



# SOCIAL IMPACT REPORT

2019





## WE UNDERSTAND BECAUSE WE HAVE BEEN THERE!

We recognise the value of peer support on stroke recovery. Different Strokes is run by younger stroke survivors for younger stroke survivors. We have personal experience of the realities of life after stroke.

We recognise that the Different Strokes community of younger stroke survivors and their family members are the experts in stroke recovery and rehabilitation with first-hand knowledge of the issues and challenges facing families after stroke.



# INTRODUCTION

2018 has been a great year of stability and development at Different Strokes.  
Amongst our achievements:

**WE SUPPORTED MORE THAN 4,500 PEOPLE ON OUR ONLINE SUPPORT GROUP**

**WE SHARED 39 STROKE SURVIVOR STORIES**

**WE RAN TWO HIGHLY SUCCESSFUL ABSEIL EVENTS AND MADE MORE THROUGH EVENTS FUNDRAISING THAN EVER BEFORE**

**WE INCREASED OUR ONLINE FOLLOWING TO 14,000 PEOPLE ACROSS ALL SOCIAL MEDIA PLATFORMS**

**WE WORKED WITH YOUNGER STROKE SURVIVORS TO ESTABLISH NEW GROUPS IN WEST KENT, HALIFAX, MANCHESTER AND MARKET HARBOROUGH**

**WE DEVELOPED THE ROLES OF CHIEF EXECUTIVE OFFICER AND GROUP NETWORK CO-ORDINATOR TO BRING MUCH MORE STABILITY TO THE ORGANISATION AND SUPPORT TO OUR LOCAL GROUPS**

**WE BENEFITTED FROM BEING THE CHARITY OF THE YEAR FOR TWO CORPORATE ORGANISATIONS, WHO BOTH RAISED LARGE AMOUNTS OF FUNDS FOR OUR SERVICES**

**WE SUPPORTED APPROXIMATELY 900 STROKE SURVIVORS THROUGH OUR LOCAL GROUPS**

In this report, we share with you the impact our services have on younger stroke survivors throughout the UK.





# STROKE IN PEOPLE UNDER 65.

25%

**Around 1 in 4 strokes happen to people of working age \***



**Almost two-thirds of stroke survivors leave the hospital with a disability \***



**45% of stroke survivors feel abandoned when they leave the hospital \***

50%

**Half of stroke survivors report fatigue - a serious problem for people returning to work, and associated with depression after stroke \***

\* State of the Nation Stroke statistics 2018



# YOUNGER STROKE SURVIVORS AND THEIR FAMILIES FACE UNIQUE CHALLENGES- OUR RECENT SURVEY OF YOUNGER STROKE SURVIVORS SHOWED THAT:

**59% HAVE RESTRICTED MOBILITY**

**54% HAVE MEMORY PROBLEMS**

**51% SUFFER FROM DEPRESSION**

**47% ARE UNABLE TO WORK**

**44% FEEL ISOLATED**

**34% FACE FINANCIAL DIFFICULTIES**

## HAYLIE'S EXPERIENCE

"I was in the hospital for two weeks in total. I don't remember much but I do remember that it was horrible. I was 18 and I should not have been in that hospital. I should have been out with my friends, dancing, living my life.

I am in a wheelchair now but live independently with my cat Riley. For a long time, I thought that no one else was in the same situation as me and that I was different and alone. It felt that everyone else was separate to me and that they were...'normal'."



# 91%

**OF OUR BENEFICIARIES  
RATE THEIR OVERALL  
EXPERIENCE OF  
DIFFERENT STROKES AS  
EXCELLENT OR GOOD.**

IT IS IMPORTANT TO US THAT WE KNOW  
HOW WE ARE DOING SO EVERY YEAR WE  
CONDUCT A SURVEY OF OUR  
BENEFICIARIES TO FIND OUT.

the above result was taken from Different Strokes Beneficiary survey 2019

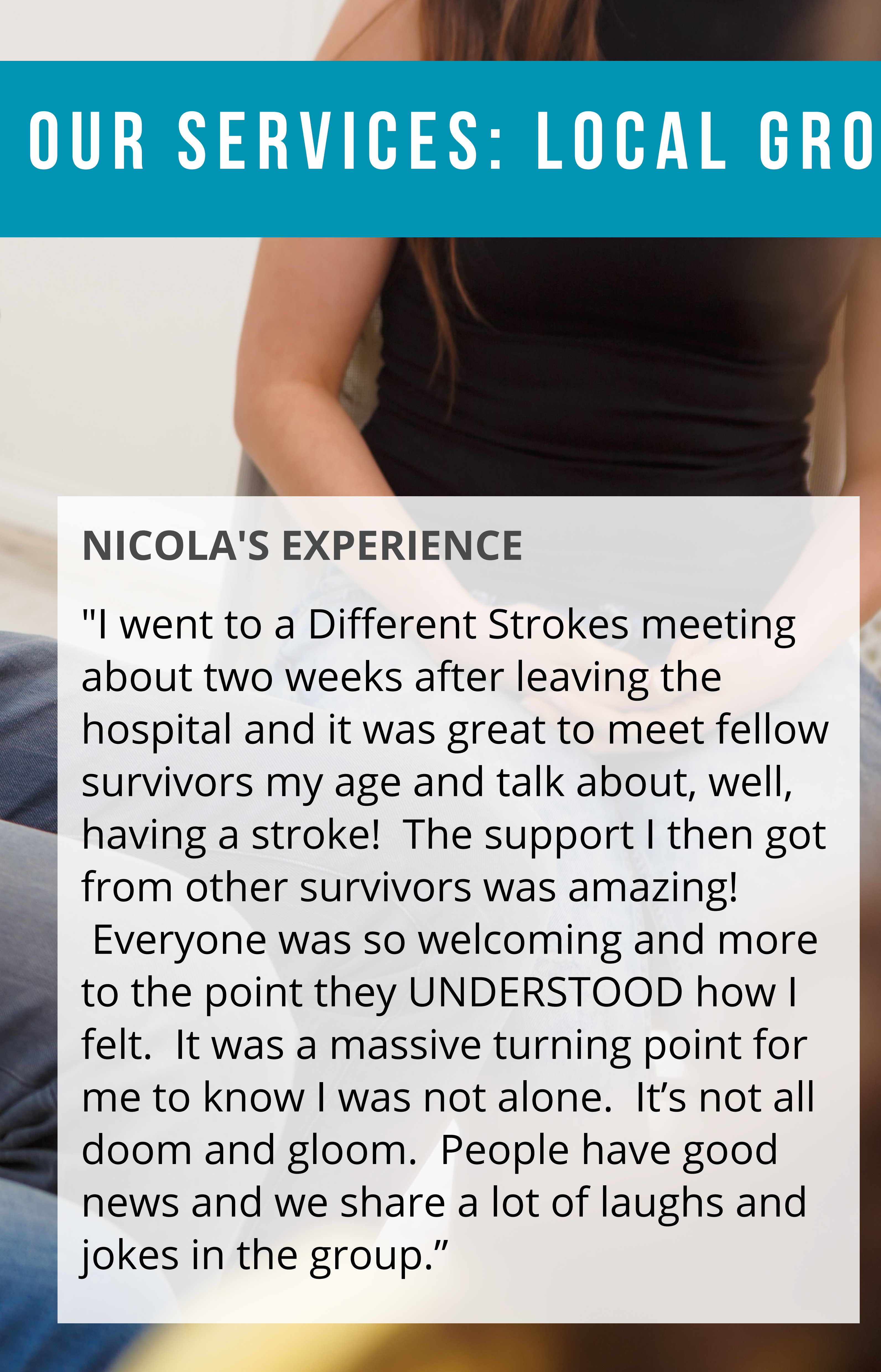


**FOR EVERY £1 INVESTED  
WE PROVIDE £4 OF  
BENEFIT TO OUR  
BENEFICIARIES**

WE WORK HARD TO SPEND FUNDS  
SENSIBLY. WE CALCULATE HOW  
EFFECTIVELY WE ARE MEETING THIS  
AIM THROUGH SOCIAL RETURN ON  
INVESTMENT (SROI) METHODOLOGY.

the above result was taken from Different Strokes SROI calculations 2019





# OUR SERVICES: LOCAL GROUPS

40 GROUPS

900 MEMBERS

18,000 HOURS OF  
VOLUNTARY WORK  
IN 2018

140 VOLUNTEERS

80% OF THOSE WHO HAVE  
ATTENDED A LOCAL  
GROUP RATED THEIR  
EXPERIENCE AS  
EXCELLENT OR GOOD

## NICOLA'S EXPERIENCE

"I went to a Different Strokes meeting about two weeks after leaving the hospital and it was great to meet fellow survivors my age and talk about, well, having a stroke! The support I then got from other survivors was amazing!

Everyone was so welcoming and more to the point they UNDERSTOOD how I felt. It was a massive turning point for me to know I was not alone. It's not all doom and gloom. People have good news and we share a lot of laughs and jokes in the group."



# OUR SERVICES: INFORMATION & SUPPORT



**SUPPORT  
PROVIDED  
TO 1,000  
PEOPLE VIA  
TELEPHONE  
AND EMAIL  
IN 2018**

**84%**

OF THOSE WHO USED  
OUR TELEPHONE  
SERVICE RATED IT AS  
EXCELLENT OR GOOD

**WE SENT  
OUT 341  
INFORMATION  
PACKS IN 2018**

**91%**

OF THOSE WHO RECEIVED  
OUR INFORMATION  
PACK RATED IT AS  
EXCELLENT OR GOOD



# OUR SERVICES: ONLINE SUPPORT GROUP



4,500

MEMBERS

91%

OF THOSE WHO  
HAVE USED OUR  
ONLINE SUPPORT  
GROUP RATED IT  
AS EXCELLENT OR  
GOOD

## RHIANNON'S EXPERIENCE - STROKE AT 19

"The Facebook group has thousands of stroke survivors and families affected by stroke. If you have a question or need support, you can talk to people who understand. We have people who put posts on at 4 am - the insomniac club. I never feel alone now but before I found the group I felt so alone. My parents are so supportive, but they have no idea how it feels to have had a stroke. The group is a place where you can help other people and they help you. We call it the best group that you never wanted to be part of."



WE HAVE RESOURCES TO  
HELP FAMILIES  
UNDERSTAND LIFE AFTER  
STROKE, INCLUDING A  
SPECIAL INFORMATION  
PACK FOR CHILDREN TO  
HELP THEM UNDERSTAND  
WHAT HAS HAPPENED TO  
THEIR MUM OR DAD.

90%

OF THOSE WHO USED OUR  
CHILDREN'S RESOURCE PACK  
RATED IT AS EXCELLENT OR GOOD

## OUR SERVICES: FAMILY SUPPORT

Children's  
Resources



OUR THANKS TO IRWIN MITCHELL, WHO PAID  
FOR THESE PACKS TO BE REPRINTED IN 2018.

Chest  
Heart &  
Stroke  
Scotland

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solicitors  
www.irwinmitchell.com  
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## CATHERINE'S STORY STROKE AT 40

*"I will never forget the feelings of disbelief after my stroke happened. I was fit and healthy with no risk factors – this surely wasn't happening to me. Strokes happen to old people, not me.*

*I was worried about how our children would react to me. My speech was so slow and robotic and it didn't sound like mummy at all. The fatigue was a nightmare initially too so I wasn't able to run around with them and look after them like I used to.*

*Despite having so much support from my family and friends I still felt very alone and isolated. It was such a relief to find Different Strokes and find that other people, including lots of younger people, were in a similar situation dealing with similar emotions, fatigue and frustration. I rang the office and spoke to Genise who was so kind and understanding. I found the information pack really helpful and the book for the kids really helped our children to understand what had happened."*



# 2019 AND BEYOND



**We are always looking for ways in which we can improve our services for stroke survivors, whilst ensuring that we remain a sustainable organisation. As we have moved into 2019 we have developed – and will continue to develop – a number of new initiatives, including:**

- **Providing information on sex and relationships after stroke**
- **Raising awareness of a lack of funding for PFO Closures**
- **Developing a teen mentoring service**
- **Introducing an ambassador scheme to further promote the charity**
- **Expanding our reach across social media**

We receive no central or local government funding, and are entirely dependent upon donations from a variety of sources to fund our work. To ensure that we remain a sustainable organisation we are diversifying our income sources as much as is practicable, and new developments in this area include launching our legacy funding programme, and working with more corporate supporters.

**We look forward to giving updates on our enhanced services and funding streams in future social impact reports.**



# A THANK YOU FROM RANJ PARMAR, CHAIR OF TRUSTEES

It's a real privilege to be the Chair of Trustees for Different Strokes. As a stroke survivor myself, at the age of 39, I know what it's like to have your life turned upside down without warning, and how important it is to have the support of other people who have been in a similar position. This is what we do at Different Strokes – by helping younger stroke survivors reclaim their lives through active peer support and independent recovery.

Over the past 12 months, we have further enhanced our services and helped more people than ever in a variety of ways – through local groups, online, telephone and through written resources. I'm very proud of our achievements but remain acutely aware that we can't achieve anything in isolation. I'd, therefore, like to give a huge thank you to:

- **All our volunteers for the thousands of hours they give each year supporting stroke survivors**
- **Everyone who has undertaken an event for us, to raise funds or volunteer their time**
- **The many charitable trusts and foundations that have supported us this year**
- **Our corporate supporters**
- **Anyone who has donated funds to support our work**
- **Our fantastic team of staff and volunteers at our head office**
- **And most of all, our family of stroke survivors... for all the support that you give each other**







# GET IN TOUCH



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Different Strokes Charity



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Different Strokes UK



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