and opening hours of your nearest Pet Hut store please visit: WWW.THEPET-HUT.CO.UK


Glow for it in a range of reflective collars, leads, harnesses, coats and safety lights. Available in three fluorescent colours.

“This night bright LED jacket will light the way for dog and owner, helping to keep you both safe in low light.”


Luxury leather range where quality materials and timeless design combine with a modern twist. Crafted from fine leather and suedette, with robust fittings, these collars and leads are embellished with neat details including hand-stitching in vibrant colours and decorative buttons and charms.

“The eye-catching pink stitching gives this lovely collar the edge.”
The art of matchmaking

We meet trainer Caroline Ayres, who guides us through the gentle art of matching hearing dogs to their applicants.

Our Perfect Match Appeal this autumn hopes to raise funds to make many more great matches between deaf people and hearing dogs. The matching process is somewhat of an art and a science – with perhaps a little bit of magic thrown in for luck, too! The deaf applicant’s requirements always come first, but the character and needs of the dog are also very important. A happy dog will work well, and that makes for a long-lasting, effective partnership. For a perfect match to happen, the training and applications teams need to use their expertise in animal behaviour, their experience with deaf applicants and a sprinkling of gut feeling and intuition.

Trainer Caroline Ayres explains that a hearing dog needs to fit with an applicant on many levels: “We start with what the person does in their daily life and work from there,” she explains. “We look at an applicant’s lifestyle and the places they visit. Do they travel on crowded buses or trains, or mainly by car? We have a recipient who works in central London for example, and another in an open-plan office in the middle of a shopping centre – dogs need to be calm and confident to handle environments like these.

“Some applicants use a wheelchair, a walking stick or push a buggy – we need to know about this, too. We find out who they need to meet each day – at work and socially – and how active they are. Are they always out and about, enjoying long walks, or do they prefer a quieter life at home? Some applicants have boisterous young children, one has a partner in a brass band that comes to rehearse in the house; others have relatives who bring their own dogs.

“We need to know what other animals they keep – cats can be a particular issue. There are the less obvious things, such as whether the recipient does similar things each week or whether their routine is always changing. And, of course, we need to know what sounds are there.

“There must be chemistry – a spark between the two personalities”
Appeal

Perfect matches like these depend on your support

DONATE
To help create another perfect match TEXT HDOG5 to 70070 to donate £5

The Perfect Match appeal

We’re matching more hearing dogs with deaf people than ever before. With your help, we’ve made big investments in recruiting volunteers, breeding puppies, training new trainers, meeting more applicants and much more. Next year we hope to make 140 new matches – that’s an exciting target, but we need your help to make it happen.

Through this appeal we’re aiming to raise £17,000 to fund 10 applicant assessments – the vital first step in creating a perfect match. Please give whatever you can - even a small amount can make a difference.

The Perfect Match appeal

important to them and if they need the dog to be able to fetch a relative in the home or out and about.”

Every recipient needs a dog that helps them feel confident. Caroline says: “Some applicants have a lot of experience with dogs. They may have looked after or trained an animal before but others may not. For some people a cheeky, fun-loving dog will be just right, for others a quiet, cuddly type may be best and boosts their confidence. One applicant may be very tactile and like to groom or pet their dog – another less so.

“Obviously there are some practical things we take into account such as the dog’s size and the amount of space an applicant has at home; the amount of exercise a dog needs; what it enjoys doing or playing with and how receptive it is to training. Every dog is an individual – I’ve worked in the last year or so with Gatsby, Skipper, Radley and many others – each one is different and all have their strengths.

“In the end though there is a lot of intuition involved in making a successful partnership. There must be chemistry between the applicant and the dog – a spark between the two personalities. That’s what helps us make a perfect match.”

CLOSE-UP ON CAROLINE

Caroline went to college for two years to complete a National Diploma in Animal Management, and spent two years working with animals at the Blue Cross before taking time out to travel. She then joined Hearing Dogs as a dog welfare assistant, looking after the dogs and gaining valuable handling experience.

She worked closely with the trainers during this time, and joined the Display Team, training her own pet dog to meet the standards of a demonstration dog. She studied part-time to gain a Foundation Degree in Canine Behaviour and Training before becoming a dog training assistant for nine months before becoming a trainer.

Caroline has been studying dogs since college.

www.hearingdogs.org.uk

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To donate you can:
• Use the form that came with this magazine
• Go to www.hearingdogs.org/match
• TEXT HDOG5 to 70070 to donate £5

Thank you!

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• Use the form that came with this magazine
• Go to www.hearingdogs.org/match
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Thank you!

Douglas Churchyard and Omega (Meg), Surrey

Julie Smith and Keyne, Surrey

Patrick Boys and Zen, Bedfordshire

Georgia Cullen and Casper

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Thank you!
More than 10 million people in the UK have some form of hearing loss — that’s one in six of the population. Making sure face-to-face communication is as effective as it can be is therefore ever more important. For some, making others aware of their hearing loss can be embarrassing — or they just don’t know how to tackle it. A hearing dog, in its distinctive burgundy jacket, gets around this issue with no explanation needed; they make this unseen disability visible to all. It’s the ultimate icebreaker for those with hearing loss. With or without a hearing dog we can all help to communicate more efficiently and effectively by following a few simple tips.

Be considerate
Always ask: even if someone’s wearing a hearing aid, find out if they need to lipread you. Don’t feel awkward about asking; it’s much more embarrassing for the person with hearing loss to wonder when the best time is to interrupt you to tell you they don’t know what you’re saying! They’d appreciate it much more if your communication is straightforward. People with hearing loss use both visual and physical cues to interpret the world around them. So when you are communicating with someone with hearing loss, it’s important to make eye contact and get their attention when you’re speaking. By making eye contact, you will be able to use visual and physical cues to communicate clearly. To get someone’s attention, it’s appropriate to tap them lightly on the shoulder or arm. Turn your face towards the person so they can easily see your lip movements (if they need to lipread) or just to make sure your speaking is aimed in the right direction. Make sure you’re well lit (for example, a window behind you will turn you into a silhouette). Noisy and crowded areas can make communicating with a person with hearing loss much more challenging.

If you have hearing loss...
Tips for good communication

**BE OPEN** Tell the person you’re speaking to that you have hearing loss.

**ASK PEOPLE** to get your attention before they start talking to you.

**GET A BETTER VIEW** Stand a reasonable distance from the person so you can see their face and lips. Gestures and facial expressions will help you understand what they’re saying.

**DON’T BE AFRAID** to ask people to slow down and speak more clearly if necessary.

**IF YOU DON’T CATCH** what someone says, just ask them to repeat it, or explain it in a different way.

**KEEP CALM** If you get anxious, you might find it harder to follow what’s being said.

**PLAY TO YOUR STRENGTHS** If your hearing is better in one ear, turn that side towards the person speaking to you.

**LEARN TO LIPREAD** Everyone does it a bit, especially in noisy places.

**BE KIND TO YOURSELF!** No one hears correctly all the time.
person with hearing loss more difficult. If you’re in a public space, such as a restaurant, try to sit in a quiet area of the room. By avoiding noisy places, your voice and other communication tools won’t be drowned out by other sounds and distractions.

**Communicate effectively**

Speak clearly – not too slowly but not too fast – and use normal lip movements, facial expressions and gestures. Make sure what you’re saying is being understood, and if someone doesn’t understand, try saying it in a different way. Never brush it off with “never mind” or “it doesn’t matter”.

Use visual and verbal cues. By staying animated while you speak, you will be able to get your message across clearly. A person with hearing loss can respond to your facial cues, and may be able to read your lips. Keep your voice down: it’s uncomfortable for a hearing aid user if you shout; it also looks aggressive, and can be embarrassing for all concerned, especially in public. Use plain language – and don’t waffle!

For more information about communicating with people with hearing loss, contact www.actiononhearingloss.org.uk

**LIPREADING BASICS**

Here are some tips to help those who lipread understand you better

For many people with hearing loss, lipreading is a vital communication skill. Lipreading is the ability to recognise lip shapes and patterns, and to use context to fill gaps in conversation in order to maximise communication.

**Lipreading involves:**

- Lipreading shapes
- Hearing some sounds
- Recognising and interpreting facial expression, body language and gesture.
- “Putting two and two together” and guessing words you can neither lipread or hear by using context and common sense.

You’ll be surprised how many words look the same on the lips. They make use of similar lip shapes and, even for an experienced lipreader, it’s impossible to get every word. Many lipreaders welcome gestures, signs or other clues to help follow conversations.

**Consonant shapes (p, f, s, sh) are:**

- High frequency sounds
- Hard to hear
- Easy to see

**Vowel shapes (a, e, i, o, u) are:**

- Low frequency sounds
- Easy to hear
- Hard to see

**Things to remember**

- Lipreading is tricky if the speaker isn’t face-on
- Lipreaders cannot lipread in the dark
- You need reasonably good eyesight to lipread
- Lipreading is difficult unless you are listening to your first language
- Not everyone is lipreadable!

Some lip-shapes look alike, such as “f” and “v”.

When two words look the same, you can often tell the right one from the context.

Try our lipreading game to find out what the celebrities are saying at www.hearingdogs.org.uk/lipreading-quiz

**DID YOU KNOW?**

There are over 380 lipreading classes in the UK.
We’re celebrating the 50th issue of Favour with news headlines and stories from the past 32 years

A ISSUE 2 1984
The opening of our Chinnor Training Centre was attended by our first eight hearing dogs – all were unwanted or rescue dogs; fundraiser Flax, the only dog in the UK with a bank account, presented us with a cheque for £1,800.

B ISSUE 3 1985
Hearing Dogs relaunched its annual publication as Favour; a children’s book was published by Linda Yeatman about a hearing dog named Buttons; hearing dog Skipper was presented with the Heineken Christmas Award.

C ISSUE 4 1986–1987
Hearing Dogs became a registered charity and purchased its first property, moving from Chinnor to Lewknor, Oxfordshire; Sounds Like Skipper, by recipient Kerena Marchant, was published.

D ISSUE 6 1988–1989
Northern Irish and Scottish recipients got their first hearing dogs; the children of Claremont County Primary School in Tunbridge Wells, Kent, raised £3,584.

E ISSUE 8 1990–1991
Favour magazine got a new look; 100th hearing dog Spring was our cover star; hearing dogs were issued with yellow coats to make them easy to identify; HM The Queen visited the Hearing Dogs stand at an event in Windsor Great Park.

F ISSUE 10 1992–1993
Favour the dog featured on the cover as he retired after 10 years’ service; Hearing Dogs’ first national raffle raised over £70,000 towards a second training centre to be located in the north of England; Hearing Dogs had 24 groups of volunteers (or fundraising branches) around the UK.

G ISSUE 11 1993–1994
Spaniel pup Jess, the 200th hearing dog, featured on the cover; a property in Cliffe, near Selby, North Yorkshire, was purchased with the aim of developing the site as a northern-based satellite centre.

H ISSUE 13 1995–1996
Favour got a refreshed look; GMTV chose Hearing Dogs as one of three charities to benefit from its first Get Up & Give Appeal and donated £90,924; the Beatrice Wright Centre in Cliffe was opened by HRH The Princess Royal; Popeye, the 300th hearing dog, was partnered with Paul Bullock; Hearing Dogs opened its first charity shop, Wags to Riches, in Oxfordshire.

I ISSUE 15 APRIL 1997
Favour became a biannual publication; hearing dog Scampi launched a Pets at Home and Pedigree Petfoods fundraising
Favour magazine is named after Hearing Dogs’ very first dog. When picked to pioneer the work of Hearing Dogs, Favour was a one-year-old stray selected from rescue kennels in Berkshire – and what an excellent choice he proved to be!

Did you know?

promotion to raise over £87,000; a study looking at the social and psychological benefits of hearing dogs was published; Hearing Dogs’ first website went live.

J ISSUE 18 AUTUMN–WINTER 1998
Favour’s style was refreshed; TV vet Mark Evans featured on the cover; work started on a puppy socialising block at The Grange; Hearing Dogs launched a regular giving scheme through(Give As You Earn) payroll giving.

K ISSUE 21 SPRING–SUMMER 2000
Cover star and hearing dog Jodie made history as the first dog to travel through the Channel Tunnel; Border Terrier Chloe became the 600th hearing dog; Hearing Dogs had 65 fundraising branches and launched its first schools pack.

L ISSUE 24 AUTUMN–WINTER 2001
Tony Blunt, Hearing Dogs’ director general and a founder member, was made MBE; actress Pam St Clement launched an appeal to celebrate Hearing Dogs’ 20th anniversary in 2002; hearing dog Sapphire became our 700th hearing dog.

M ISSUE 25 SPRING–SUMMER 2002
Hearing Dogs celebrated 20 years and was rebranded; our livery changed to burgundy.

N ISSUE 29 SPRING–SUMMER 2009
A child partnership – Evie Crook and Gem – featured on the cover for the first time; the first dog graduated from our newly located Beatrice Wright Centre in Bielby, East Yorkshire; our Paws for Coffee fundraising initiative was launched.

O ISSUE 41 SPRING–SUMMER 2010
Child partnership Elizabeth Pople and dog Russ starred on the cover; Glen Tallet from Sittingbourne, Kent, was the first recipient of a dual assistance dog, trained by Hearing Dogs and Canine Partners.

P ISSUE 42 AUTUMN 2010
Favour magazine got a brand new look from James Pembroke Publishing; BBC Children in Need awarded £47,050 to Hearing Dogs; the finalists of the 2010 Hearing Dogs Awards showed the variety of breeds that have changed deaf people’s lives.

Q ISSUE 44 AUTUMN 2011
Our new logo and current branding was showcased in Favour; Rula Lenska talked about her own hearing loss; Pam St Clement launched the Pawsprint Appeal.

R ISSUE 45 SPRING 2012
Hearing Dogs celebrated 30 years with a special anniversary issue of Favour; Esther Rantzen and young James Cheung and his hearing dog Kurt featured on the cover and launched the My Best Friend Appeal.

S ISSUE 48 AUTUMN 2013
In a special access issue, Favour published the news that all people with assistance dogs will carry an identification book; Pam St Clement went Deaf for the Day; we revisited James Cheung and hearing dog Kurt as James moved to secondary school.
Celebrity ambassador

John Barrowman: Deaf for the Day

The star of stage and screen gave up his hearing temporarily and experienced some profound effects.

Entertainer John Barrowman has many strings to his bow. He sings, dances, acts, presents, judges – and he’s been a proud supporter and celebrity ambassador for Hearing Dogs for Deaf People since 2012. But how would he cope with losing his hearing? At first he was keen to get started: “I wanted to understand the challenges that deaf people face and learn how a hearing dog can alleviate these difficulties,” says John. “Nothing could have prepared me for how challenging the day would be…”

An audiologist from Specsavers Hearing Centres created a special mould for John’s ears: “I felt the dramatic impact of the gels immediately,” he says. That day, John lost 60% of his hearing with the gels in – so, for example, he could only hear a general humming noise when people were speaking. “My agent turned the TV up to top volume while I was speaking and I didn’t even register the noise,” he says.

Exhausted and frustrated

“I couldn’t believe just how difficult it was to do everyday things that we all take for granted like getting a coffee, grabbing a cab, meeting with my agent,” says John. He soon found himself exhausted and frustrated, and was surprised at how soon he started to feel withdrawn from people around him: “It was easier to be on my own than to try to work out what others were saying. It was isolating,” he says. As someone who is used to being in control of situations, John felt hugely vulnerable. Thankfully in the latter part of the day, John was partnered with Robyn, a fully trained chocolate Labrador hearing dog. “Robyn was wearing a hearing dog jacket, so people immediately knew I was deaf,” says John. “She was a great ice-breaker and encouraged me to talk to new people. Robyn was also my ears, alerting me when my phone went off, and so on. She gave me back the independence that I felt I had lost earlier in the day.”

John says he learnt a great deal through his Deaf for the Day experience. “Going deaf for the day was one of the most insightful yet exhausting days of my life. I want the public to help more deaf people by donating funds to train more of these wonderful dogs. “Hearing loss is on the rise and these dogs change the lives of deaf people – but the Charity relies solely on donations to continue their work. Please support Hearing Dogs and make a donation today.”

Photos: Paul Wilkinson

Before he had Robyn, John felt nervous crossing the street.
Celebrity ambassador

JOHN’S DEAF-FOR-THE-DAY DIARY

10.00 Mark, the audiologist, inserts special gel moulds into my ears. It’s hard to explain how sudden hearing loss affects you. Straight away, I’m lipreading everything.

10.30 I’m concentrating so hard on lipreading one person at a time, that if someone else starts speaking I can’t keep up.

11.00 Walking along Edgware Road, I can’t hear the sound of busy traffic or footsteps behind me. I feel anxious crossing the road. I hail a cab and when I get out, the driver says something. It’s strange the things you miss when one of your senses is taken away – like the tail end of a conversation. I wonder what he said...

11.30 I ring the intercom to my agent’s office five times as I can’t hear a response. The first thing the team notice is that I’m speaking really loudly. Gavin, my agent, keeps telling me that my phone is ringing. I feel like I’ve lost control.

12.00 After lunch, all I want to do is have a nap. I’m used to busy schedules, late nights and early mornings. But hearing loss makes you feel tired from concentrating so much. My spirits are lifted as soon as I’m introduced to Robyn the chocolate Labrador!

12.30 I just want to go to sleep. I can’t understand what people are saying unless they’re looking directly at me, and when everyone’s talking among themselves I feel excluded. It’s like I’m invisible.

13.00 Lunch at a local coffee shop. “How much is it?” I ask. The barista looks down and mutters something. I have no idea what her answer is as I can’t read her lips.

13.30 I finally have my ear gels removed, and I could fall asleep right now. I only experienced hearing loss for the day, deaf people face these difficulties every day of their lives...

14.00 Robyn comes bounding over and nudges me on my leg with her nose. I ask her, “What is it?” while signing “Where” in British Sign Language. Robyn walks to the phone, waiting for me to follow her. She then nudges it. It’s ringing; I didn’t hear a thing!

15.00 Robyn nudges me again but this time she lies down on the floor. It’s the signal for danger. The smoke alarm has gone off, and we make a hasty exit.

17.30 I finally have my ear gels removed, and I could fall asleep right now. I only experienced hearing loss for the day; deaf people face these difficulties every day of their lives...

www.hearingdogs.org.uk

Autumn 2014 ★ FAVOUR
I can’t imagine life without Sam

Cas’ life was turned upside down after hearing loss left her alone and isolated. But her hearing dog Sam gave her back her confidence.

As a child, Cas Fowler had some hearing loss – and by her twenties her hearing had deteriorated so much that she was struggling in every aspect of her daily life. But her life has been transformed by amazing hearing dog Sam. Here she tells their story:

“By 2007 my hearing loss was so severe that I was finding hearing day-to-day sounds difficult,” she says. “One day, my step-daughter – who was only six at the time – ran in saying, ‘Cas, the smoke alarm is going off!’ It was a devastating wake-up call. A six-year-old was having to keep me safe in our own home because I couldn’t hear; my deafness was not only affecting me, but also those I loved. Around the same time, I was nearly run over by a car coming from behind me. If it hadn’t been for a very nice man rugby-tackling me to the ground, I’m not sure I’d still be here.

Reality bites

“The final reality check was when I realised I was the only person still shopping in an empty Tesco superstore. Unbeknown to me, the fire alarm was going off and the store had been evacuated. It was then I knew I needed more support in my life.

“By the time I applied for a hearing dog, I had become almost a recluse; only venturing out to go to work and back, and never going out of the office during the day. When I received my letter to say I’d been matched with a hearing dog called Sam, I experienced so many emotions – from utter relief to fear and excitement.

“But Sam and I are absolutely perfect for each other. He alerts me to the alarm clock in the morning – otherwise I’d never get to work! He also lets me know when the doorbell is ringing, tells me when fire alarms and smoke alarms are going off, when the cooker timer is ringing, and he comes to fetch me around the home when I’m needed by one of the family.

“With Sam by my side, my life has been so different. It’s hard to put into words the bond between a hearing dog and the person they work with, but I now go out whenever and wherever I want or need to go. With Sam by my side, I now have my confidence back. I love the way he looks at me as if to say, ‘It’s fine – I can hear. I will let you know what you need to know.’

“Sam is a constant attraction for other people, who want to know about him and my life. I no longer need explain that I’m deaf as Sam – in his burgundy coat – says it all, and then people take the time to communicate with me. With Sam I feel understood, safe and included. I can’t imagine life without him.”

Sam has helped Cas emotionally as well as practically.

“It’s hard to put into words the bond between a hearing dog and the person they work with.”
Daisy is part of the family

Joe Flack was a painfully shy little boy – until hearing dog Daisy came into his life...

Before eight-year-old Joe Flack received his hearing dog Daisy in October 2012, he struggled in social situations – even around family and friends. This was deeply upsetting for mum Charlotte: “Joe was very shy,” she says. “He had no confidence and suffered from anxiety. Most events we went to would see Joe becoming very anxious, and refusing to go in and mix with people. It was difficult for us to keep trying new things as we knew what reaction he’d have. He even struggled at family get-togethers and friends’ birthday parties.”

Difficult days

“Joe chose not to mix with other children,” continues Charlotte. “On occasions we attended local National Deaf Children’s Society meetings with other deaf children and their families and even then Joe wouldn’t play or mix with the other children – all of them joined in except for Joe, who just wanted to sit with me throughout the meeting. We’ve experienced some upsetting episodes with Joe when he has cried because he feels different and he wants to be able to hear – but these episodes have happened less since we got Daisy.

“I first learned about Hearing Dogs for Deaf People after reading an article about a young deaf girl whose confidence and sleeping had improved after having a hearing dog. At the time, Joe was too young but I applied anyway and as soon as he was old enough we started the assessment process.

“It’s hard to say why Joe’s confidence and anxiety has improved with having Daisy. He has just changed. When Daisy first started walking to school with Joe he became known for his hearing dog. The children knew that they couldn’t ‘talk’ to Daisy in her uniform. But whenever we meet anyone when we’re walking Daisy out of her uniform Joe always likes to tell them that she’s his hearing dog.

An unbreakable bond

“There has also been a remarkable change in Joe’s confidence when we visit the doctor, too, which is amazing. Hospital appointments used to be very stressful, as Joe wouldn’t let the doctor listen to his heart or prod his chest and so on. But from the first appointment since Joe has had Daisy beside him, he has been content to lie still and let the doctor examine him. Joe says Daisy is his best friend. They love to have a cuddle on the sofa in the morning and play chase through the fields when we’re out for a walk. Daisy just loves to have fun with us, and even tries to join in if Joe and I are having a tickle fight! We just love Daisy so much; she really is part of the family.

“A boy at school was picking on Joe one day and told Joe that he was better than him, and that Joe was rubbish at everything. Joe’s self-esteem was so low that he couldn’t think of anything that he might have been better at than this boy (although there is plenty, of course!), so he just said, ‘Well, I’ve got a hearing dog!’ Having Daisy clearly gave Joe enough confidence to deal with a situation that would have crushed him before.”

“Joe says Daisy is his best friend. There has been a remarkable change in Joe’s confidence”
Ingredients
- 150g white flour
- 2 tbsp cornflour
- 1 tsp baking powder
- pinch salt
- 165g golden granulated sugar
- 2 large eggs at room temperature
- 1 tsp pure vanilla essence
- 50g unsalted butter, melted
- 60ml/4 tbsp vegetable oil
- 125ml milk at room temperature

How to...
1. Preheat oven to 170°C (fan oven) or 190°C (conventional oven). Line a 12-cup bun tin with paper or foil liners.
2. In a medium bowl, whisk the flour with the cornflour, baking powder and salt.
3. In a large bowl, using a hand-held electric mixer (get an adult to help), beat the sugar with the eggs and vanilla essence at medium-high speed until smooth and thickened slightly, for about 3 minutes.
4. Add the butter and oil and beat until mixed. Add the dry ingredients and milk in three batches, beating well between additions.
5. Carefully pour the batter into the lined tins, filling them about two-thirds full.
6. Bake the cupcakes in the centre of the oven for 25 minutes until a toothpick inserted in the centre comes out clean. Let the cupcakes cool slightly in the tin, then transfer them to a wire rack to cool (get an adult to help). Ice or top the cupcakes.

Baking bake-off
Our yummy doggy delights will sell like... well, hot cakes! Make them this weekend and add them to your fundraising bakes.

Golden cupcakes
Contributed by Jane Boughton
SERVINGS: Makes 12

Golden cupcakes
Our yummy doggy delights will sell like... well, hot cakes! Make them this weekend and add them to your fundraising bakes.

MAKE AHEAD
Uniced cupcakes can be wrapped in plastic and stored at room temperature for up to two days, or frozen for up to one month.

Decide these cakes using fondant icing and/or butter icing to create your own cute puppy faces. Send us your photos and we’ll share the best ones on our Facebook and Twitter feeds. To make the most of your baking, why not sell your tasty pupcakes to help raise funds for Hearing Dogs?

Contact us!
Send all your funny captions, stories and pictures to: kidscorner@hearingdogs.org.uk

FIDO FUNNIES
Why did the skint dog chase his own tail?
He was trying to make ends meet!

What happened when the dog went to the flea circus?
He stole the show!

What happens when it rains cats and dogs?
You can step in a poodle!

TOP DOG!
“Does my head look big in this?”
Ann Carter

Facebook caption competition!
EARLIER IN the year we ran a competition to design a dog coat for demonstration dog Nia as part of our 50th issue celebrations. Here are some of the winning designs, which have been made into coats for Nia to enjoy when off duty.

### 3–5 AGE GROUP

**Nazeef Talukder, Swindon**

**Judges’ comment:**
“We loved the colourful hearts on this design, as it shows the dog is loved!”

### 6–8 AGE GROUP

**Tye Willis, Abingdon Prep School**

**Judges’ comment:**
“We love the characters and expressions on the faces – it’s such a bold design!”

### 9–11 AGE GROUP

**Nikki Assadi, West Overton Primary**

**Judges’ comment:**
“What wonderful detail and humour – the unusual, striking belt is great, too.”

### NO AGE GROUP

**Amber Steel, Glencairn Primary School**

**Judges’ comment:**
“What a great superman costume and message: ‘Nothing is impossible’.”

### 12+ AGE GROUP

**Maryam Ebrahim, Middlesex**

**Judges’ comment:**
“We like Maryam’s idea for putting playthings and secret supplies in pockets.”

**Rosie Bradley, 11th Ramsbottom (Holcombe) Guides**

**Judges’ comment:**
“It’s a busy design for a busy dog!”

Thanks to retired headteacher Amanda Trigg for helping Nia to judge the competition. This competition was run as part of the Let’s hear it pack, full of free educational resources, which can be found at blog.hearingdogs.org.uk/lets-hear-it
Proud of our puppies

Puppy sponsorship gives unique insight into the journey our pups take to become hearing dogs

Over the past three years, regular givers to the Hearing Dogs Puppy Sponsorship scheme have enjoyed a privileged insight into the lives of 24 puppies of different breeds, as they grow to become hearing dogs for deaf adults and children.

Through regular updates, sponsors gain a behind-the-scenes glimpse into their puppy’s progress. Becky Moorcroft, Hearing Dogs’ puppy sponsorship coordinator, says:

“We send updates to sponsors at each key stage of the pup’s training, along with fun stories of their exploits. Sponsors feel close to their puppy as they watch them grow into a little character!”

Sponsors also find out about the work of the trainers and volunteers who have played a key role in their pup’s development. After receiving their update on puppy Oakley, one sponsor wrote: “The pictures of Oakley made me laugh out loud and gave me a great deal of pleasure.”

Sponsors with internet access can also keep up to date via “The Puppy Pen”, a blog that describes the often hilarious antics our pups get up to outside classes.

Sponsor one of Coco’s litter
Coco, a chocolate-coloured Cocker Spaniel, was one of our previous sponsor pups. Coco excelled in training, proving she had all the qualities we look for in a hearing dog. This made Coco ideal to parent future generations of hearing dogs.

In March last year, Coco gave birth to her first litter of five puppies – all now well on their way to becoming working hearing dogs. This year, Coco was mated with a Poodle and produced five black, and one apricot Cockerpoo pups. Week by week, each pup is becoming more boisterous and playful as they develop their own characters and skills. But one pup in particular caught Becky’s eye. She says: “Berry is absolutely gorgeous and took so much delight in playing with the toys and rolling around with his litter mates. He also enjoyed being cuddled and I think he’ll be a real ‘people’ dog.”

By supporting Berry as he trains to be a hearing dog – from early puppy classes right through to being partnered with a deaf person – Berry will get all the stimulation he needs to channel his energy and enthusiasm in the right direction.

You can sponsor Berry (above) or Merry (left) for yourself or as a gift by completing and returning the Puppy Sponsorship form enclosed. Alternatively, you can set up sponsorship online at www.hearingdogs.org.uk/puppy or call Becky on 01844 348162.

The photos of my pup made me laugh out loud and gave me a great deal of pleasure”
Join the community
We couldn’t do what we do without the support of our loyal community fundraising managers around the UK.

OUR COMMUNITY FUNDRAISING managers each cover a large area of the UK and are supported by volunteers, groups, businesses and recipients of hearing dogs. Our community fundraising team is responsible for raising £1 million annually for Hearing Dogs – and we couldn’t do it without you. Here’s a sample of what our supporters have been up to in their communities.

NORTH EAST REGION
LUCY WARD TEL: 01759 322255 @lucyhearingdogs
Sarah-Jane Patrick, one of our Puppy Socialising Volunteers from Harrogate, and friend Victoria successfully completed their Coast to Coast walk in April, raising £3,066.50.

SOUTH EAST REGION
NICHOLAS ORPIN TEL: 07917 170122 @nicholasorpin2
Carole Dyke, aged 70, finished her seventh marathon for Hearing Dogs in April, raising £2,000. Her daughter, Sue Churchyard, recipient of hearing dog Jas, abseiled down the Spinnaker Tower in Portsmouth to raise over £1,200.

EAST REGION
RACHEL CLARKE TEL: 07769 901291
A joint initiative between our Saffron Walden Fundraising Branch and Saffron Walden volunteer puppy socialisers helped raise more than £1,300 in just one week of fundraising activities.

MIDLANDS REGION
VICKY RYAN TEL: 07824 329063 @VickyHearingDog
Two charities – including Hearing Dogs – are in line for a boost after the outgoing Mayor of Dudley said his fundraising total for the year had topped £50,000.

NORTH WEST REGION
NICKY LITCHFIELD TEL: 01257 260988 @nickyhds
When Peter Murray said he wanted to collect one million stamps for us, the response was amazing. Over 400,000 stamps flooded in, including rarities.

NORTHERN HOME COUNTIES
LISA BISHOP TEL: 07769 901030 @LisaHearingDogs
Staff from Isotrak did the 10k Wolf Run, which involved running, obstacles, water and mud! They all completed the race and raised £1,462.40.

SOUTH WALES AND SOUTH WEST REGION
CFM VACANCY. Please call Gill Yeates, head of community fundraising, on 07824 453319
Volunteers Lin Keitch and husband Dave organised their annual Coffee in the Garden event on 12 July, raising a fantastic £1,500.

CAMBRIDGESHIRE AND SOUTH LINCOLNSHIRE
GILL YEATES HEAD OF COMMUNITY FUNDRAISING TEL: 07824 453319
Huntingdon Regional College staff Andrew Brett, Dean Constant and Stuart Walker cycled 80 miles to The Grange, raising a fabulous £600.

SCOTLAND
LYNDSAY CAMPBELL TEL: 07436 542544 @Lynshearingdogs
Mhairi Pollard – recipient of hearing dog Gabby – from Bucksburn in Aberdeen, raised over £3,000 for the Charity by daring to do a skydive.

www.hearingdogs.org.uk
**Puppy sponsors**

**ROYAL CANIN NAMES A PUP**

**WE’RE DELIGHTED** to introduce Royal Canin’s new hearing dog sponsor puppy Echo! Royal Canin launched an online competition to name its new sponsor puppy at Crufts in March this year. Over 2,000 votes were cast and Echo was selected from a shortlist of 10 names.

The competition ran alongside a national promotion in over 900 independent retail stores and on retailers’ websites. From the sale of every promotional pack of food in April, £1 was donated to Hearing Dogs to help fund the training and lifetime support of Echo and other pups. Over £21,000 was raised and we are extremely grateful to Royal Canin for its ongoing support.

Royal Canin has partnered Hearing Dogs for many years, supplying tailored kibble to our hearing dogs in training. Two years ago, Royal Canin sponsored hearing dog Jazz, who now supports 11-year-old Oliver. Oliver’s father Jonathan says: “The pair always cause a stir whenever they’re together and Jazz is wearing her uniform. It’s been a real confidence booster for Oliver and he’s no longer the shy little boy he was before Jazz came skipping into his life.”

We wish Echo all the very best as he progresses on his journey to become a life-changing hearing dog.

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**Fundraising**

**A TALL STORY**

**WHEN SIEMENS HEARING INSTRUMENTS** chose Hearing Dogs as its Charity of the Year for 2014, little did it realise the heady heights it would reach.

A valiant team of six completed a sponsored abseil at Portsmouth’s Spinaker Tower on 25 May. The iconic 170m tower is the tallest outside London. Nicholas Orpin, Community Fundraising Manager for the South East, was there to encourage the fundraisers.

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**STAFF SUPPORTERS**

**MCAFEE STAFF VOLUNTEER AT THE GRANGE**

We were one of five charities selected by internet security firm McAfee for its Global Support Day in May. A team of 12 from McAfee’s head office spent a day at The Grange volunteering in our gardens and grounds, improving the environment for our recipients. There was also time to find out about how we care for our hearing dogs and see our clever dogs at work.

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**FANCY DRESS FUN**

**HEARS TO CEVA!**

Staff at Ceva – a global veterinary health company producing pharmaceutical products – have recently completed 30 miles of the beautiful Tarka Trail cycle route – in fancy dress! We thought you might like to see a photo from the day. Ceva has already raised more than £3,000 for Hearing Dogs and will be working with us on further fundraising opportunities for the rest of 2014.

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**SIEMENS**

echo is a lively fellow
Going the extra mile

A FUNDRAISING EVENT to raise awareness of hearing loss, supported by Chiltern Railways, has raised over £1,200 in one day. Chiltern Railways voted Hearing Dogs for Deaf People as its joint Charity of the Year for 2014 and supported a Deaf for the Day event at selected stations along its route on 15 July.

Volunteers, trainers and hearing dogs got up very early to promote awareness of the problems associated with hearing loss to early morning commuters, many of whom donated on their journey into London. A team, including hearing dog Dasher, formed a welcoming committee at Marylebone station to further promote the Charity.

Corporate relationship manager Deborah Bourne says: “Many thanks to our volunteers, staff and dogs who generously gave their time; to everyone who stopped to say hello and donated; and to Chiltern Railways staff for looking after us so well.”

Chiltern Railways’ managing director Rob Brighouse, who is also a volunteer puppy socialiser for the Charity, volunteered to go Deaf for the Day himself, to experience the challenges that deaf people face every day, and shared his experiences on social media.

BRIGHT IDEA
Donate a car: If you have an old car you want to get rid of, make a donation through Giveacar, a non-profit fundraising organisation that raises money for UK charities by scrapping and selling old cars. Go to our website for more details.

Winning hearts

HARRIET VAN PELT (right) won the hearts of her colleagues with talk of her work as a bed & breakfast volunteer at Hearing Dogs. After talking to members of our Volunteering and Fundraising teams, she saw an opportunity to apply for a company grant for British Sign Language (BSL) training for volunteers at The Grange in Princes Risborough. Premier Foods generously supported Harriet’s commitment with £2,000 to fund the training for 24 volunteers. If your company would like to offer similar grants, please contact Deborah at deborah.bourne@hearingdogs.org.uk

Update

BGC CHARITY DAY
Many thanks to BGC Partners for a £20,000 donation following the Charity Trading Day in September last year. The annual event is held in memory of their US colleagues lost on 11 September 2001 at the World Trade Centre. Celebrity presenter Kirstie Allsopp was on hand to help Hearing Dogs answer the telephones on the trading floor at the Canary Wharf offices. We are thrilled that we have been selected for support again this year.

WAITROSE WONDERS
Your support for the online Waitrose Community Matters scheme in spring resulted in a whopping £9,250 donation. Thank you to everyone who placed an order, voted and spread the word. This is an excellent result and does much to raise the profile of our Charity and inform people about the impact of hearing loss.

HEARING DOGS AWARDS
Thanks to our partners Specsavers Hearing Centres and Royal Canin for agreeing to sponsor categories at our forthcoming Hearing Dogs Awards in London on 8 October, with Patron HRH The Princess Royal.
“Dottie’s my soulmate”

Behind the scenes there are people volunteering to foster the dogs that give birth to our amazing hearing dogs. Here’s the story of one dog, Dottie, whose tale has a surprising twist...

Before she retired as a brood bitch, Cockapoo Dottie gave birth to a new generation of hearing dogs. Now Dottie has a new – but equally important – job to do. Recipient Terrence Dawes tells their story...

“It was quite by chance that my wife, Gwendoline, and I came across the Hearing Dogs stand at a dog show in Willen Lake, Milton Keynes, and learnt about puppy socialising. I’d just been diagnosed with Ménière’s disease, resulting in sudden hearing loss so I had some empathy with the Charity; we decided to volunteer. Soon after we registered, Jamie came into our lives. We fell in love with him straight away, and had him for about a year.

“Sadly we had to hand Jamie back for training at The Grange. We were heartbroken to say goodbye, and asked for another dog to socialise and fill the gap he’d left in our lives. A few weeks later Hearing Dogs asked us to consider fostering one of the Charity’s brood bitches. This would mean fostering the bitch for a few years while she was having puppies for the Charity, and then we could adopt her once she retired from breeding.

“We decided to give it a try, and were presented with a gorgeous young dog called Dottie – a black Cocker Spaniel cross Poodle with a white flash down her chest. What a fantastic dog she has turned out to be.

Ambassadors

“As well as being a puppy socialiser, I also volunteered to be a speaker for Hearing Dogs. I have been giving talks for nine years and have taken Dottie into schools, clubs and WI meetings.

“She’s a superb ambassador for Hearing Dogs for Deaf People, representing them on hundreds of occasions while she was part of the breeding scheme. She was an excellent mother, producing three litters: two litters of five puppies and one litter of four – beautiful puppies who are truly a credit to her. All but three of Dottie’s pups are now working as assistance dogs.

“But Dottie’s story does not end there. In 2008 my hearing had become much worse and I applied for my own hearing dog. I was accepted on the understanding that, by having a hearing dog, I’d need to forgo the opportunity of keeping Dottie. In 2012 Dottie retired as

“I couldn’t possibly imagine life without Dottie. She is such a joy to be with”
Get involved Volunteering

To get involved, call 01844 348100 or email volunteer@hearingdogs.org.uk

a brood bitch, and was waiting to be spayed when I received some wonderful news. The Charity suggested that, rather than me handing Dottie back and having a new dog, they’d like to try something new: they wanted to see if they could train Dottie as my hearing dog. I jumped at the chance – it would have been devastating to give her up, and I had every confidence in her. We took Dottie to The Grange for a preliminary assessment to see if she would make the grade – bearing in mind she was five and a half years old.

Old dog, new tricks
“For the next eight weeks Dottie was at The Grange for intensive training, learning how to alert me to sounds. It was so hard being without her. She took to it like a duck to water, and soon I went to The Grange for training with her. I was so excited, I could hardly sleep! She passed with flying colours. We then continued with her training at home, and twice a week someone from Hearing Dogs came to support us. It was more a case of training me in what to do, as Dottie was superb, and still is today.

“I am so grateful to the staff at Hearing Dogs for their support over the years, and their dedication in getting Dottie to where she is today. I couldn’t possibly see life without her; she is such a joy to have, and a joy to be with. She is excellent with children and adults alike, and is a great fundraiser, excellent ambassador and my soulmate. Dottie will be seven years old in November, but to see her work and play you’d think she’s two. We received our partnership qualification in November last year, of which I am so proud.”

Gold-standard dogs
We celebrate Favour’s gold issue with stories of two gorgeous dogs called Goldie!

GOLDIE THE DEMO DOG
GOLDIE WAS ONE of the last dogs the Charity selected from a rehoming centre for training. She was adopted by trainer Jo Otton and is now part of the Charity’s demonstration team. Jo says: “Goldie is a very calm but sociable dog and a lovely companion. In 2010, Goldie lost her left eye to a grass seed, but still performs successfully as part of the demo team – she does occasionally bang her nose on something but then she gets an extra cuddle from me! “Goldie helps socialise new puppies, working alongside trainers to improve the confidence of trainee pups around other dogs. She helps with applicant assessments, accompanies staff to the interviews and home assessments of new volunteers, and travels all over the UK with me, promoting the Charity with all our demo friends.”

GOLDIE SNAPSHOTS
Likes: Curling up on the sofa with Jo; all her friends at Hearing Dogs; chasing small furry things
Dislikes: Loud bangs; cucumber
Aims for the future: Completed silver kennel club good citizenship award a while ago; currently going for gold!

GOLDIE THE PUPPY
“AS GOLDIE IS such a good-looking boy we can never go anywhere in a rush,” says his volunteer socialiser, Phil Sapwell. “We are stopped by children, other dog owners, everyone – and he loves the fuss! “Every weekday, when he collects the children from school, he walks into the playground carrying a toy and sits waiting for the girls to come out. He gets lots of children saying hello or rubbing his tummy – he loves it and it has been great to see shy children blossom with confidence as they approach him. Goldie loves to show children his tricks – roll over and high five! Even the Head Teacher comes out for a cuddle. “The Charity is close to our hearts – we love dogs and hearing dogs are so gifted. It’s great to be a part of the dog’s journey.”

GOLDIE SNAPSHOTS
Likes: People (especially children); playing and chasing in the park; paddling pools, sprinklers
Hates: The stairs – he always asks to be carried (even at 18kg!)
Aims for the future: Goldie has achieved his 1-star in training and is working towards his 2-star award.
Gifts in wills are very special, and they’re incredibly important to Hearing Dogs for Deaf People. Half of all hearing dogs matched with deaf recipients this year will be paid for by legacies. So without them, literally half our work couldn’t happen. Half the partnerships, half the training centres, half the benefits to deaf people in the UK…

British people are a bit uncomfortable discussing death. But making a will is a very positive way of taking control of the future, making sure family and friends are taken care of, and that a hard-earned estate is not taxed more than necessary. We can also make sure interests we have in our lifetimes will continue to be supported after our death. And, if we don’t make a will, the courts decide where our estate goes. So why don’t more of us make a will?

Research in 2013 showed that 58% of UK adults haven’t made a will, and the number of 35–54 year olds without a will has risen from 64% to 68% since 2009. This leaves them and their family in a vulnerable position. Let’s face it, making a will is right up there with seeing the dentist or clearing out the spare room – you know you’ll feel better when it’s done but never quite get around to it! So, at Hearing Dogs, we want to encourage you to act now.

This autumn Hearing Dogs has joined forces with three great organisations to make it easy and cheap for our supporters to make a will. All you need to do is decide which is best for you.

### Making a Will: Your Options

#### In Your Own Home

**THE GOODWILL PARTNERSHIP** (England, Wales & Northern Ireland*)

If you want to write or renew your will, you can request a free, no-obligation home visit from one of the partnership’s professional will counsellors. All the wills they prepare are provided by their panel of solicitors who specialise in estate and probate law, and are regulated by the Law Society.

**Fees:** A simple single will is £98 + VAT. A partner’s or family member’s will is £96 + VAT.

Call 01482 638829 and quote HDOGWILLS to book your FREE home visit.

#### With a Deaf-Aware/BSL Solicitor

**JOSEPH FRASIER SOLICITORS** is a leading law firm offering information and legal advice for deaf and hard-of-hearing people. Their team is trained in deaf awareness and BSL frontline, and some are trained to BSL Levels 1 and 2. Based in Blackburn, Lancashire, the firm can work face to face, by email, text phone or Skype to help clients make their will.

**Fees:** £116 + VAT for a simple single will, or £134 + VAT for mirror wills.**

Please contact Gemma Fielding on 01254 915616 or g.fielding@jfsllp.co.uk stating you are a hearing dog recipient or supporter of Hearing Dogs for Deaf People.
Why we have left a legacy

David and Sue Thomas on why they’re leaving a gift to Hearing Dogs in their will

Our involvement with Hearing Dogs goes back quite some years. In the mid 2000s our Rotary Club in Hoddesdon sponsored a dog for life. Unfortunately the lady’s first dog had to retire due to health problems so we decided to sponsor a second dog for this lady. My wife, Sue and I then decided to become regular donors, initially to support hearing dog Gwen, and now we sponsor hearing dog puppy Bond.

A few years ago my dad died, leaving a small estate, and so we decided to use the balance to sponsor a dog for life as a tribute. We asked that the dog be named after my dad – Frank – and be given to someone in the East End of London where my dad had lived.

After all this, it was therefore a natural progression for us to include Hearing Dogs in our wills so that at some time in the future (we are only in our late sixties, so hopefully in a very long time!) we can help to improve the lives of more people with impaired hearing. We like to help Hearing Dogs in any way we can, and this seemed to be a logical thing to do after so many years of supporting the Charity.

If you’d like to make your will online, this service offers an easy, affordable option with the comfort of knowing that you can call an expert if you have any questions.

Fees: A discounted single will is £69 (save £20) and a mirror will is £109 (save £40).

Go to www.whichwills.com/hd and use the discount codes given there when completing your online application.

Why people don’t make a will

- I’m not old enough
- I just haven’t got round to it
- It costs too much
- I don’t know how
- I’m not rich enough

Using your own solicitor (UK-wide)

If you have a family or local solicitor, why not give them a call now and arrange an appointment to discuss what’s involved. If as part of your discussion you decide to leave a gift to Hearing Dogs just let them know and tell them our registered charity number: 293358 in England and Wales, or SC040486 in Scotland.

Fees: Depends on the solicitor

Find a solicitor at: http://solicitors.lawsociety.org.uk

*We are currently trying to make arrangements for Scottish recipients and supporters. Check our website for updates. Fees correct at time of going to press.

**Trusts, larger estates or more complex wills may incur additional charges.
Paws for coffee...

Actress and comedian Pauline Quirke tells us about her support of Hearing Dogs, and her working relationship with her dog Bailey.

Are you a tea or coffee person? Both! I like Yorkshire Gold tea or a black coffee.

How did you first become interested in Hearing Dogs For Deaf People? I first found out about it when the Pauline Quirke Academy of Performing Arts in Penn raised money for Hearing Dogs.

Have you any experience of hearing loss yourself, or through family and friends? My mum lost her hearing towards the end of her life. I’m deaf in my left ear, and partially deaf in my right. My niece was born with Pendred Syndrome, and so she’s had hearing aids since she was two, and she’s had bilateral cochlear implants since she was 11.

You’ve been an actress since you were eight years old. Have you ever played a role that involved hearing loss, deafness or disability? Sharon has had hearing aids fitted in the new series of Birds of a Feather.

Have you always been a dog lover? I grew up in a council flat, so we weren’t allowed a dog when I was a kid.

You now have a beautiful chocolate Labrador called Bailey. What does he mean to you? I adore him. We all do – even people who aren’t particularly doggy people tend to fall in love with him!

Do you have any “Waggy dog stories” to share? Has Bailey ever done anything heroic or remarkable? Afraid not – but I hope Bailey would come to my aid if I needed him!

Last year you starred in the popular ITV drama Broadchurch alongside Bailey. What was that like? He was great company, and very well behaved! He very cleverly made friends with the caterers on the first day – so he put on a little bit of weight while we were filming!

How did he get the role? He went down to London to meet the casting agents. He was a natural.

Would you act with Bailey again? We’re both in the new series of Broadchurch, which we finished filming in August. It’s great having Bailey with me on set. When the crew take him off to film his scenes without me he doesn’t give me a backward glance, but I feel like a part of me is missing until he comes back!

Does Bailey come with you on holiday? He loves coming with us on our boat. Generally he doesn’t care where he is – as long as he’s got company he’s happy!

Following the revival of your role in Birds of a Feather, what projects have you got coming up in the future? Apart from doing the press for Broadchurch, I’m just having a nice relaxing time with my lovely family and, of course, my gorgeous Bailey.

LIPREAD PAULINE

How easy is it to lipread Pauline Quirke? It may be harder than you think! Go to www.hearingdogs.org.uk/lipreading-quiz and see if you can understand what she’s saying. Learn more about lipreading and communication tactics in our “By word of mouth” feature on page 14.
“Even people who aren’t particularly doggy tend to fall in love with Bailey!”
Common questions about hearing and hearing loss

Ask the experts

Q What is the main preventable cause of deafness?

There are various ways hearing can deteriorate. Exposure to loud noises – especially if it is prolonged – can cause permanent damage. Repeated exposure leads to cumulative hearing loss. This can be prevented through proper protection and awareness of the dangers and stress you can put your hearing under.

Everyone’s hearing will deteriorate at some stage. Age-related damage to the cochlea, or presbycusis, is the single biggest reason for hearing loss.

Q What should I be doing to preserve my hearing?

Everyone’s hearing will deteriorate as they age, without exception. However, the best route to preservation is being proactive about looking after your hearing. Go for biannual hearing tests to keep on top of your hearing health; that way you will be able to place yourself in the best position to address any deterioration if necessary.

You can also protect your hearing from noise-induced hearing loss in loud environments. Specially designed earplugs are a must if your occupation means being consistently exposed to loud noises. Protection is also advisable for loud social events, such as music concerts, nightclubs, etc.

Q When and how often should I get my hearing tested?

Hearing loss is something that starts to come into effect in your forties and fifties, and deteriorates year-on-year as you age. Higher frequency sounds are normally the first to go.

We recommend everyone treats their hearing as a regular part of their healthcare routine. If you are over 50 you should be going for annual checks. If you are below 50, checks every two years are advisable.

Q How can I clean my ears safely?

The wax in your ears naturally does the cleaning job for you, so the main thing is ensuring your ear doesn’t become blocked with wax. There is specially designed oil available to put in your ears to help clear wax build-ups. Put a few drops into your ear and lie down so that it can seep in, then leave to do its job for around 10–15 minutes. Then turn over to let the oil escape from your ear. Do this regularly and your ears will be kept clean.

As ever, the best cure is prevention. Wear protection when you are doing activity that puts your ears at risk of becoming dirty.

What you should not do in any situation is put anything solid down your ear to clean it, such as a cotton bud or your finger. This can risk perforation or damage to your eardrum, and may in fact pack the wax and dirt down further, creating a hive of bacteria that could lead to further complications.

Q Why is it important to wear a hearing aid if I’m just a bit hard of hearing?

Your hearing is a complicated and intricate system. It isn’t simply a case of hearing sound; your brain has to process these sounds and recognise them. If you were to let your hearing loss become severe before acting, then your brain may forget how to process and recognise everyday sounds you previously took for granted. By leaving it too late, you risk having a real struggle acclimatising to your hearing aid, and may not be able to cope at all.

Hearing aids are not like glasses, you will not be able to suddenly hear as soon as you pop them on, you have to get used to re-hearing noises that may have become forgotten. By wearing hearing aids in the early stages of hearing loss, you are in a better position to cope and get used to hearing with them.
At Specsavers, we have world-leading hearing aid technology at unbeatable prices

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It’s the same technology you’ll find in more expensive hearing aids. The only difference is the price. At Specsavers you’ll pay as little as £495 a pair. And even our top of the range ‘five star’ hearing aids are just £1,995 a pair.

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