



## April 2026 Newsletter



### Our Finances

Did you know that our fixed costs amount to approximately £2,500 per year. That includes rent, insurance, membership of the Talking News Federation and registration of our website.

Over the last few years we have taken on 24 new listeners each year. Providing them with a player, dispatch wallets and labels comes to a total of just under £1,500.

And then there are occasional costs like our recent replacement of the studio mixing deck at around £600.

So far this year we have been very lucky to have been given grants from Tesco and the Forrester Family Trust to cover our core expenses. But the fight to keep The Mardler solvent continues.

A few pioneer Mardlers have started to use the **easyfundraising** website to generate money for our charity. So far The Mardler supporters have raised £185 simply because they purchased from an online retailer via the **easyfundraising** website.



**easyfundraising**

How it Works

**easyfundraising** partners with over 8,000 retailers who will donate part of what you spend online to a cause of your choice **at no extra cost to yourself**.

Retailers are always looking for people to come to their websites to browse their products and offers. They will pay **easyfundraising** a commission if those people go on to make a purchase. At least 50% of that commission is then donated to The Mardler.

Most retailers donate a percentage of what you spend, while some offer a fixed amount instead. Donations can vary from a few pence on smaller purchases to hundreds of pounds on big-ticket items like holidays. The retailer just needs to know you are an easyfundraiser to give a donation, and they know this if you visit them from the **easyfundraising** website.

To get started you must complete a registration form on the website and tick the box confirming that you agree to their terms and conditions. The registration form can be found at:

[easyfundraising.org.uk/create-an-account](https://www.easyfundraising.org.uk/create-an-account)

Be sure to choose “The Mardler Talking Newspaper” as your chosen charity.

Once you have registered you can generate a donation by following these easy steps:

- Decide what you want to buy and from which retailer (do your research first)
- Visit [easyfundraising.org.uk](https://www.easyfundraising.org.uk) and select the retailer. You will be forwarded to the normal retailer website.
- Shop and pay for your purchase as normal – everything else is automatic!

Please note that you cannot use mobile phone apps like the eBay app. You mustn't use ad blockers in your browser and you must have cookies enabled. If you don't know what any of those things are then you are good to go.

So, if you are planning a big ticket purchase or simply ordering your groceries online, please consider using the [easyfundraising.org.uk](https://www.easyfundraising.org.uk) website.

# Mardler Marketing

After a quiet few months, we now have two marketing events in quick succession.



We plan to attend the *North Walsham Big Bash* on Saturday, 18<sup>th</sup> of April at the North Walsham Community Centre (NR28 9DE).

And just a few days later, on Tuesday, 21<sup>st</sup> of April, we will make a return visit to the *Aylsham Healthy Town Event* in the town hall off the marketplace.



These events help to raise our profile in the community and can lead to new volunteers, new listeners and, of course, donations.

If you are faced with enquiries about The Mardler then please mention our website [mardler.org.uk](http://mardler.org.uk) which contains a wealth of information about our charity.

## Fund Raising Successes

Our hopes for another donation from the Aylsham Show came through and were beyond our expectations. At the awards evening in early January The Mardler was presented with £500, twice the amount from previous years. We are now waiting to hear if we have been allocated a charity stall at the 2026 show on the 31<sup>st</sup> August.



Around about the same time we received a donation of almost £145 as a share of the proceeds from the Aylsham Christmas Tree Festival.

In March we received a donation from the Forrester Family Trust, a very generous £2,500. Together with the Tesco Stronger Starts award last year that should cover our costs for another year.

A full report on our financial position will be delivered by our Treasurer at our forthcoming Annual General Meeting scheduled for the morning of Saturday, June 6<sup>th</sup>.



# Focus On ...

## Our Trustees

The management of The Mardler is undertaken by a Committee of Trustees. We currently have 9 members of the Committee representing various aspects of our charity. Over the next few editions of the newsletter we are going to let them introduce themselves.

### **Beverley Hopkins**

I have been volunteering for The Mardler Talking Newspaper since 2022. My roles for the newspaper now number four. Having joined as a Deputy Listener Liaison Officer I then took on a Roving Reporter role followed by being accepted as a Reader and have more recently been Co-Opted as a Custodian Trustee. I really enjoy volunteering for The Mardler. I have had the privilege of meeting and setting up new listeners, recording reports with some amazing people and now my more recent roles are proving equally as engaging.

### **David Mitchell**

I have just taken over from Julia Bloomfield as Chief Engineer for The Mardler. When I was asked to take on the role, I was also invited to join the committee and become a trustee of The Mardler. I am also a trustee of the Aylsham & District U3A so

had some idea of what was involved and hope to be able to fulfil the role successfully.

When asked to write this piece for the Newsletter I thought I should say something about how long I had been involved with The Mardler but struggled to remember exactly when I first became involved. Fortunately, I was able to scroll back through my emails and find correspondence from Jolyon Booth dating back to early 2015, when I was undergoing my training as a Sound Engineer, how time flies!

### **Lorna Wilson**

I joined The Mardler in 2021 as a reader in the Week 1 team. Chris became an Editor at the same time. Naturally I soon became an Assistant Editor too! It didn't take long before my background as a librarian led to my secondment to the Committee as the Copy and Dispatch Coordinator. Three hats, all very different, all very enjoyable and definitely worthwhile.

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## Comings and Goings

Our listener numbers have stabilised with an increasing number choosing to listen via our website. There are currently 100 postal listeners, with 17 listening online. The main clusters are in Sheringham (15), North Walsham (15), Cromer (10), Holt (10) and Aylsham (8).

Our volunteer numbers remain steady at just under seventy.

Over the last four months we have said goodbye to Readers Marylyn Evans and Paul Cross, Editor Astrid Welfare and trainee Sound Engineer Peter Simons. We have welcomed on board Sound Engineer Daniel Butterworth and hope to complete the recruitment of two new readers in the coming months.

On the listener front we have lost seven for various reasons, and we have welcomed seven as follows – Michael, Pamela, Sylvia (all from Norwich), David from Ipswich, Bridget and Colin from Sheringham and Peter from Holt.



# Listener Feedback

Occasional notes keep coming back with the returned memory sticks and very gratifying they are too. Here is a selection from the last four months.

Daphne from Fakenham wrote:

*Thank you all for the last memory stick. It was kind of you all to spare the time. Happy New Year to you all.*

John from Aylsham wrote:

*Especially enjoyable. Congratulations and thanks to all the team.*

Foster from North Shields wrote:

*Happy New Year to all the volunteers at the "Mardler". Thanks again for all your USBs which I thoroughly enjoy although I'm 300 miles away. All the best.*

Mrs P. from Felmingham wrote:

*Many Thanks, I do so enjoy it.*

# AGM 2026

**Our next AGM will be held in the**

**Aylsham Methodist Hall on Saturday, 6<sup>th</sup> June.**

Tea, coffee and biscuits will be available from 10 a.m. with business commencing at 10:30 a.m.

All Mardler volunteers are very welcome to come along. It's a great opportunity to meet others involved with our Charity and socialise outside of the pressures of our Friday productions. Be there or be square!