

Help make a difference:

Standing Order

Please complete this form - it saves the cost of having to ask members annually for subscription renewals. You can of course cancel it at any time.

Please complete the details below and send to **What About The Children?** at the address overleaf.

Your bank/building society's name and address:

To: _____ (Bank)

Address: _____

_____ Postcode: _____

Sort Code No: _____

Account No: _____

Account Name: _____

Please pay the sum of £10 (ten pounds) immediately and thereafter on 1 October each year for the credit of **What About The Children?** Account 50741698 - Sort Code 20-98-61 at Barclays, Evesham Branch, 54 High Street, Worcester, WR1 2QQ.

Signed: _____

Date: _____

If you are a tax payer, please also sign the Gift Aid declaration overleaf.

Thank you

Developing a Special Bond



Why are your baby's first three years so important? ... because they set the scene for the rest of his life

How well we get on with other people is not solely determined at birth, but becomes ingrained in our brains during the early years of life in direct response to how we are loved and cared for. Attachment is a term describing the relationship which grows, first between a baby and mother, and later with others, especially the father. It is all about building a foundation of security and confidence.

The undeniable biological tie between mother and child means that both share a unique sense of long term commitment - not easily replicated by an outsider. If a mother can respond with affection and sensitivity, and be there when her baby needs her, then he experiences the world as a safe place, develops a secure attachment and feels loved, valued and worthwhile. But this takes time.

A secure attachment relationship helps a child reach out successfully and trust others. However, if his special person is not there when needed then anxiety and mistrust may easily occur and influence the way his brain develops.

Please support us to help all children get the good start they need and deserve.

What About The Children? (WATCH?)

Registered Charity No. 1108816

Company No. 5252973

Registered Office: "Ebrington",
Grove Lane, Uxbridge, UB8 3RG

Patrons: Rebecca Abrams, Michael Morpurgo, OBE

President: Professor Sir Denis Pereira Gray, OBE

Vice Presidents: Sir Richard Bowlby,
Susannah Clasen, Oliver James.



What About The Children?



Raising awareness of the never-changing emotional needs of the under-threes in our ever-changing society

Tel: 0845 602 7145
www.whataboutthechildren.org.uk

What About The Children?

speaking for babies because babies can't speak for themselves



What About The Children?

is a national charity that:

provides information from research for parents, professionals and politicians about the critical importance of secure primary attachment for the healthy emotional development of infants.

campaigns for employers and financial institutions, government and the health service to institute or improve policies and practices that give practical support to families with young children.

campaigns for tax and child benefit systems that would enable parents to have a realistic choice to be the main carers for their children during the first three years.



What About The Children? promotes parental responsibility with particular emphasis on the emotional needs of children under three. It has no political or religious affiliation. Its aims are supported by leading childcare experts, doctors and other health professionals, politicians and other authorities in the UK and abroad.

For further information please call: 0845 602 7145 visit: www.whataboutthechildren.org.uk or Email us at: enquiries@whataboutthechildren.org.uk

What About The Children?

aims to raise the status of mothers and demonstrate the true value, both financial and social, of a mother's care for her own young children, with the father's supporting role.

promotes parenting education because too many new mothers feel lost and unprepared while facing increased pressures to return to the workplace.

strives to increase knowledge and understanding of these issues through the media, education and health services; by the provision of a website, reading lists, research summaries and speakers; by representation at conferences and Parliamentary consultations.

offers to members an information pack, regular news letters, and invitations to our conferences. Whether you are involved with children as a parent or in a professional capacity, we can provide you with information about attachment relationships and relevant research.

Will you join us ?

On joining **What About The Children?** you will receive a members' information pack.

- £10** Annual subscription
 £200 Life membership

Please make cheques payable to WATCH? or fill in the Standing Order Form overleaf.
(our membership year runs from 1 October)

Will you make a donation? £ _____
any amount gratefully received

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____

Date: _____

If you are a taxpayer please sign the Gift Aid declaration below as this will effectively increase any donations you make to us.

I declare that I wish **What About The Children?** (WATCH?) to treat all donations as Gift Aid donations.
I confirm that I am a UK taxpayer, resident in the UK for tax purposes, and that I will advise WATCH? if this situation changes.

Signed: _____

Please return this slip to:
The Membership Secretary
29 Junction Road
Brentwood, Essex, CM14 5JH

Members' details will be held on computer only for the distribution of WATCH? information, newsletters and subscription reminders in accordance with the Data Protection Act 1984.