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Downright Excellent <downrightexcellent@outlook.com>  
**Sent:** 04 December 2020 16:28  
**To:** Georgia Clark  
**Subject:** Downright Excellent November Newsletter



Enabling children with Down syndrome to maximise their potential

## Welcome to our November Newsletter!

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### From James, DEx Chair: DEx needs you!

Wow – what a year this has been for all of us! With 2021 fast approaching, I seek solace in the somewhat more positive outlook we end the year with following the recent news of the three vaccines that have been trialled. Clearly, all economists are forecasting the financial effects of this virus will last for several years.

Last month we heard the Chancellor announce the decrease in the UK's foreign aid budget and it got me thinking about the struggle all UK charities continue to battle through. I have a feeling it's likely to get worse before it gets any better and it is such a shame that everyone's efforts within the sector are being put on pause.

My call to action this week is to ask every single one of you to please pledge your support for at least a couple of the initiatives the DEx team have created recently. Whether this is integrating AmazonSmile into your account, putting something on eBay you no longer need or organising an event to raise funds. Check out the ideas in this newsletter and watch out for Georgia's emails – there are many easy, light touch ideas which will make a tremendous difference to DEx and, of course, our longevity.

I am deeply saddened to see the disastrous effect COVID has had on DEx and over the coming months we will collectively make some radical decisions as to our future. Whilst it is now very likely DEx will still operate next year, we have come very close to the wire to this not being the case.

I understand times are tough for us all and thank you so much for everyone's support to date. However, DEx is a lifeline for many of us, an organisation that is so close to all our hearts, that now requires your support more than ever to get us through the coming months.

Wishing all our families some good festive cheer and wishing everyone a happy and healthy 2021.

**James, Chair**

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### **From Ann, DEx CEO: Happy DEx Anniversary Georgia!**

Great thanks to Georgia for working away to oil the wheels of our fundraising efforts; she found the e-card scheme and set it up (including asking her friends to contribute original designs for DEx); investigated and set up the 'Donate' texts; and embedded the Festive Appeal on the website. She has been emailing everyone with the latest fundraising news so please do read her emails. Georgia has now been with DEx for over a year – and what a year it has been! Happy anniversary, Georgia, we are so glad you joined DEx!

### **Fundraising Updates**

We have received a great response to the fundraising appeal from everyone in the DEx community. We still have a way to go but the fundraising resources created will continue to be utilised into 2021 and beyond so huge thanks to everyone developing these in the background.

Great thanks to Octopus for their amazingly generous donation of £7,000 and for offering more hours of assistance recently, including the production of the Jingle Bells video to launch on social media and for helping us complete and finish a vital corporate partnership presentation.

Thank you to everyone who participated in the survey about increases to the family contributions in January. We had a great response to this and will contact you with a decision after the trustees' meeting on December 10th.

**Please note, the contribution increase will not start until next term in January 2021 – families won't be asked to pay any extra this term.**

### **How do I get involved?**

- **Global 'Giving Tuesday'** was on Dec 1st – Invite your friends and relatives to donate to the DEx Festive Appeal. This can be done any day, any time!
- If you know or work for an organisation that might like to partner with DEx as a **corporate partner**, bringing benefits to us and them, please call or email Ann with your 'warm contact'. Even if you have already suggested someone, **please repeat** because some contact details are still locked away at Sundial.
- If you are or know of a small business that would like to give, please suggest they go to the **Work for Good** website and select Downright Excellent and take part in the December match funding opportunity.  
<https://workforgood.co.uk/charities/downright-excellent-dex/>
- **Jingle Bells Video** – get in the festive spirit and help the DEx appeal at the same time. The short Jingle Bells video will be circulated on social media with 'text to donate' details. We ask that you enjoy the video, share and tag us in the video on your social media pages, and pass it on to 3 contacts asking them to donate and repeat!

Finally, don't miss out on the DEx WhatsApp groups! It is a great way to get additional information. They are for everyone so please ask your therapist how to join.

Thanks for your support.

**Ann, CEO**

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### **From Erica - Making Maths Fun at DEx!**

Numbers play a key role in our everyday life and our ability to understand and manipulate them is fundamental. We see numbers everywhere, talk about numbers and use numbers to count and measure time, space and objects.

Parents play a key role in supporting both children's maths learning and their motivation and engagement towards maths. However, we are aware that their involvement can be more difficult than in other areas. For this reason, DEx have launched several projects to support families through parents' group sessions, workshops and one to one consultation with the aim to:

- Increase parents' confidence to help their children
- Support families in exploring mathematics in their everyday life and in their daily routines
- Provide families with ideas to support children's mathematical skills through play to foster positive attitudes and curiosity about maths
- Help families to learn aspects of the school mathematics curriculum
- Include maths in therapy group sessions

We are also working to provide families with a recommended list of board games, books and educational apps to support children's maths development. If you would like to give your contribution, please follow this link to an anonymous 5-minute survey:

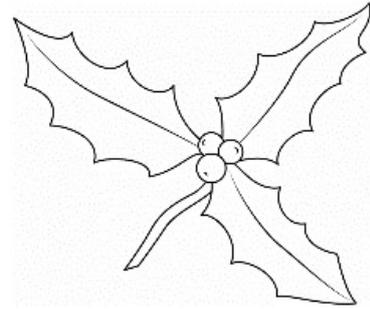
<https://forms.gle/dKcxM27Y7d4J2FVk6>

If you require any information on how you can support your child or have any ideas about how we can better support DEx families, then please don't hesitate to contact Erica at [erica@downrightexcellent.com](mailto:erica@downrightexcellent.com).

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**Nikkie fundraising in her local community – an idea other DEx families could do too! Thanks, Nikkie!**

I am mum of RR at Saturday DEx. I will make a poster to help raise funds for DEx in our community. RR is known and treasured locally and local businesses look out for her too. I am not great at these things but think we could raise a substantial amount by appealing to our community to donate on our behalf.



We will also launch an online appeal through our neighbourhood community. I want to put a photo of RR holding the DEx logo in her hand and a message from her. I won't put her name, but we can put the links up for donating and ask those we know to put the poster up.

DEx has provided information and set up a special text and donate link.

Would anyone else like to do this? We can help you.

The festive season is a great time to do this!



### **Dates for your Diary!**

#### **Music Mike's Festive Singalong**

December Saturday 12th 6 – 7pm

Bring rattles, drums and bells, dress fine or festive, bring the whole family, invite friends.

Make a donation by text or not – just come along and enjoy the DEx community.

The Zoom link will be emailed out to families.

## Exercise Ernie - Fitness for Fun

Several DEx children and families have been having a great time keeping fit on Tuesdays with Ernie! There is room for more people to join in with us. Ernie will continue the programme throughout the holidays so please join your DEx friends (and work off the festive food too!).

Timetable:

Tuesday 8th and 15th December

5 – 5.30pm ages 4-9

6 – 6.30pm ages 10+

Winter break sessions:

Tuesday 22nd and 29th December

11 – 11.30am ages 4-9

12 – 12.30pm ages 10+

Tuesday 5th January **return to 5pm and**

**6pm slots**

5 – 5.30pm ages 4-9

6 – 6.30pm ages 10+



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## DEx Fundraising Appeal

*Don't forget you can also support DEx via the following means:*

- **Visit the range of DEx own cards at Don't Send Me a Card** – an alternative, sustainable way of sending greetings cards. Send an e-card. Donate the money you would have spent on paper cards and postage to DEx. Visit the DEx own page at <https://www.dontsendmeacard.com/charities/w0DD>
- **Easyfundraising** has only raised £7.91 in 2020. Christmas is coming so please shop online through Easyfundraising and select DEx as your charity partner. <https://www.easyfundraising.org.uk/causes/downrightexcellent>
- **AmazonSmile** has generated £104.81 as of November 2020. Make sure if you shop on Amazon, you switch to AmazonSmile completely free and choose DEx as

your charity partner.

<https://smile.amazon.co.uk/ch/1120863-0>

- Several families have expressed interest in selling items on **eBay** to raise funds. Thank you! This simple guide explains how to do it <https://www.ebayforcharity.org/uk/get-involved/selling-for-a-charity/>. It couldn't be easier!

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## Co-op - #ItsWhatWeDo

We are delighted to announce that Downright Excellent is now a Co-op Local Community Fund cause!

Until October 2021 Co-op members can help raise money for DEx every time they shop at Co-op or use any other Co-op services. Anybody, anywhere in the UK can choose to support DEx in this way, so please spread the word. Follow this link to choose DEx as your Co-op Local Community Fund charity here:

<https://membership.coop.co.uk/causes/52682>

### How it works

Co-op membership works like a loyalty card. It only costs £1 to join and members receive other benefits like personalised discounts, offers and exclusive deals too. For every £1 you spend on selected Co-op products and services, 2p goes into your membership account and Co-op are doubling the same amount to support community organisations and local causes. You can also choose to donate your rewards.

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## Donate by text

It is now easier than ever to give to DEx!

To make a **single** donation, text **DEXJINGLE** (+ the amount you wish to donate) to **70085**  
Texts cost the donation amount plus one standard rate message

To make a **monthly** donation, text **DEXJINGLE** (+ the amount you wish to donate every month) to **70450**

Texts cost the donation amount plus two standard rate messages

Eg to donate £3 text **DEXJINGLE 3**

You can give any whole amount between £1 and £20

Thank you for supporting DEx!

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## November Video Puzzler

[https://www.youtube.com/watch?v=Biex1XR\\_mpo](https://www.youtube.com/watch?v=Biex1XR_mpo) 50 mums/50 kids – **can you spot the DEx family?**

The answer to October's puzzler is Zaara who has recently started school and who joins her DEx sessions from school with her support assistant. Our schools are learning so much through this initiative! With Zaara is architect mum, Meghna, who designed the outside learning space for Sundial – still on hold because of the pandemic.

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