

**THIS PESACH,
WILL YOU HELP US
BE THERE FOR THE
DEAF PEOPLE WHO
CRITICALLY
NEED US?**



Jewish Deaf Association

75 YEARS
1951 - 2026



A PERSONAL MESSAGE FROM SUE CIPIN OBE, CHIEF EXECUTIVE, JDA



Dear Friend

I'm writing to ask for your support this Pesach. Please can you help us come to the rescue of people who critically need our help?

Hearing loss can happen to any of us. In fact, 1 in 3 people in our community are now living with deafness or hearing loss. As a result, they are more prone to isolation, depression and dementia.

Yet, shockingly, people with hearing loss are unable to access the support they need.

And that's not all. Thousands of older people living in care homes across the UK are spending their later years feeling isolated and lonely — and at increased risk of health issues — because their hearing needs are being neglected.

JDA is the only organisation with the expertise to change this. And we're working tirelessly to do so.

As you'll read in this appeal, **by donating to JDA this Pesach, you will help us lead the way in helping all Jewish community organisations to become more welcoming and inclusive**, so that people who are isolated by their hearing loss — in your local area and across the country — can access the services we all rely on.

This means every pound you donate to JDA will help our whole community.

In this, our 75th anniversary year, we celebrate how far JDA has come. Our small charity began as a community centre for Jewish deaf people in Stamford Hill. Today, while giving lifelong love and support to some of the most isolated, vulnerable people in our society, we have become the UK's experts on hearing loss in care homes, leading a national campaign with Care England to ensure older people in care can live with dignity, connection and joy.

Thanks to your generosity, we supported over 4,800 people last year. Our reach and impact have rocketed — and so have our costs. **We now need to raise £1 million to be there for you, your family and everyone who needs us — and to create a community where people with hearing loss can live their very best lives.**

It's a big task but, with your help, we will do it.

Please support us as generously as you can. **And, if you are able to raise your donation a little towards our increased costs, it will really help us. Thank you so much.**

On behalf of all the JDA family, I wish you and your loved ones a happy Pesach.

A handwritten signature in purple ink, reading 'Sue'.



YOUR DONATION WILL HELP US SUPPORT THE 1 IN 3 PEOPLE IN OUR COMMUNITY LIVING WITH DEAFNESS...

Immanuel was born deaf into a hearing family. JDA has helped to give him the best start in life.

Immanuel (5) was born with visual impairment and hearing loss and wears a bone-anchored hearing aid. He was really struggling to hear his teacher and classmates at school.

To create a better learning environment for Immanuel, JDA has hung 'acoustic clouds' in his classroom at the Independent Jewish Day School.



Immanuel's mother, Ayala, says:

"The ceiling clouds really soften the noise in the room. They absorb the extra sounds that would otherwise make the room more echoey and overwhelming for him.

JDA fundraised specifically to put Immanuel's acoustic clouds into his classroom — and they're portable, so they'll move with him through the school. JDA organised it all, it was really amazing.

JDA has made such a huge difference to us, and to so many families like ours. They have introduced us to other Jewish families with deaf children, and we've become part of a fantastic community.

Immanuel loves JDA's DClub events for deaf children and it's so important for him to see and meet other children who also wear hearing gear."



Thanks to the generosity of our supporters, JDA's Hear to Learn campaign has installed acoustic panels in six Jewish primary schools — improving sound quality in classrooms and enabling deaf children to hear their teacher more clearly and achieve better results at school.

DCLUBS - BRINGING JEWISH DEAF CHILDREN TOGETHER!

Thanks to your support, JDA's DClubs are giving deaf children aged 5-8 years and 9-14 years opportunities to meet up regularly with other Jewish deaf children of their age and enjoy exciting activities tailored to their needs, or which would otherwise be a challenge to access.

Joanna, our Family Support Lead says:

"It's crucial for deaf children to have a club where they are not different from everyone else and where they can relax and be themselves. By bringing them together in a fun and friendly environment, we are helping them to feel more positive and accepting of their deafness — and thrive!"

Your donation this Pesach will help Jewish deaf children like Immanuel to lead the great lives they deserve.

Please donate here or call 020 8446 0502.



...AND CREATE AN INCLUSIVE COMMUNITY WHERE PEOPLE WITH HEARING LOSS CAN GET THE HELP THEY NEED...

We're making health and welfare services accessible to all.

People with hearing loss are more prone to isolation, depression and dementia.

But, shockingly, when trying to access Jewish communal, welfare and support services, they are often unable to access the support they desperately need.

This leaves them vulnerable and at increased risk of physical and mental health crises.

JDA's new service Hearing Matters in Our Community is leading the way in helping community organisations across the UK to make their services truly accessible.



"Now my hearing aids are working, I can take part in activities and chat with the people I live with!" David, Jewish Blind and Disabled resident.

We have, so far, trained 300 staff and volunteers in 18 organisations including Jewish Women's Aid, Jewish Care, Hatzola NW Ambulance Services, Paperweight, Association for Jewish Refugees, Resource, Jewish Volunteer Network, World Jewish Relief, JLiving and The United Synagogue.

By providing them with free training and support, we are enabling them to ensure Jewish people with hearing loss can access the services they need and be a part of the community they love.

Because when someone is facing illness, isolation or crisis, the support they receive should never depend on what they can — or cannot — hear.

JDA IN PARTNERSHIP WITH CHAI CANCER CARE

JDA is working closely with Chai and we have, so far, trained over 40 of their staff to understand and support the needs of their clients who have hearing loss. This includes people who come to Chai with existing hearing loss, as well as those whose hearing has been affected by cancer treatments, such as certain types of chemotherapy.

Together, we are making sure that hearing loss never becomes a barrier to the counselling, group support and therapies people may need during the most difficult times in their lives.

Victoria Portnoi, Chief Executive of Chai Cancer Care, has welcomed JDA's expertise. She says:

"Chai is proud to work in partnership with JDA. Through their outreach programme, our staff has received specialist training to better support people with hearing loss. This is important, as certain cancer drugs and treatment can cause hearing loss, either temporarily or permanently.

Working with JDA helps ensure we have the right awareness, equipment and protocols in place so that everyone who turns to Chai can fully access the support and care they need."

There is so much work to be done. A donation to JDA will help us enable Jewish charities to support the people with hearing loss who turn to them for help.

**Please donate here
or call 020 8446 0502.**



SUPPORTING VULNERABLE DEAF PEOPLE IN LATER LIFE

**“I never thought
I’d laugh again
— but I do.”**

Lorraine (79 but don’t tell anyone!) has been a JDA member forever. Cheeky and charming, she’s a much-loved member of our community.

She is also among the rising number of older Deaf and Deafblind people turning to JDA for support and care in later life.

Lorraine was born deaf and communicates using British Sign Language. In recent years, her world changed in ways no-one should have to face alone. Soon after the death of her husband Kenneth, Lorraine’s heart was broken again when her beloved daughter Melody passed away.

Grief, declining mental health and dementia began to take their toll and, when everyday tasks became overwhelming, JDA stepped in.

We arranged for Sonia, a wonderful, JDA trained, live-in carer, fluent in sign language, to move in and support Lorraine day and night.

Together with her devoted son, Jeremy, our support team battled to secure the financial help Lorraine needed to stay in her own home.

With lots of JDA love, we advocated and interpreted for her at medical appointments, helped her manage complex paperwork and we made sure she stayed close to her family, her lifelong JDA friends and her community.

Now, Lorraine feels safe again.



Lorraine signs:

“When you are Deaf, grief can feel even more isolating. I can’t make phone calls, understand letters or follow conversations. My daughter, Melody, had helped me cope with life — and suddenly she was gone. My son, Jeremy, was grieving too and I didn’t want to burden him. I felt very sad. I became anxious and overwhelmed.

“The wonderful JDA girls took care of me. They visited me often, reassuring me that I never needed to worry, they would always be here for me.

They helped me speak to doctors, explained everything clearly and made sure I was treated with dignity. They helped me manage everything in my life. And they made sure my hair was nicely done and my lipstick was in place — they know that’s important to me.

I spend a lot of time at JDA where I enjoy taking part in activities with my friends, who I have known since school days. Being with other Jewish Deaf people means I do not have to explain myself — I belong.

JDA has given me safety, community and hope, at a time when I thought I had lost everything. I never thought I’d laugh again — but I do.”

**Please help us to be there for every Deaf person who needs us,
by making a donation today.**

Please donate here by scanning the QR code or call 020 8446 0502.



OUR SERVICES BENEFIT OVER 4,800 PEOPLE OF ALL AGES EACH YEAR:

Families with deaf babies and children
People living with hearing loss
The Deaf and Deafblind signing community
People in care homes
People living with Tinnitus
...and everyone whose lives they touch

A QUICK GUIDE TO JDA SERVICES

SERVICES FOR PEOPLE LIVING WITH HEARING LOSS

- Technology and Information Centre — equipment to improve communication and independence
- Professional hearing therapist — guidance with hearing aids and all aspects of hearing loss
- Lipreading classes — improving communication and coping skills and sharing information
- Home visits for housebound people — hearing aid maintenance and demonstrating equipment
- Tinnitus retraining therapy and peer support

SERVICES FOR JEWISH FAMILIES WITH DEAF CHILDREN

- Personal support, information and guidance
- Introductions, networking with other families and regular social events
- Help in accessing government support and specialist services

SERVICES FOR PROFESSIONALS WORKING WITH DEAF OR HARD OF HEARING PEOPLE

- Deaf Awareness/accredited hearing loss training, guidance and support for:
 - Care homes and domiciliary care agencies
 - Jewish community organisations and synagogues
 - Schools with JDA supported deaf pupils

SERVICES FOR DEAF AND DEAFBLIND PEOPLE WHO COMMUNICATE IN BRITISH SIGN LANGUAGE (BSL)

Community Services

- Day Centre with full access for everyone
- Jewish cultural events and signed services
- Dcafe — signing café
- Dcafe volunteer training and employment skills
- Dcafe community — activities, outings and events
- JDAtogether magazine

Support Services

- Practical support with daily life
- Sign language interpreting and communication support
- Information and advice drop-in
- Phone calls, paperwork and correspondence
- Advocacy
- Befriending and transport
- Accompaniment to appointments
- Arranging home care and managing carers
- Hospital support, safe discharge and after-care
- Emergency assistance
- Emotional support
- Power of Attorney and end of life care

British Sign Language Courses

for people living or working with Deaf people

To donate, please call **020 8446 0502** or scan here. Thank you.

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