

2016

Ways to work with Headway



Headway
the brain injury association

Improving life after brain injury

Why Headway?

Front cover image: Rachel and John Sandy celebrate their London to Paris cycle ride for Headway.



Charlie Korving's husband-of-two-years, Jake, was knocked off his bike by a careless driver in 2011. Jake sustained a brain injury that caused him to forget her name, the relationship and, tragically, their wedding day.

Charlie made the decision to keep Jake's life-support on and continued to fight to ensure he received the right care during a

challenging battle to recovery. Charlie was recently named Headway's Carer of the Year, after being nominated by her sister-in-law, Anna; "Charlie is Jake's rock, helping him with everything from physical and cognitive recovery to fighting for his rights for the correct types of rehabilitative care. Thanks to Charlie, there is life after brain injury for Jake."

With support from Headway Dorset, Charlie put her life and dream job on hold to provide the 24-hour care her loved one needed. Five years later, the couple got married for a second time in New York.



Above left: Charlie with James Cracknell and Stuart Brazington, receiving her 'Carer of the Year' award, sponsored by Withy King Solicitors, at Headway's 2015 awards luncheon. Above right: Charlie and Jake's second wedding in New York.

How you help... Your support ensures that we are able to keep providing our essential frontline services across the UK to help brain injury survivors, their families and carers.

Working with us

A variety of organisations choose to give their support to help us achieve our mission:

“To promote understanding of all aspects of brain injury and provide information, support and services to survivors, their families and carers. In addition, Headway campaign to reduce the incidence of brain injury.”

A corporate partnership with Headway is much more than supporting a good cause.

It is a great way to motivate and engage staff and achieve your organisation’s Corporate Social Responsibility objectives.

Our team believe in mutually beneficial partnerships and working with your organisation in a supportive and friendly environment.



To discuss any opportunities in this booklet, or to suggest new ideas, please contact: Anna Kerr | Corporate Partnership Officer
partnerships@headway.org.uk | 0115 924 0800

“Headway welcomed us with open arms and supported us from the start... we were guided in terms of providing fundraising tips and they also valued the reason we chose them. The scheme has shown us that it is not just about fundraising; it can be about what we can give back to the community, such as donations of clothes, or supporting campaigns.”

*Aldermore Bank – 2015
Challenge Baton holders*



Above Right: Staff at Aldermore Bank present a cheque for over £18,000 to Headway in December 2015.

Easy ways to get involved

Hats for Headway Day – Friday 13 May 2016

- Get your staff involved in our annual fundraising event for part of Action for Brain Injury Week! It is fun and easy to make a donation and wear a silly hat. The best pictures are used in *Headway News* and on our website.



Staff at SweetTree Home Care Services (left) and staff at Pesto Widnes restaurant (right).

Clear out your clutter

Headway has a chain of 26 charity shops across the Midlands and the North West. We welcome donations of clothes, shoes, books, bric-a-brac, CDs and toys. Why not ask staff to bring in their unwanted items?

- Visit our website to find your nearest shop. Please contact: donationcentre@headway.org.uk to arrange any large collections from your premises.



Corporate Membership

- Corporate Membership is a great way for any organisation to support Headway on an annual basis. Members receive a variety of benefits including a membership certificate, invitation to the renowned Headway Annual Awards Luncheon, complimentary copies of *Headway News* and discounts on exhibiting and advertising.

Corporate Membership is just **£290** per year if you have less than 30 employees
£590 for more than 30 employees

Donate your time

- **Pro bono support...**
Can you provide the legal support needed to complete a charity shop lease or a commercial partnership agreement?
- **Become a Trustee or volunteer...**
Our network of more than 125 groups and branches requires skilled professionals to become Trustees. You may have the accountancy, fundraising or managerial skills needed to help your local Headway group or branch.



Contact: partnerships@headway.org.uk | 0115 924 0800

Headway Challenge Baton scheme

Each year a number of dedicated organisations choose to take on the Headway Challenge Baton. The scheme involves undertaking an exciting year of fundraising to support Headway's vital services throughout the UK.

Previous Baton Holders have taken part in a huge variety of activities ranging from Friday toast mornings to glamorous fundraising balls and from fancy dress discos to climbing mountains, cycling and running marathons.



Adopting Headway as your charity for the year provides an excellent opportunity to have fun, with benefits that go way beyond supporting a great cause:



- Enhanced Corporate Social Responsibility
- Team-building and staff camaraderie
- Improved communication between departments, branches and all levels of staff
- PR opportunities with your local newspapers and in *Headway News*
- Our Baton Holder logo for your website and promotional material
- Announcements to over 27,000 followers on Headway's social media and news items on our popular website



What do previous Baton Holders think of the scheme?

"Jefferies Solicitors Ltd have had a fantastic year fundraising for Headway and have raised £30,000. Overall a great time was had raising money for this wonderful cause"

*Michael Jefferies,
Michael Jefferies Injury Lawyers –
Challenge Baton holders*



The Jefferies Solicitors team hard at work raising money for Headway.

Conferences and Events

Joint Brain and Spinal Cord Injury Conference



Thursday 12 May 2016, The Metropole, Birmingham

This annual conference is in association with the **Spinal Injuries Association (SIA)**. The **sponsorship packages available** provide a great opportunity to have your company name associated with two great charities. The event is attended by over 100 solicitors and and healthcare providers.

Full-day 3m x 2m exhibition stand includes 2 x day delegate passes.
£485 + VAT (until 31 March). £525 + VAT (after 31 March)

The Way Ahead Conference



Friday 1– Sunday 3 July 2016, Yarnfield Park Training and Conference Centre, Staffordshire

We expect yet another full-capacity conference of 340 delegates. This is the main event at which all Headway groups and branches staff and volunteers, services users and carers can get together. The exhibition takes place all day on the Saturday.

Full-day 3m x 2m exhibition stand includes 2 x day delegate passes.
Exhibition space is £375 + VAT. Insert in delegate pack £100 + VAT

Headway Annual Awards Luncheon

Friday 16 December 2016, The Dorchester Hotel, London

The Awards Luncheon is our flagship event which recognises the outstanding achievements and contributions individuals have made to Headway on a local and national level. There are various opportunities including sponsorship of one of the awards or of the drinks reception.

This popular event is exclusively available to Corporate Members (see page 4).



Above: Jeff Mayle from Headway Cardiff, (centre), winner of the Alex Richardson Achiever of the Year award 2015 sponsored by Slater & Gordon; pictured with (left – right) James Cracknell, Deborah Johnson, Annie and Chris Richardson.

● Auction items and raffle prizes...

Donating items is a great way to raise funds at the Headway Annual Awards Luncheon and to have your company name acknowledged onstage and in our event brochure. We welcome prizes such as experience days or a hamper, but we also welcome any innovative ideas for auction items or raffle prizes!

Why not sponsor a pull-up exhibition stand for just £500 +VAT?

Used at our various conferences, luncheons and press events throughout the year.

Headway 2016 Running Team sponsorship

Support over 300 runners across the country taking part in everything from 10K runs to the London Marathon.

This package includes sponsorship of our London Marathon runners' Pasta Party on **Saturday 23 April at Devonport House, Greenwich** and the cheering station on **Sunday 24 April**.

- Your logo will feature on the 'Marathons and fun runs' section of our website
- Logo on all running vests, worn at events across the UK
- Your logo on all promotional materials sent to runners advertising the Pasta Party and cheering station
- Opportunity for your staff to be at our London Marathon events



Above: Dudley Garner passes the Headway cheering station at the London Marathon.

Sponsorship of all Headway 2016 runners is only £2,500 + VAT

Further dates for your diary...

- **Thursday 21 April** – London: Expert Witness training event jointly organised with the Spinal Injuries Association
- **Monday 9– Friday 13 May** – Action for Brain Injury Week
- **Thursday 29 September** – Manchester: Expert Witness training event jointly organised with the Spinal Injuries Association
- **Thursday 13 October** – The Studio, Manchester (TBC): Deputy Conference, in association with the Office of the Public Guardian. Exhibiting is just £375 + VAT and includes two delegate passes

“Thompsons are proud to support Headway in a variety of different ways, such as collaborating on the Justice Project for brain injury survivors, sponsoring The Way Ahead conference, providing meeting rooms and even having staff involvement in fundraising activities like the Boxing Day Dip! I am also privileged to give my time as the Secretary of Headway Coventry and Warwickshire. We truly value working with Headway on both a national and local level, to help those affected by brain injury.”



Peter Mulhern, National Head of the Serious Injury Team at Thompsons Solicitors

Headway's award-winning website

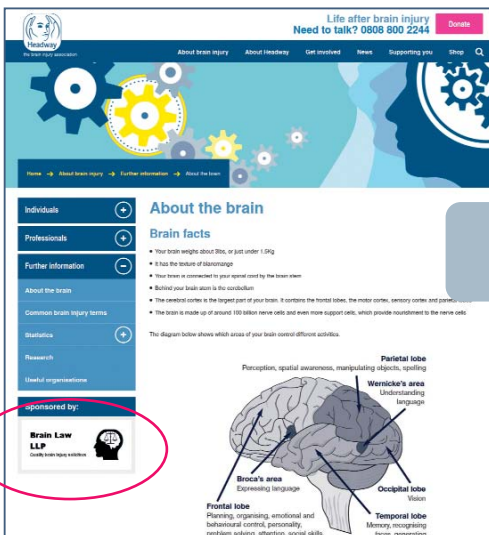
In 2015, Headway's website had **2 million page views** by **732,000** visitors.

The site is a comprehensive and respected information source for all our service users – from brain injury survivors, their families and carers to professionals in the field of brain injury.

For many people, the Headway website is their first point of contact – and may well be the first time they have found any support or information to help them adapt to life after brain injury.

In October 2015 a brand new mobile-optimised website was launched; it is packed with new features including easier navigation and a modernised design. The site is more visually appealing, encouraging visitors to spend more time browsing.

Headway website areas available for sponsorship...



- **Information pages:** primarily used by those seeking general information about brain injury
- **Legal pages:** legal advice and information
- **Support pages:** rehabilitation, care and life after brain injury

Individual area sponsorship is:
£2,000 + VAT per three-month period,
or only £7,250 + VAT for one year

- Your advert or logo appears on the bottom of the menu within the specified pages and sub-pages, with a click-through to your website.
- **Sponsor logo size:** 315px x 200px

For more detailed information about our website opportunities please contact: Anna Kerr | Corporate Partnership Officer
partnerships@headway.org.uk | 0115 924 0800

“ After returning home it became clear that Don’s recovery was going to be a long uphill process,” said Denise. “Thankfully, the Headway website provided me with so much information about brain injury. Whenever Don had a bad day where he would become confused or uncharacteristically aggressive because of his brain injury, I would consult the Headway factsheets for reassurance.”



Denise’s husband had been working abroad when he suffered a major brain haemorrhage, causing him to fall backwards and hit his head. Don was found alone with a serious brain injury. Denise flew out to the hospital immediately, where he remained in a coma for three days before regaining consciousness.

In June 2014, Don (left) began helping Denise train for the Yorkshire Marathon, which she went on to complete, raising nearly £700 for Headway Bradford. Denise will also be running the London Marathon in 2016.

Headway retail and Christmas cards

Headway Christmas cards

- This is a fantastic opportunity for your organisation to have its logo on the back of over 27,000 Christmas cards.

Our popular cards are a great way to show your support for Headway and to help those affected by brain injury.



Your logo will be accompanied by the sentence: “*The cost of this card has been covered by sponsors (your company name), so all money spent on this card will go straight to Headway to help brain injury survivors.*”

Sponsorship of Christmas cards is only **£3,000 + VAT**

Headway Retail – Stock and Volunteer Appeal Leaflets



- Headway’s 26 charity shops could not operate without donations of stock and the generosity of those who volunteer!

Your organisation can sponsor 50,000 stock and volunteer appeal leaflets. The sponsor’s logo will feature on all of these A5 leaflets, which are given to many customers who visit Headway charity shops.



Sponsorship is only **£1,200 + VAT**

Headway's award-winning publications

Booklets

- Since 2009, Headway's publications have won 20 Patient Information Awards from the British Medical Association; we are constantly updating them and introducing new titles.

In 2016 we are introducing our booklets as a free download from our website. Although still available in hard copy, the downloads will improve accessibility of information resources for brain injury survivors, their families and professionals. You can sponsor an e-booklet at a special introductory rate. Some of our most popular booklets include:

- Caring for someone with a brain injury
- Managing anger
- Hospital treatment and early recovery after brain injury
- Rehabilitation after brain injury
- The effects of brain injury and how to help



Sponsor a booklet with a hyperlink to your website for one year at a special rate of **£1,500 +VAT**

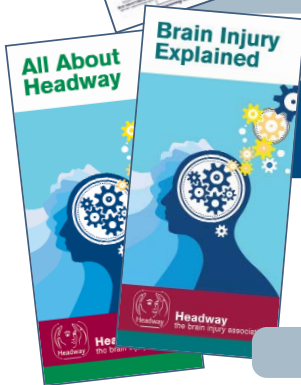
Downloadable factsheets

- Over 170,000 factsheets were downloaded from the Headway website in 2015 which is a 14% increase on the previous year.

Download figures are expected to rise again in 2016 with the introduction of our new mobile-optimised website.

There are various factsheets available to sponsor, covering subjects such as: personal injury, rehabilitation, behavioural, health and social care, and dealing with the effects of brain injury.

Sponsorship with a hyperlink to your website is only **£1,250 + VAT** per factsheet for a one-year period



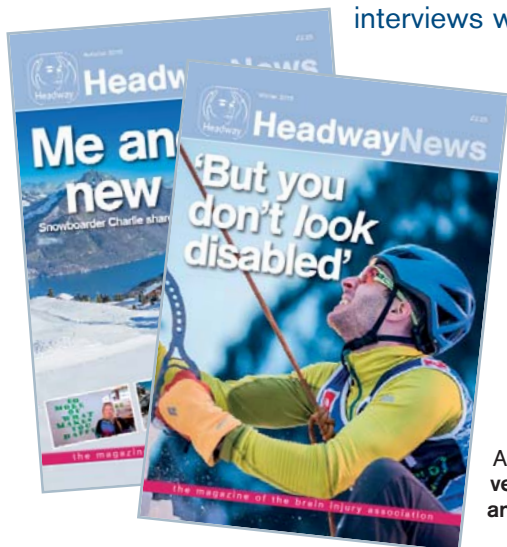
'Brain Injury Explained' and 'All About Headway' leaflets

- These are Headway's most distributed leaflets. They are sent to brain injury professionals and individuals affected by brain injury, and are also distributed at a wide variety of events and venues such as rehabilitation centres.

Sponsorship is only **£3,000 + VAT** for 10,000 leaflets (9 months stock)

Headway News

Headway News is a quarterly magazine containing all the latest news and views from people directly affected by brain injury; fascinating features; moving testimonies from brain injury survivors and carers; and interviews with high-profile supporters.



The magazine is widely distributed via Headway's groups and branches, individual and corporate members, the Headway Solicitors Directory, and Approved Providers. Freely downloadable from the Headway website, it is regularly read and enjoyed by thousands of people.

Advertising rates

- Full page (outside back cover) £1,995
- Full page (inside front/back cover) £1,850
- Full page (inside) £1,695
- Half page (inside) £895
- Quarter page £475

All advertisements **feature on the free download version and can include hyperlinks to your website and email addresses** – at no extra cost.

For more details and other sizes please contact Joe Leadley on 0115 924 0800 or email information.manager@headway.org.uk

In 2009, 20-year-old Simon fell 20 feet and landed on his head. He was lucky to survive and was in a coma for five weeks.

With his Mum's unerring love and support, Simon has made a good recovery and continues to make progress with the help of the national Headway Helpline when the family has struggled to cope.



Simon Hales

“It has only been with the help of Headway that Simon has been able to face up to the challenge of recovering from such a traumatic experience”



the brain injury association

In 2015 we...

- Welcomed 732,731 visitors to the Headway website
- Provided over 170,000 downloadable factsheets, giving practical guidance and self-help techniques
- Answered 8,414 calls on our free nurse-led Helpline
- Supported more than 1,400 families at the bedside of their loved ones, with our Headway Acute Trauma Support (HATS) Nurses
- Gave £44,021 in grants to families who were in financial difficulty as a result of brain injury, through our Emergency Fund
- Increased the number of Headway accredited residential brain injury units in the UK to 41
- Provided 53 practical and informative training sessions to 472 individuals



“ 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 & her husband Colin, brain injury survivor.

Headway – the brain injury association | Bradbury House | 190 Bagnall Road | Old Basford | Nottingham | NG6 8SF | Tel: 0115 924 0800 | www.headway.org.uk

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