

# The Aiden Cox Foundation

## Media Pack



# The Aiden Cox Foundation

## Why Aiden needs your help

Thank you for reading about fundraising for Aiden. Aiden is now 9 years old and has severe quadriplegic dystonic cerebral palsy and a wicked smile!

In the next 18 months we need to raise **£35,500** to fund:

- A Dragon Mobility power chair £19,500
- Car adaptations so he can travel in his power chair £4k-£10k
- Specialised treatment not available on the NHS £3,000
- Specific comfort, educational and leisure equipment £5,000

## Don't the NHS and other disabled charities help fund these?

Most disabled children have virtually no chance of receiving a powered wheelchair on the NHS. The NHS is focused on meeting clinical need in line with its statutory duty and only provides a basic range of equipment. Aiden's needs are extremely specialised and complex and there is currently no NHS and very limited charity funding that we can access to help meet the cost of the things he needs, which is why we need your help.

## How these things will help Aiden

### A Dragon Mobility Power Chair

[www.dragonmobility.com](http://www.dragonmobility.com)

Aiden's movement difficulties mean he cannot drive most power chairs and needs a very specialised machine. Dragon Mobility builds power chairs to meet the specific needs of each individual. Without a chair to move around independently Aiden has to ask someone to help him every time he wants to move – is this any life for a child?

New research has conclusively proven that without independent mobility many disabled children develop a condition called 'learned helplessness'. This is when a child gives up on being in control of their world and as a result becomes passive and reliant on others. This is not only detrimental to their growth and development in childhood, but also in adult life as they lack the necessary social skills to enjoy and contribute to mainstream society

### Car Adaptations

[www.motability.co.uk](http://www.motability.co.uk)

Because of Aiden's condition and size it is now very painful for him to be lifted in and out of a car seat every time he needs to go somewhere in the car, so he needs to travel in his power chair. This means having a Wheelchair Accessible Vehicle (WAV) that the chair can safely be locked down into for travel. The government provides a Motability Scheme that enables disabled people to exchange their Disability Living Allowance benefit to obtain a new car, but a one off payment is still required relative to the adaptations needed, and as Aiden's needs are so specific we need a large down payment before we can get a car for him to travel in.



## Specialised Treatment

[www.scotsontechnique.com](http://www.scotsontechnique.com)

Aiden has been visiting the Advance Centre for The Scotson Technique (Advance) since he was 18 months old. Before we began treatment this was his assessment:

- No speech
- Extremely laboured and noisy breathing
- Constant painful writhing movements and spasms
- No eye movement control
- Beginnings of spinal deformity and curvature
- Very poor head control
- Epileptic tendency
- Puréed diet
- Doubly incontinent
- Medication for life

The Advance centre teaches parents specific exercise techniques which use gentle, rhythmic pressure to strengthen the weak tissue structures of the diaphragm and other respiratory muscles. By enhancing the child's respiratory and circulatory systems this helps develop the potential of the brain to function.

Current Assessment:

- 60 - 70% understandable speech
- Substantially improved breathing
- 80% reduction in writhing movements and spasms
- Good vision with contact lenses
- No spinal deformity or curvature
- 95% head control
- Not epileptic
- Normal diet
- Fully continent
- No Medication

Aiden requires treatment 4 x a year at the Advance Centre and will do so till he stops growing at around 21 year old. Although the Centre has been independently assessed by Bradford University and is a 'not for profit' organisation, it currently receives no NHS funding so treatment needs to be privately paid for.

## Comfort, educational and leisure equipment

Aiden cannot sit on a sofa, lie on a bed, watch TV, have a bath or use a computer without very specialised equipment. The NHS does not provide any form of recreational or educational equipment and so everything needs to be funded if Aiden is to be able to do the things that every other child takes for granted.

For more information please visit [www.aidencox.com](http://www.aidencox.com)

Join us at [www.facebook.com/HelpAiden](https://www.facebook.com/HelpAiden)



[www.aidencox.com](http://www.aidencox.com) helping to overcome cerebral palsy

# Helping Aiden fund a Dragon Mobility Power Chair

The Turbo Trust is the charity arm of Dragon Mobility and helps parents and individuals fund the cost of these amazing machines.

Because donations to individuals are not eligible for Gift Aid the Turbo Trust charity is helping individuals raise funds for the many children and adults who need a Dragon Mobility Chair. This means that the Turbo Trust can help turn £100,000 into £175,000 worth of equipment and support using the Gift Aid scheme.

## How Corporate Sponsorship can help Aiden

There are 4 main ways your company can help.

1. **Leasing a whole Dragon Chair** through the Turbo Trust – for £300 a month for 5 years your company can show and publicise its commitment to improving the quality of Aiden’s life and the *Tax Man* will treat your charitable donation as if you have paid for the chair outright.
2. **Sponsor outright** and individual element of Aiden’s Chair:

<b>A Powerbase</b> <i>including 5 years warranty and full 24hr technical support</i>	£11,910
<b>Customised Seating</b> <i>tailored to Aiden’s needs and including all adjustments for 5 years as he grows</i>	£4,599
<b>Annual Servicing and Replacement Batteries</b> <i>for Aiden’s chair for 5 years</i>	£2,295
<b>Crash-tested Docking System</b> <i>for safe travel seated in a Dragon chair in an adapted vehicle</i>	£1,150

3. Ask employees to sign up for ‘**Give as you Earn**’ in aid of the Turbo Trust - payroll giving that allows employees to give regularly before tax.
4. Nominate The Turbo Trust as your Company’s ‘**Charity of the Year**’ and hold its team-building events in aid of the Turbo Trust.

Your contribution will help Aiden and others like him to live a more fulfilling life.

For more information please visit: [www.aidencox.com](http://www.aidencox.com)  
[www.theturbotrust.org](http://www.theturbotrust.org)  
[www.dragonmobility.com](http://www.dragonmobility.com)

Thank you

Join us at [www.facebook.com/HelpAiden](http://www.facebook.com/HelpAiden)



[helping to overcome cerebral palsy](#)

## Helping to keep Aiden moving...

### Why Aiden needs your help

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#### Car Adaptations

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### How Corporate Sponsorship can help Aiden

There are 2 main ways your company can help.

1. By sponsoring the **one-off Advance Payment** for the new car that Aiden so badly needs your company can show and publicise its commitment to improving the quality of Aiden's life and keeping him moving.

*Suitable models include but are not limited to*

*One-off  
Advance Payment*

Vauxhall Vivaro 2.0TD Sportive SL2700

£4k - £6k

Renault Grand Espace 2.0TD Dynamique TomTom

£8k - £10k

2. **Sponsor outright** the crash-tested **Docking System** that enables Aiden's Dragon Power Chair to be safely locked down for travel seated in an adapted vehicle

£1,150 *\*Price quoted valid for 3 months from July 2011*

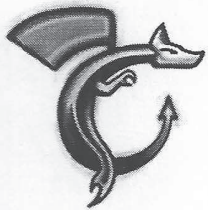
For more information please visit: [www.aidencox.com](http://www.aidencox.com)  
[www.motabilitycarscheme.co.uk](http://www.motabilitycarscheme.co.uk)

Thank you

Join us at [www.facebook.com/HelpAiden](http://www.facebook.com/HelpAiden)



[www.aidencox.com](http://www.aidencox.com) helping to overcome cerebral palsy



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28 June 2011

### Quotation for a Dragon Powerchair for Aiden Cox

	Price
Powerbase	
including elevator and controls, battery pack (with 56AH gel batteries), Powercharge 10A Universal Intelligent battery charger and with full warranty for five years from date of delivery conditional on annual servicing excluding consumables, accidental damage and wear and tear.	£11,910
Seating	
<b>Customised seating by Dragonmobility seating designers</b>	£4,599
Including assessment visit by Dragonmobility, Adjustable Cradle, Headrest, Sheepskin, Extra back cushion, Lateral Pads, Shoulder Harness, Armrests, Arm Straps, Detachable centre pommel, 4-point lap strap, Foot-guards, Footstraps, Side control box (moveable L & R), Bespoke seating items and including all necessary seating reviews and changes for five years.	
Additional Items	£747
External switch control module, 2 Small slap switches, Box for 2 slap switches.	
<b>TOTAL EQUIPMENT PRICE</b>	<b>£17,256</b>
Support Contract: Option A4	£2,295
<b>TOTAL PRICE (VAT zero-rated)</b>	<b>£19,551</b>

Earliest Collection Date: 12-16 weeks from receipt of order.

Quotation valid until 30th September 2011

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Signed on behalf of Dragonmobility Ltd:

Ruth Everard

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Dragonmobility Ltd cannot guarantee maintaining delivery time stated for more than one month and reserves the right to vary prices at any time without notice. Variations in specification may affect the price.

All prices are exclusive of VAT, and will normally be zero-rated upon completion of the appropriate VAT exemption statement. Prices assume collection of goods by the customer from seating workshop in Cambridge. Delivery charges may apply if not.

Quotation is based on published prices as of 1st June 2011. Terms and Conditions apply.

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Company No 5330801

[www.dragonmobility.com](http://www.dragonmobility.com)

VAT Reg No 860-6080-34