



**Scope**  
About disability

Doing more  
good with  
digital...

# Our Scope donation in action



**Catherine**  
Young Carer



**Mary**  
Scope Role Model



**Debbie**  
Information Officer at  
Scope's Helpline



**Layla**  
Masters student and  
End the Awkward  
supporter



Click on the people above to see examples of how Virgin Media's corporate and employee donations to Scope are being used to support disabled people, their families and carers.

New stories will be added every quarter so keep checking in to see our transforming lives partnership in action.

## Catherine | Active Online Community user, Community Champion and young carer for her brother who has autism and ADHD

Quite simply, I became a Young Carer because I knew my mum needed me to. I could see the stress and strain that caring for my siblings had on her; it wasn't pleasant for anyone. Through the toughest times I was willing to lend a hand.

Since [joining Scope's Online Community] I saw how open everyone was about disabilities, their feelings and personal battles and I loved it. It helped me see that it's okay to go through rough patches, and that I don't have to feel so guilty about struggling.

Scope has genuinely made me feel less alone. Disabilities are not always clear to see, so to be able to learn about disabilities I've never witnessed in real life is really eye-opening. It makes me think twice about the woman hauling along a noisy child, the individuals in motorised mobility devices and so on. People who have more to them than you might expect. This new perspective could not have been possible without Scope and its diverse, thriving community.

Funded by  
Charity  
Week 2015

### Scope's Online Community project

Scope's Online Community provides disabled people, their families and carers with access to advice, information and people with similar experiences. The money raised by employees during National Charity Week in 2015 went towards the running costs of the Online Community, allowing more people like Catherine to access this essential service.





## Mary | Scope Role Model and fashion designer who has dwarfism

Attitudes at school were very difficult, I was the butt of every joke. But it was okay to say those things to Mary because she doesn't have any feelings. Mary's made of iron, they will just bounce off. The trouble was, it didn't.

It penetrated, and it penetrated deep to the core. I had no one to share that with, that hurt, that pain that I was feeling. Attitudes need to change, I think Scope's School Role Models programme is the only way to change those attitudes. Had something been like this when I was a child, it would have been like someone metaphorically holding my hand.

It's something that I think will benefit many children struggling in school. Scope Role Models needs to be in every school. I don't want any more children to experience the heartache, the pain or the loneliness that I went through as a child.

Funded by  
Charity  
Week 2016

### Role Models programme

Thanks to the money raised by Virgin Media employees during National Charity Week 2016, Scope began piloting 'Role Models', a programme to run workshops in schools across the country which introduce young people to disability and help tackle negative attitudes towards disabled people.



## Debbie | Information Officer at Scope's Helpline

We have phone calls from people who are at breaking point and really don't feel that they have a place in this world any more.

We provide emotional as well as practical support – that's really key. People are really struggling to stay afloat. Sometimes the results are amazing – you wouldn't think that on the phone you could achieve so many things, but it really does happen.

Funded by  
Charity  
Week 2016

## Scope's Information and Support project

By supporting Scope during National Charity Week in 2016, Virgin Media employees enabled Scope to continue to run their information and support helpline, which provides a range services that tackle both the fundamental questions around disability as well as the specific issues that matter most.



## Layla | Masters Student and End the Awkward supporter

End the Awkward is hugely important. When I use mobility aids I endure these awkward moments time and time again. Just yesterday I was encouraged to “get training for the 2020 Paralympics”, told that my having a disability was a “such a shame because you’re a pretty young thing”, and was congratulated for getting “out and about” on the tube.

During situations like these it’s extremely frustrating because there is so much you want to explain to people and teach them but it’s difficult to get it all across. That’s why I think End the Awkward is important because it hopefully makes people see disability in a different light.

I don’t think that anyone wants to be awkward around disabled people, or that anyone chooses to be awkward. And disabled people can feel just as awkward as non-disabled people. End the Awkward helps by showing that we are not alone in our awkwardness, and that it doesn’t take a lot to be less awkward and make life better for all of us.

Funded by  
corporate  
donation

## End the Awkward campaign

Part of Virgin Media’s corporate donation supported the creation of the 2015 and 2016 End the Awkward campaign. This award winning campaign is changing the attitudes and perceptions society has surrounding disability, making life better for people like Layla.

