

AMO RAJU

CEO, Disability Direct

20 Royal Scot Road, Pride Park, Derby, DE24 8AJ | Tel: 01332 404040 | Fax: 01332 404041
www.disabilitydirect.com

ABOUT AMO RAJU



Amo has been CEO of Disability Direct for 20 years and has developed a small charity with 3 paid staff into a successful group of trading companies with 55 staff and a strong social purpose. As a disabled person since birth, Amo has a vision for a society free from discriminatory and stereo-

typical views of disability and has made it his mission to ensure disabled people in Derby always have a support service to meet whatever their needs.

Whilst other charities chased diminishing grants, Amo persuaded his forward-thinking trustees to create chargeable services and today with a turnover of £1.3m a year, Amo has services in place which self-generate £1.1m leaving only 16% reliance on grants. To get to this stage Amo has self-developed skills in change management citing the need for any organisation to regularly morph into a company fit for the next generation of customers.

Asked what is his secret to being a successful CEO? His reply is two-fold;

1. Read the market and develop services/products focussing on company strengths and the competition's weakness
2. A CEO cannot do everything or be everywhere. Therefore always, employ people better than you and be prepared to listen to them too.

Amo has recently ventured into politics to serve the wider community in Derby by winning in the local election in 2015, now also serving as a Councillor.



ABOUT DISABILITY DIRECT

Now celebrating 25 years of service, Disability Direct is the most successful disability charity in the Midlands having supported over 100,000 disabled people and carers in enquiries relating to Welfare Rights, Social Care, Employment, Hate Crime, Discrimination and so on. A typical example of the effectiveness of the charity is its success in tribunal representation and form-filling for disability benefits. In any 12 month period, it has recorded over £500,000 in back-payments to disabled people locally from the DWP. Over the last 10 years it acquired two day service projects from other charities and has modernised and developed a new life skills centre.

It has set-up two subsidiary trading companies –
Nimbus Consultancy – Specialising in The Access card, Disability Equality Training, Access Audits, Employer Support etc.

The Disability Syndicate – Specialising in Social Care Support for Paid & Unpaid Carers and a highly successful division, DD Payroll Services with 2,000+ customers across the country.

As a user-led organisation, the trustees are recruited from the membership and supporters. At least 51% of the board must be disabled people able to attend bi-monthly meetings. The board have delegated day to day responsibility to the running of the charity to the CEO. The founding members quite rightly wrote in a 'non-campaigning' clause into the governing document which keeps the charity focussed on providing support rather than commenting on local and national policy.

Disability Direct is ambitious and does not sit too comfortably for long and is always looking for opportunities and partnerships which are beneficial to all potential stakeholders. There is much to do and the board and staff are totally committed to the 25 year old mission statement;-

'To facilitate Independent Living Opportunities For Disabled People'

