



INCREDIBLE IMPACT

Thanks to you



**RN
I:D**

Supporting people
who are deaf, have
hearing loss or tinnitus

How you've changed
society, services
and lives in 2025/26



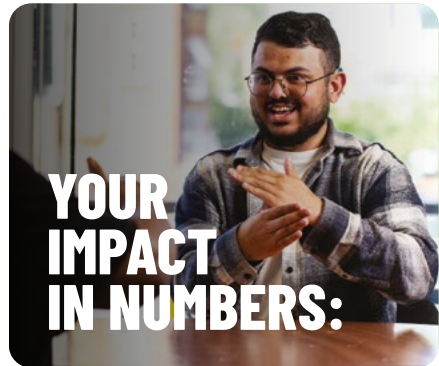
A special thank you

Thank you for caring so deeply about our mission, and about people who are deaf, have hearing loss or tinnitus. It's your commitment and passion that fuels RNID's work, and everything that's been achieved this past year is a direct result of your thoughtful support.

This booklet showcases the impact you've had on society, services and individual lives, and it highlights that tangible change is happening right now.

None of what you're about to read would have been possible without you. Thank you.

Harriet Oppenheimer
Chief Executive



494

RNID Near You volunteers supported our services across the UK, together they contributed over



18,100

volunteer hours



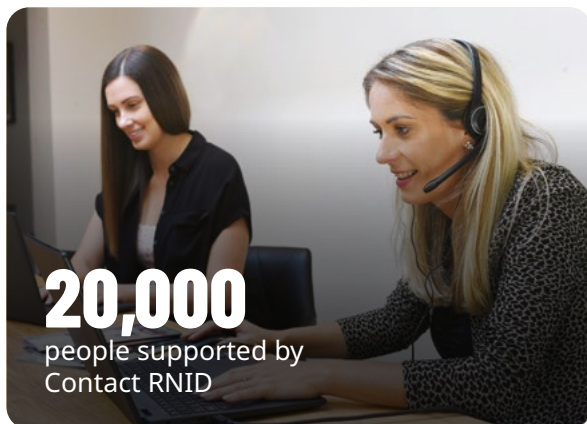
Our 'It **does** matter' campaign reached more than

**2 MILLION
PEOPLE**



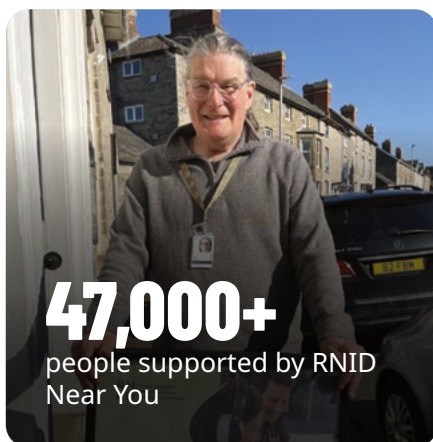
£1.5M

invested into
our biomedical
research
programme



20,000

people supported by
Contact RNID



47,000+

people supported by RNID
Near You

More than

120,000

hearing checks
completed



*Statistics throughout this booklet are from the financial year 2025-2026 and from RNID research, performance monitoring or verified sources.

CHANGING SOCIETY AND PUBLIC ATTITUDES

You're highlighting the need for accessible healthcare.

Thanks to supporters, we could produce our 2025 *'Still Ignored: The Fight for Accessible Healthcare'* report. This revealed that **90%** of people who need communication support at appointments are not always provided with this service, and only **56%** fully understand the information they've been given. These barriers are life-threatening and can lead to missed diagnoses, misunderstandings and serious risks to patient safety. The consequences can be devastating.



Thanks to caring people like you, accessible healthcare has become an issue of public and political attention. The impact of increased visibility has helped strengthen calls for change, with expectations that healthcare services should provide safe, accessible communication as standard.

There's still so much to do, but with your help, changes have begun.



"One of the most difficult experiences I had was during my c-section. I'd requested a lipspeaker so that I could follow what was happening, but staff had no idea what I meant. I didn't have one during surgery. It left me feeling more vulnerable in an already vulnerable situation."

- Samantha Baines



"Dad was our anchor and our joy, but when cancer came into his life, being shut out as a deaf British Sign Language (BSL) user changed everything.

The day we went to A&E, dad was terrified. And when his test results came back, instead of arranging an interpreter, the doctors turned to me – heavily pregnant – and asked me to tell him he had cancer. It was traumatising.

Both dad's diagnosis and treatment were delayed because interpreters weren't booked. He lost trust in a system that was supposed to protect him, and he began to withdraw from the world. He even withdrew from me.

Cancer stole his life, but the failure to provide access to healthcare that treated him with dignity, stole the precious time we had left together."

- Kate, Richard's daughter

We can only do something about heartbreaking situations like this thanks to your support.



You're changing everyday behaviour through our 'It does matter' campaign

During Deaf Awareness Week, our 'It **does** matter' campaign reached **over two million people**. It focused on everyday communication, encouraging people to reflect on their own behaviour and take simple, practical steps to include everyone.

The campaign sparked lots of important conversations, and more than **45,000 people** signed up for free deaf awareness tips and British Sign Language (BSL) videos.



This campaign and the impact it's having would not have been possible without your compassion. Thank you for helping change how society understands hearing loss and deafness.



"When someone goes out of their way to include me in a conversation, I feel valued and comfortable."

- Bilal

CHANGING SYSTEMS AND SERVICES

You're helping make the UK more accessible.

Rail travel can be stressful for people who are deaf, have hearing loss or tinnitus. Important announcements over the PA are not easily heard, which means people are at risk of missing trains or worse – getting caught in life-threatening situations. A last-minute platform change could ruin a day out. A missed evacuation notice could be devastating. No one should be left in the dark when travelling.

Auracast™ – technology that broadcasts audio directly to hearing devices, including hearing aids, cochlear implants,



smartphones and earbuds – will transform accessibility in public spaces. And, thanks to your generosity, we supported a successful trial of the technology at Bristol Temple Meads, which led to Brighton train station permanently adopting the service.

Your gifts will impact accessibility by helping us push for installation across the UK, so everyone can feel safe when travelling.



"I was waiting for the train and all of a sudden, loads of people started leaving the platform. I had no idea what was happening."

- Stacey



You're saving the hearing of newborn babies

For over 26 years, your kindness has helped invest **£31.6 million** into world-class biomedical research. Every single project brings scientists a step closer to understanding how to prevent hearing loss, restore hearing, and silence tinnitus.

In 2016, we invested thoughtful gifts from compassionate people like you into a study led by Professor Bill Newman at the University of Manchester. The team developed a genetic test to identify, within 30 minutes, whether a poorly newborn baby carries a certain genetic variant. If they do, they're at risk of permanent hearing loss when treated with the antibiotic gentamicin. This rapid test can

help medical staff choose the right treatment, without putting babies at risk.

In 2023, National Institute for Health Care Excellent (NICE) published guidance recommending the test, and **14 neonatal units** are actively using it. In 2026, NICE launched a campaign to encourage more providers to adopt the advice.

This test only exists thanks to caring individuals like you, and it has the potential to prevent hearing loss in about 200 babies every year.

1 IN 500

babies are at risk of antibiotic-induced hearing loss



You're helping develop a sound therapy that could silence tinnitus

Gifts from our loyal supporters have been invested into research at Newcastle University to help develop a new sound therapy that significantly reduces tinnitus intensity. The therapy can be delivered through everyday devices like smartphones and headphones, and the initial trial found the reduction in tinnitus lasted for at least three weeks after the therapy ended.

This suggests the treatment could have long-term benefits, and further research is now required to make improvements so that people like Caris can have the quiet they crave.



These breakthroughs would not have happened if you didn't care about people who are deaf, have hearing loss or tinnitus.

Your kind gifts continue to accelerate progress towards life-changing treatments, funding over **40 programmes**, including research into age-related hearing loss, gene therapies for childhood deafness, and our understanding of glue ear.



"I can't turn my tinnitus off or put it on pause. It's like having an extractor fan on alongside a whistle blowing down your ear."

- Caris



CHANGING INDIVIDUAL LIVES, ONE BY ONE

You're directly impacting support services

Thanks to your loyalty, we're able to continue providing practical and emotional support through our free helpline, Contact RNID. This trusted and confidential service offers accessible support and information to people who are deaf, have hearing loss or tinnitus. We also support family and friends who want to help their loved ones.

Last year, you
helped over

20,000

people – thank you.



"These people are helping me come to terms with my deafness. They're so kind and offer great advice."

**- Contact RNID
helpline caller**

You're impacting local people when it matters most



RNID Near You delivers practical, trusted support in communities across the UK.

The impact of this support – **made possible thanks to your compassion** – is making a difference every single day.

Hearing aids are being repaired so conversations become possible again. Confidence is being restored so people can take part in social activities. And people are avoiding unnecessary hospital visits to audiology because reliable support is available locally.

Your kindness made this possible. Thank you for changing individual lives through practical support and information.

Last year, RNID Near You grew significantly:

300

community locations



494

volunteers



Supporting more than

47,000

people



"Very often service users hand me their hearing aid and it's very degraded so I'll replace the tube. They're blown away to hear again. It's life-changing."

- Mark, RNID Near You Volunteer

These projects are just a snapshot of the impact you've helped make possible.

You are creating change at every level.



You're changing how **society** understands hearing loss and deafness



You're changing **systems and services** so they work for everyone



You're changing **individual lives** through practical support and advice

We're really proud of the progress made this year, but our fight for lasting change is just getting started. **Thank you for helping create a world where no one is excluded.**

Your support means everything.
Scan the QR code, visit rnid.uk/sian
or call 0808 808 0123 to give today.

