

NATIONAL
talkingnewspapers
and magazines

Christmas Appeal 2007

Hello. My name is John Kerby, and I have been Chief Executive of National Talking Newspapers and Magazines since July.

As you may know, the charity has had its share of financial problems over the years. The purpose of this message is to tell you what we are doing to set the charity on its feet, and to ask you if you can help us in overcoming some short-term financial difficulty. We are very grateful to you for your continuing support; we hope it will continue, and we shall be reminding you shortly of the range of titles we can offer, in case you would like to take any additional ones. And a very big thank you to those of you who are considering leaving a legacy to the charity. But we should also be extremely grateful for any donation you may feel able to make now to help us through a difficult period.

Income from subscriptions meets no more than half of the charity's costs. We have often found it difficult to bridge the gap. Since the beginning of 2007, the Trustees and management of NTN&M have been taking firm steps to set our finances on firmer foundations. Under the guidance of our new Chairman Peter Driver, who has a marketing background in Exxon Mobil and the voluntary sector, we are implementing a sharply focussed marketing plan aimed at a substantial increase in the number of subscribers. Our trading subsidiary Talking Newspaper Enterprises, which records material for, among others, Marks and Spencer, Sainsbury's and the National Trust, is making increasing profits. We are seeking support from Trusts and other bodies for necessary modernisation of our equipment and for our marketing efforts. Legacies are making an increasing contribution to our income. We have made cost savings where we can, and our costs are firmly under control. We believe that we are on course for long-term financial sustainability.

But these measures need time to put us on an even keel. Meanwhile, we do need additional funds to ensure that we can continue to provide our full service in the short term. So we are turning to you, our subscribers, to help us to bridge the short-term gap. Please do not feel under any obligation. But if you do feel able to help, we should be very grateful for any contribution you are able to make, however small. Please make cheques payable to TNAUK, or ring our Customer Services team on 01435 866102 to make a donation by credit card or direct debit.

Finally, on behalf of everyone here, may I wish you a very happy Christmas and New Year.

John Kerby
Chief Executive

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