

Ways to work with **Headway** in 2019



Improving life after
brain injury for

40 YEARS
1979-2019

the brain injury association



Corporate supporters taking part in the Orbit Aysel for Headway in 2018

In 2018 we...



Answered almost **11,000** enquiries through our freephone nurse-led helpline



Had more than **1 million** visits to our website (+11.5% increase on 2017)



Increased our social media following to over **42,000** people



Supported over **2,900** people through our Headway Acute Trauma Support (HATS) nurses



Provided over **100,000** free information e-booklets and factsheets via our website



Distributed nearly **£55,000** in Emergency Fund grants to families in financial difficulty



Issued another **2,000** Brain Injury Identity Cards, with almost **5,000** survivors now carrying them



Supported more than **125** groups and branches via our dedicated Network Support team



Launched a new online platform to help families connect, share and update family and friends in the acute stages of brain injury



Delivered practical and engaging brain injury training sessions to over **1,200** people



Increased the number of Headway Approved Providers to **52**

Thank you to everyone who supported us last year.



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Celebrating 40 YEARS of improving life after brain injury

Get out the balloons and put up the bunting – Headway is 40 this year!

During this special year we will be celebrating all we have achieved over the past four decades, while redoubling our efforts to support people living with the effects of brain injury today.

Over the years, Headway has grown substantially, helping more and more people affected by brain injury across the UK – and none of this would have been possible without you, our amazing supporters!

Thank you for helping us get to where we are today, and we hope we can count on your continued support in our quest to improve life after brain injury.

We have come a long way since our humble beginnings back in 1979, but we know that there's still so much more to do...

Why we need your support

Every 90 seconds, someone in the UK is admitted to hospital with an acquired brain injury.

That's around 350,000 people each year.

One thing that has changed over the years is the increasing number of people needing support having sustained a brain injury, so the demand for our services is growing.

If you'd like to get involved and offer your support – however big or small – during our special anniversary year, we would love to hear from you!



EVERY 90 SECONDS

For any enquiries please contact Anna Kerr, Corporate Partnership Officer:
partnerships@headway.org.uk 0115 855 0084

Corporate Membership

Becoming a Corporate Member is one of the easiest ways to become involved with Headway, members receive a variety of benefits including:

- Membership certificate
- Use of the Corporate Supporter logo
- Subscription to the Corporate Member's monthly e-bulletin; be the first to hear about news, events and sponsorship opportunities from Headway
- Invitations to exclusive member's events such as the Headway Annual Awards
- Discount on Headway training
- Free brain injury prevention campaign literature and posters
- Quarterly copies of Headway News

Being a member gives staff a sense of pride about the organisation they work for, and creates a positive impression to your customers, suppliers and the communities in which you operate.



the brain injury association

CORPORATE SUPPORTER 2019

Registered charity no 1025852/SC039992

Membership is just:

0-30 employees	£305 per annum
30-100 employees	£610 per annum
100 + employees	£790 per annum





Go Wild for Headway!

Thursday 20 June – Friday 21 June | Coniston, Lake District

Join our celebrity ambassadors for this special Corporate Challenge to celebrate Headway's 40th birthday.

We have teamed up with *Go Wild Experiences* to bring you an event like no other. Face your fears as you scramble, trek, jump and zip wire; earning your way to luxury items for your camp!

This is a jam-packed 1.5 day experience where you'll need to bring your bravery, your sense of humour and your head for heights. With a 30-ft waterfall jump, abseiling, canyoning, scrambling, trekking and climbing, there's sure to be something for everyone!

Food, refreshments and evening entertainment provided for all participants.

Registration: £40 Minimum sponsorship: £360



Contact Anna Kerr to register your interest: partnerships@headway.org.uk
0115 855 0084



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EVENTS & CONFERENCES

EXCLUSIVE
CORPORATE
MEMBERS
EVENT

THE WAY AHEAD CONFERENCE

**Friday 5 - Sunday 7 July,
Staffordshire**

Held at Yarnfield Park, this is the main event in which staff, volunteers, service users and carers come together from Headway's network of over 125 groups and branches.

- Exhibition takes place on the Saturday: 3m x 2m exhibition stand (includes two day delegate passes) £375 (+VAT)
- Inserts in delegate packs £100 (+VAT)
- Reduced rates available for charities, Headway Approved Providers and Corporate Members

DEPUTY CONFERENCE

October (date TBC), London

Back for its fifth year, the Deputy Conference is for professional deputies and covers many of the aspects and challenges associated with representing brain injury survivors.

Delegate places and exhibiting opportunities are available, contact us for further information.

HEADWAY ANNUAL AWARDS

**Friday 6 December,
London**

The Annual Awards is our flagship event which celebrates the achievements of individuals from across the Headway network. Held at The Dorchester, this special event brings together our incredible finalists, corporate supporters and special ambassadors.

Tables and sponsorship opportunities available for this event.

SOLICITOR'S TRAINING

This course is specifically designed for solicitors involved in brain injury cases.

- **Weds 3 April - London, Old Square Chambers**
- **Tues 21 May - Manchester, Exchange Chambers**
- **September, date TBC - Bristol, St John's Chambers**
- **Friday 8 Nov - London, Old Square Chambers**

Please contact Melanie Dickens on fundraising@headway.org.uk or call 01159 240 800 for further information.

ACTION FOR

BRAIN INJURY WEEK 2019

20 - 26 MAY

You can help us raise awareness during this flagship week by sharing our campaign messages, or even arrange your own fundraising event to mark this special week!

HATS for Headway Day!

FRIDAY 24 MAY



Leigh Day Solicitors wear their Hats for Headway

Be part of our annual fundraising day during *Action for Brain Injury Week*! It is fun and easy to make a donation and wear a wacky hat. The best pictures are used on our website and social media, with a chance to win a full-page advert in *Headway News*.

**MINCE PIE
MORNING**

THROUGHOUT DECEMBER

Simply choose a day in December and hold a Mince Pie Morning to raise funds for Headway! Bake or buy some mince pies, promote your day and enjoy with your colleagues.

Fancy a challenge?

Challenge 40 is an easy and inclusive way to support Headway during our anniversary year. Whether taking part as an individual or your whole organisation, there's something for everyone.

Stuck for inspiration? You could...

- 40** Hold 40 dress-down days at work
- 40** Organise a charity five-a-side tournament for 8 teams (40 people!)
- 40** Have 40 cake sales in your office during 2019
- 40** Host a 1940's themed event

What will your #Challenge40 be?

**CHALLENGE
40**



In-kind and skill sharing

Donations are not just financial; you can help Headway in so many ways! Whether you would like to donate prizes or equipment, or have the skills and knowledge that can help develop our services.

Here are some examples of how organisations have helped Headway...

Retail strategy

Aldermore Bank used their analytical skills and strategic financial expertise to support the Headway retail team.

“We worked closely with Headway to provide our expertise, helping them to review their retail strategy and maximise opportunities for their 29 charity shops. They are a dynamic team, who are passionate about getting results to support their cause.”

Holly Marshall, Director of Corporate Affairs.



Holly Marshall and Rebecca Alford from Aldermore Bank working on retail strategy with Carol Tennet and Anna Kerr of Headway

Campaign awareness

No5 Barristers' Chambers donated their Birmingham City FC 'back of the shirt' and digital board sponsorship to Headway for a match against Newcastle United; helping to raise more awareness of brain injuries in sports as well as vital funds for Headway Birmingham and Solihull.

“We have been working with Headway over many years and continue to marvel at the level of support they offer to individuals and their families post brain injury.”

“The charity’s Concussion Aware campaign is an initiative that both we at No5 and our friends at Birmingham City Football Club fully support.”

Tony McDaid, Chief Executive and Director of Clerking at No5 Barristers' Chambers.



Tony McDaid (No5 Chambers), Jack Rutter (Headway Ambassador and former Team GB Paralympic Football Team Captain), Gianfranco Zola, Luke Griggs (Headway) and Nick Xydias (No5 Chambers)

Charity of the year

Become a Baton Holder by adopting Headway as your charity of the year!

The Baton Holder scheme involves 12 exciting months of fundraising to support Headway's vital services throughout the UK.

Our Baton Holders schedule a fun-filled year of activities; from fun runs and office buffets, to glamorous balls and golf days.

Choosing Headway as your charity of the year has many benefits that go beyond supporting a great cause:

- Partnership logo for your website and promotional materials
- Dedicated staff to support you through your year of fundraising
- Announcements to over 42,000 followers on Headway's social media channels
- News items on Headway's website, which had over 1 million visits in 2018
- Official announcement and final cheque presentation at the Headway Annual Awards, for organisations raising £10,000 and over
- PR support and opportunities through your local press, in *Headway News* and *Corporate Bitesize*
- Team-building and staff camaraderie
- Enhanced corporate social responsibility

“We are so proud to have raised over £21,000 as Baton Holders for Headway last year.

Our business has benefitted immensely from the team building experience we all had abseiling, skydiving and hiking in the Lake District - we are all delighted to have done our bit for such a worthy cause.”

- Mike Stimpson, Investment Manager and member of the Saltus Personal Injury team



Gemma Reilly and Mike Stimpson present their cheque to Johnson Beharry VC at the Headway Annual Awards 2018

Sponsorship opportunities

Website

In 2018, there were more than one million visits to the Headway website, an increase of 11.5% compared with the previous year.

There are three areas of the website that are available for sponsorship, which have a fantastic reach amongst an audience of brain injury survivors, their relatives, carers and associated health and social care professionals.

- **Information pages:** the first point-of-call for those seeking general information about brain injury
- **Legal pages:** legal advice and information
- **Support pages:** rehabilitation, care and life after brain injury

Sponsorship of one area is just £2,000 (+VAT) for three months, or £7,250 (+VAT) for one year.



Booklets, e-booklets and factsheets

Over 100,000 e-booklets and factsheets were downloaded from the Headway website in 2018.

The free-to-access resources are used by survivors, families, carers and professionals, and have won 22 British Medical Association awards since 2009.

These vital resources provide detailed and accessible information to help brain injury survivors and families better understand and adapt to life after brain injury.

By sponsoring a booklet, e-booklet or factsheet, you can help Headway ensure production costs are covered so more fund can go directly to where they are needed!

There are opportunities to suit all kinds of organisations and budgets:

Sponsor a factsheet with a hyperlink to your website for one year for **just £950 (+VAT)**

Sponsor an e-booklet with a hyperlink to your website for one year for **just £1,500 (+VAT)**

Sponsorship of hard copies of our booklets can also be secured at prices ranging from **£2,000 (+VAT)**



Please contact partnerships@headway.org.uk
0115 855 0084 for all current opportunities and full details of our Information Library.

Pay for a Day

and support our helpline

Does your organisation send Christmas cards or e-cards? For just £527 you can 'Pay for a Day' of providing our vital helpline service.

Our gift in return:

In return we will send you a **personalised environmentally friendly e-card to share with your network** in lieu of your Christmas cards, as well as a thank you on our popular Twitter page!

How you will help

- You will be supporting our nurse-led, freephone helpline which answered nearly 11,000 enquiries in 2018
- Funding will help us support individuals and their families and carers, both emotionally and practically, throughout their journey with brain injury
- Your donation will ensure this vital service can continue to grow and develop in the future

**Contact Anna
to support
Headway this
Christmas:**

partnerships@headway.org.uk

0115 855 0084

This initiative is a great way to help to those affected by brain injury at a special time of year - **what better way to say Merry Christmas?**

Your support can help people just like Eleanor and Asher...

“My sister was doing some research and told me about Headway. I rang the helpline, who were fantastic...”

I got so much help from Headway’s helpline and the charity’s booklets. It has helped me learn so much about what Mark is going through and is a constant source of information and comfort.”

Eleanor Simcox – wife to Mark, who survived a blood clot on the brain.



“I rang the Headway helpline. Right from that first phone call they were so supportive. They have been vital, helping me to understand what was happening with Peter’s care... They always kept me calm whilst telling me the truth.”

Asher Bourke – partner to Peter who was assaulted.



Advertise in Headway News

Headway News is our quarterly magazine which is distributed to thousands of supporters and stakeholders across the UK; including those directly affected by brain injury, our *Friends of Headway* members, Corporate Members and the Headway group and branch network.

The magazine is packed with fascinating features, moving personal testimonies, and interviews with high-profile supporters.



A single advertisement also includes:

- Hyperlink from the electronic version (free to download from Headway's website and promoted across all social media channels)
- A **free advert** in our monthly e-bulletin, *Headway News Bitesize*

Advertise in four consecutive editions:

- Receive a **10% discount**
- Hyperlink from the electronic version
- Two **free adverts** in our monthly e-bulletin, *Headway News Bitesize*

Rates:

FULL PAGE **£1,795 (+VAT)**
(outside back cover)

FULL PAGE **£1,665 (+VAT)**
(inside front cover)

FULL PAGE **£1,665 (+VAT)**
(inside back cover)

FULL PAGE **£1,495 (+VAT)**
(inside)

HALF PAGE **£795 (+VAT)**
LANDSCAPE
(inside)

For further details please contact
Anna Kerr on **0115 855 0084** or email
partnerships@headway.org.uk

Headway Retail

Clear out your clutter!

Headway's 30 charity shops are based in the North West, West Midlands and East Midlands. We welcome donations of clothes, shoes, books, bric-a-brac, CDs and toys. Why not ask staff to bring in their unwanted items?



To request our drop bags, contact retail.admin@headway.org.uk. Every bag donated is worth approximately £30 to Headway and you can even add Gift Aid!



"Whether it seemed like the daftest question in the world or the most serious of matters, Headway picked us up and guided us on our way. Nine years on, they still do. Thank you for your support."

Sarah Kavanagh and her husband Colin, a brain injury survivor

Headway – the brain injury association

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Tel: 01159 240 800 | www.headway.org.uk

  @HeadwayUK

Headway – the brain injury association is registered with the Charity Commission for England and Wales [Charity No. 1025852] and the Office of the Scottish Charity Regulator (Charity No. SC 039992). Headway – the brain injury association is a company limited by guarantee registered in England [No. 2346893].



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