



► **WONDER WHEELS**
A superhero in a wheelchair must defeat the mad scientist Doctor Rivet.



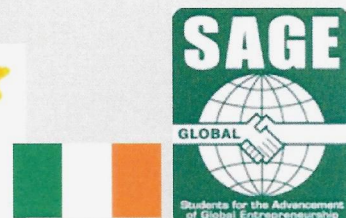
► **ANNA'S AMAZING AURA**
A mermaid with epilepsy rescues her best friend from danger.



► **A ROYAL RESCUE**
Twins with Down Syndrome save their favourite toy from a fearsome dragon.

9-13 | August | 2018

No Limits



A SOCIAL ENTERPRISE THAT WRITES CHILDREN'S FAIRYTALES FEATURING CHARACTERS WITH DISABILITIES AND SPECIAL NEEDS

Annual Report

1. Innovativeness & Creativity

Unique in Children's Literature

No Limits writes fairy tale books for children in which the protagonist has a disability or special needs. People with special needs or disabilities are underrepresented in children's literature. This lack of representation can have a negative impact on children's self-esteem and self-image. Positive feedback from our partners, including customers, charities, politicians and activists in the disabled community have supported our belief that our product is innovative and unique. There is no other Fairytale like it on the market.

Promoting Inclusion & Educating Children

No Limits three books 'Anna's Amazing Aura', 'Wonder Wheels' and 'A Royal Rescue' encourage children to learn about and understand people with disabilities, with whom they may be in contact with every day. Our aim is to have our books in libraries, schools & homes all over the world, promoting inclusion in our society and educating children in the area of disabilities and special needs. **No Limits** books will lead to greater conversations and understanding of disabilities among children & adults. These books are the first of their kind

Creatively Written & Illustrated Fairy Tales

No Limits books have been illustrated by a student from our community, Kelly McCarvill. Having recently won the Young Animator of the Year Award, Kelly's soft colourful images appeal to readers of every age. Each fairy tale invites the young readers to become captivated by the adventures of each superhero, while innovatively illustrating how disabilities are not obstacles to achieving what you set out to achieve.



Meet the team: Caoimhe Currie, Aoife Dardis and Katie Grogan

Audio Books of No Limits Books

No Limits completed the recording of all three books in April 2018. The audio books of 'Anna's Amazing Aura', 'Wonder Wheels' and 'A Royal Rescue' were recorded in a Dublin studio. The accessibility of audio books extends the reach of such literature, while employing effective sustainable business practices, reducing packaging and environmental impacts.



Our books: 'Wonder Wheels', 'Anna's Amazing Aura' and 'A Royal Rescue'

2. Profit

No Limits have earned nearly €3000 in profit since the business began trading in January 2017. Our pricing model of €7 per unit was chosen according to a number of factors:

- **Cost of Printing:** €3.00 per book initially, later negotiated to €2.50.
- **Donations to Charity:** 70 cent (10% of each) from each book went to relevant charities
- **Profit:** €3.30 per book

This model left room for our business to grow in a sustainable way. We reinvest all profits into the running of our business.

- **Investment:** With personal investment, and initial funding of €600 from Young Social Innovators for our first print run, and a further €600 to record our audiobooks professionally, we have been able to run our business with significant surplus earnings.

Projected Income: €21,975

- Total in books
 - Libraries (450)
 - Organisations (200)
 - American Primary Schools (50)
 - Ability Centre (50)
 - Other (800)
- €10,850
- Total in audiobooks
 - County Council (75)
 - Organisations (250)
 - Libraries (450)
 - Ability Centre (50)
 - Other (1,400)
- €11,125

Income and Expenditure Account for 2017/2018

Income:			€	€
	Sales - Wonder Wheels	[363]	2,541	
	- Anna's Amazing Aura	[361]	2,527	
	- A Royal Rescue	[56]	392	
	- 3 Books Deal	[46]	920	
	YSI Den		1,200	
	Total:			7,580
Expenditure:				
	Printing	[980]	2,737.50	
	Marketing		311	
	Wages		225	
	Travel		20	
	Recording Studio		200	
	Website		317.5	
	Postage		15.4	
	Bank fees		2.67	
	Down Syndrome Tickets		30	
	Book Launch		64	
	Food Costs		15	
	Donations - Irish Wheelchair Association		258.44	
	- Epilepsy Ireland		257.74	
	- Down Syndrome Ireland		106.4	
	- Down Syndrome Centre		106.4	
	Total:			4,667.05
Surplus of Income over Expenditure:				2,912.95

**10%
DONATION
To Charity**



We currently donate to the Irish Wheelchair Association, Epilepsy Ireland, Down Syndrome Ireland and the Down Syndrome Centre. To date we have given €257.74 to Epilepsy Ireland, €258.44 to the Irish Wheelchair Association and €106.40 each to Down Syndrome Ireland and the Down Syndrome Centre.

3. Sustainable Business Practices

Responsible stewardship of the environment is central to the way that our business operates. In order to reduce the environmental impact of our production process, we order our products in small batches as they are required, to avoid wastefully producing unnecessary copies. Our printing company uses digital printing technology, made from recycled materials and minimises paper waste. Excess paper is then recycled.

Proximity to our printing company was a factor in our choice of manufacturer, allowing us to minimise transport costs and by extension, carbon impact.

No Limits do not use environmentally damaging means of advertising e.g. flyers, pamphlets. Instead, we have a very effective online presence across social media and a fully functional website.

No Limits' books are now available as audiobooks. This reduces the use of print media and packing, and making our books more environmentally friendly.

No Limits employ an illustrator and voice actor from our local community, supporting jobs.

4. Succession Plan

No Limits are confident that our Succession Plan will be achieved as previous succession plans have been successfully implemented and very well received. Our original succession plan included the writing and production of our third book, 'A Royal Rescue' and our three audiobooks, that are now available.

No Limits will be writing additional books in the future and hope to expand our business overseas. To date, we have sold to Canada, Australia, the UK, France and US, indicating the presence of an international market.

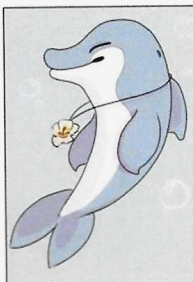
This year, **No Limits** plan to translate our books into French and Irish and release on as E-Books, increasing our reach internationally. **No Limits** plan to release our books in braille to promote accessibility.

No Limits will continue to cultivate partnerships with other organisations as part of our social media succession plan to increase the scope and reach of our product.

We also plan to advertise our website (nolimitsbooks.com) through paid promotions to increase sales.



It was Sam's job to protect the town from all kinds of danger. People were always getting into trouble and bad guys were always trying to take over, but Sam stopped them every time. Sam had spiky blonde hair and bright green eyes, freckles on his face and thick, square glasses. With his purple school jumper and red scarf, no one would ever suspect him of being a superhero. That was what he wanted, because he wasn't sure what people would think of him if they knew.



Delphi was a dolphin who lived near Anna and the two had been best friends for as long as they could remember. Delphi had rough light blue skin and a white belly. Her eyes were bright pink and her long narrow mouth was always smiling widely. They spent all of their time together and couldn't imagine life without each other. Every day after school Anna and Delphi played together in the help fields outside their homes. They played all kinds of games - hide-and-seek, tag, basketball and even dress-up. Whenever they got bored they would go inside for a snack, or visit the playground instead.



"There!" Ruby exclaimed, pointing. She reached down to pick it up, but Ray grabbed her arm and pointed at something over her shoulder. She turned around and gasped in shock. It was the dragon! It was real! Scorpious was real! She was fat and purple with black spots covering her body. She had a long neck and a stubby tail, and a pair of tiny wings fluttered on her back. They froze in shock, but thankfully it looked like Scorpious hadn't noticed them. She sniffed the air and turned towards them, but instead of hurting them she reached past Ruby and Ray to snatch something from the ground behind them. Their bull! The dragon turned her long neck and slowly crawled across the gardens until the children could no longer see her.



5. Media

All aspects of the media are used to raise awareness and sell our books. We have an extensive social media following, comprising **1,951** people and representing our main avenue for sales. Our followers are enjoying monitoring our progress at the SAGE World Cup!

With 1,520 followers on Facebook, 223 followers on Instagram and 208 followers on Twitter, we post weekly updates, receive testimonials and feedback and notify followers of competitions.

We have reached nearly 200,000 people on Facebook alone. We also sell our books through our website and email. Our website allows for people from all over the world to access our books and purchase them.

We have gained attention through television, radio interviews and newspapers. An interview featured on RTE's Facebook reached over 184,000 people nationwide, receiving 1.6 thousand shares.

We received online support from well-known Irish celebrities,

financial institutions e.g. Ulster Bank and Bank of Ireland as well as appearing on Ireland's national broadcaster RTE.

We have also gained support from our local radio station, Liffey Sound, appearing on their shows five times. We have had articles in online and national newspapers e.g. Dublin Gazette, the Echo, the Liffey Champion, rollercoaster.ie and Dublin Live. A video featuring our books was televised on RTE2, and received more than 100,000 views through the RTE Facebook page.



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Meeting Mark Pollock



Our book launch



Our book launch



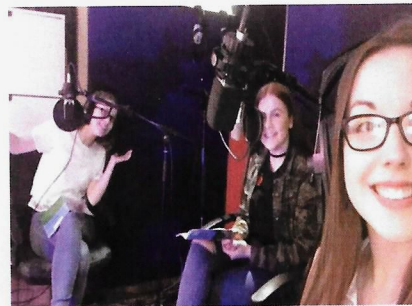
Liffey Sound radio interview



Meeting the Minister of State for Disability



Saturday AM



Recording our audio books



Our Awards