

Ways to work with **Headway** in 2018



the brain injury association



Staff at Lester Aldridge solicitors climb over The O2 for Headway in 2017

In 2017 we...

Received almost **970,000 visits** to our website, an increase of 24% compared with the previous year!

Answered almost **11,000 calls** on our free nurse-led helpline, a 10% increase from 2016.

Gave over **£54,800 in grants** through our Emergency Fund to families in financial difficulty as a result of brain injury.

Provided nearly **96,000 factsheets and e-booklets** giving practical guidance and self-help techniques, all freely downloaded from the Headway website.

Delivered **64** practical and engaging **training sessions**.

Supported **2,127 family members** through our Headway Acute Trauma Support (HATS) nurses in six trauma units across the UK.

Increased the number of Headway **accredited residential brain injury units** to **50**.

Increased our social media following to over **38,000** people, with engagement on our posts rising by over **130%**.

Launched our **Brain Injury Identity Card scheme** with the help of HRH Prince Harry and issued over **2,300** cards.

Provided continued support to our network of **more than 120 Headway groups and branches** via our dedicated Network Support team.

Working with us

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

Whether the result of a road traffic collision, sporting accident, or a stroke, brain tumour or illness, the effects can be devastating and last a lifetime.

Our corporate supporters are invaluable; helping us support survivors, and their families and carers, across the UK.

There are a range of opportunities featured in this booklet – no matter how big or small, there is something for every organisation to get involved in!

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 mailing list; be the first to hear about news, events and sponsorship opportunities from Headway
- Invitations to exclusive members events
- Discount on Headway training
- Free brain injury prevention campaign literature and posters
- Quarterly copies of Headway News
- Discounts on exhibiting and advertising

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 2018

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

For any enquiries please contact Anna Kerr, Corporate Partnership Officer:
partnerships@headway.org.uk 01159 240 800

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 in March in March 2017; 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 Team GB Paralympic Football Team Captain), Gianfranco Zola, Luke Griggs (Headway) and Nick Xydias (No5 Chambers)

Charity of the year

Each year a number of dedicated organisations take the Headway Challenge Baton and adopt Headway as their charity of the year.

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

Our Challenge 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 38,000 followers on Headway's social media channels
- News items on Headway's website, which had nearly 970,000 visits in 2017
- Official announcement and final cheque presentation at the Headway Annual Awards, applicable to 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

“EMG Solicitors really enjoyed being Baton holders for Headway in 2017. Although it was hard work, we found that undertaking events for such a great cause brought the team together and we had some great team building opportunities! We feel pleased and proud that our efforts will go towards supporting those with brain injuries, who are so much in need.”

Emma Gaudern, Managing Director
at EMG Solicitors



Emma Gaudern and Jemma Morland present their cheque to Marc Almond at the Headway Annual Awards 2017

Headway EVENTS

THE WAY AHEAD CONFERENCE

Friday 29 June - Sunday 1 July

This is the main event in which staff, volunteers, service users and carers come together from Headway's network of over 120 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)

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

Exhibiting and promotional opportunities are available, contact us for further information.

HEADWAY ANNUAL AWARDS

Friday 7 December

The Annual Awards is our flagship event which celebrates the achievements of individuals from across the Headway network.

Contact partnerships@headway.org.uk for sponsorship opportunities, or to book a table at this popular event.

EXCLUSIVE
CORPORATE
MEMBERS
EVENT

SOLICITOR'S TRAINING

This course is specifically designed for solicitors involved in brain injury cases. Offering training is part of our ongoing commitment to raise awareness of the challenges faced by brain injury survivors and their families.

- **Weds 28 March - London, Old Square Chambers**
- **Tues 24 April - Nottingham, Headway UK, with No5 Barristers Chambers**
- **Thurs 17 May - Manchester, Exchange Chambers**
- **Thurs 27 September - Newcastle, venue TBC, with Parklane Plowden Chambers**

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

A day to remember



Natalie Parr was awarded the Alex Richardson Achiever of the Year Award, sponsored by Slater and Gordon Lawyers, at the Headway Annual Awards 2017.

Natalie sustained her brain injury in 2002 after contracting Guillain-Barré Syndrome – a disorder in which the body's immune system attacks part of the peripheral nervous system and starves the brain of oxygen.

At the age of 25, life changed dramatically for Natalie and her family, and she had to make many adjustments to her lifestyle. But her zest and motivation for enjoying life have never diminished.

In 2017, Natalie undertook her Duke of Edinburgh Diamond Award, deciding the theme for her diamond challenge was to 'Aim High' - to challenge herself to see where she could go in her wheelchair.

She spent the year going up as many high places as possible, including Blackpool Tower, the Shard, London Eye, the Orbit, O2, Tower Bridge, Spinnaker Tower and Mount Snowden. Her determination and sense of adventure made Natalie a worthy winner at the Headway Annual Awards 2017.

Natalie wrote about her experience at the Headway Annual Awards...

"I couldn't believe I had won, I'm just Nat but I suddenly felt a wave of pride and I felt quite excited, emotional, proud, and panic of 'don't knock anyone over as you go on stage Nat!' I got onto the stage and James Cracknell shook my hand and gave me a certificate and the winner's tray. Wow!!! I felt quite speechless.



"My day was the most magical fairytale day that I feel so privileged to have had, I will treasure it and remember it and will remember all of my family who have been there through every step, the medical people and all of my friends at Headway Coventry who nominated me and made it possible.

"Thank you to everyone who made this happen for me, I'm just Nat and I just want to live my life to the full and help other people live their lives to the full too. But today I have been Nat in the most magical, special dreamlike fairytale that I never want to forget. Thank you."



Campaigns & fundraisers

ACTION FOR

BRAIN INJURY WEEK 2018

14-20 MAY

This year our Action for Brain Injury Week theme will once again put those directly affected by brain injury at the heart of our awareness-raising work.



You, Me and Brain Injury is a campaign that highlights how brain injury doesn't just affect the individual, but also their family, friends, colleagues, and many more relationships.

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 18 MAY



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 in *Headway News* and 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?

From mud runs and marathons to climbs and treks across the globe. Our key running and cycling events for 2018 include:

LONDON MARATHON: Sunday 22 April

LONDON TO PARIS CYCLE RIDE:
16th - 20th May

VITALITY 10K: Monday 28 May (London)

EDINBURGH MARATHON FESTIVAL:
27/28 May

GREAT NORTH RUN: Sunday 9
September (Newcastle upon Tyne)

LONDON TO BRIGHTON CYCLE RIDE:
Sunday 16 September

ROYAL PARKS FOUNDATION HALF MARATHON: Sunday 14 October
(London)

THE ORBIT ABSEIL

HEADWAY CORPORATE CHALLENGE 2018

Thursday 14 June

This is your opportunity to take on the UK's highest free-fall abseil!

Join us for a day to remember abseiling the UK's tallest sculpture, the ArcelorMittal Orbit, situated in the Queen Elizabeth Olympic Park, London. The day includes a complimentary networking lunch and refreshments for all abseilers, kindly sponsored by No5 Barristers Chambers.

Registration: £25

Minimum sponsorship: £190

Those who wish to release their inner child can even take advantage of a heavily discounted ride on the infamous Orbit slide, for just £5!

Don't have a head for heights?

Stand alone 'viewers' tickets for the networking lunch are available! Join us on The Terrace at The Last Drop and support our abseil teams at the impressive location overlooking the Orbit and Olympic Park. Take in the views and meet GB Paraclimber & Team Captain, Dave Bowes, who will be abseiling and also sharing his story over lunch.

Networking lunch and refreshments:

12.30 – 14.30 | £16 per ticket



**EXCLUSIVE
CORPORATE
MEMBERS
EVENT**



Sponsorship opportunities

Website

In 2017, there were more than 2.2 million page views and nearly 970,000 visits to Headway's website. This comprehensive and respected information source has been 'Highly Commended' by the British Medical Association.

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.

Please contact partnerships@headway.org.uk or 01159 240 800 for more details of the website sponsorship opportunities.



Publications

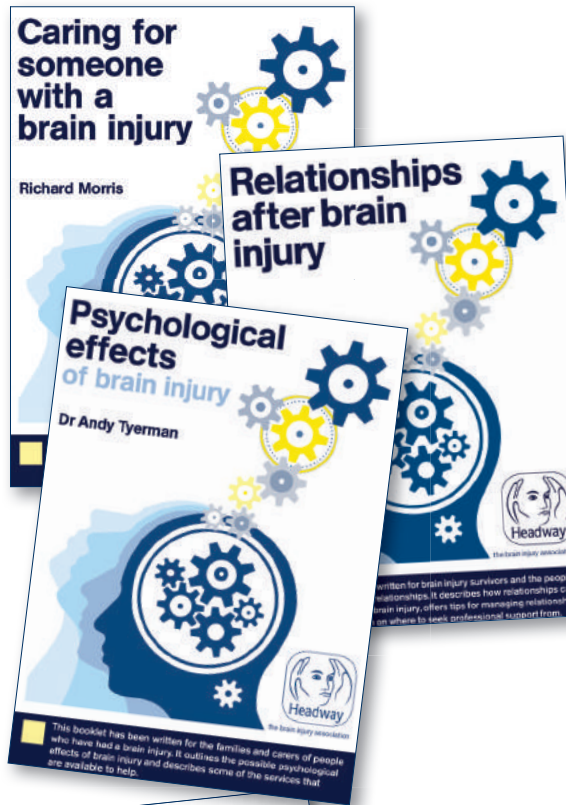
Headway's publications provide information on many of the symptoms and practical issues associated with brain injury.

They are used by survivors, families, carers and professionals, and have won 20 British Medical Association awards to date. The publications offer information on a wide range of issues, such as common effects of brain injury, practical and legal information.

Headway's booklets are free to download from the website and in 2017 over 54,000 e-booklets were downloaded.

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

Sponsor a print run with corresponding e-booklet and hyperlink for just £3,500 (+VAT)



Factsheets

Nearly 42,000 factsheets were downloaded from the Headway website in 2017.

These factsheets give survivors, families and carers a concise overview of key issues that a survivor may face following a brain injury.

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



Please contact partnerships@headway.org.uk 01159 240 800 for all current opportunities and full details of our Information Library.

Asher's story...

In 2015, childhood sweethearts Asher and Peter had just started their second year at university. Both were enjoying success and looking forward to the bright future ahead of them.

In October, Peter went home to Leicester to mark the one year anniversary of his mother's passing, which would lead to a life-changing incident.

Asher received a call at 7am from a police officer informing her that Peter had been viciously assaulted.

"I felt sick to my stomach," said Asher. "I was told to get to the Queen's Medical Centre in Nottingham as soon as possible. They said Peter was fighting for his life on an operating table."



He remained in a coma for two weeks, leaving Asher increasingly concerned. It was at this point that Asher called Headway's helpline for support.

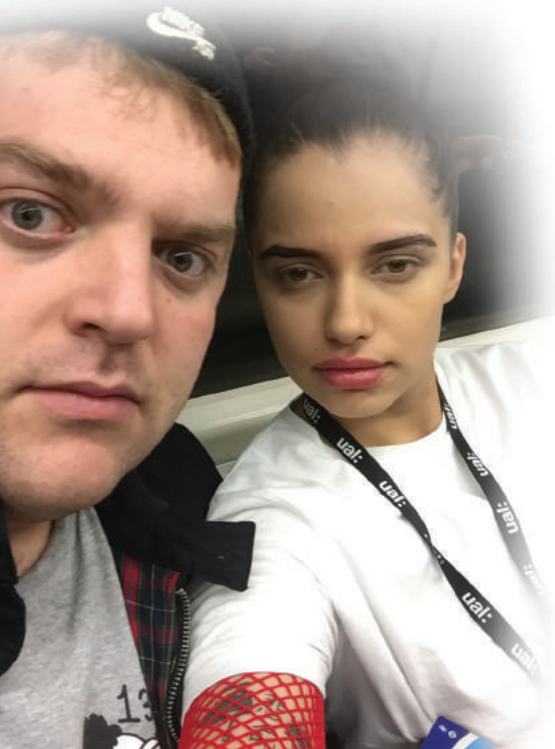
She said: "Right from that first phone call they were so supportive. They have been vital, helping me to understand what was happening with Peter's care.

"They always kept me calm whilst telling me the truth... They offered emotional support, but also really important practical tips that enabled me and his family to concentrate on Peter."

Eventually, Peter returned home and Asher became his full-time carer, with continued support from the helpline and Headway Leicestershire and Rutland. Now the couple are about to embark on the next chapter of their lives.

"We are both going back to university to complete what we started. We are living in London and feel good about life again," said Asher.

"There is lasting damage. Peter has epilepsy now and he still has problems associated with the injury. We have a long way to go, but we consider this to be a huge success story."



Asher is an emerging poet and rapper who performs under the name Asher X. She transformed her story into a new single called True Romance, with all profits donated to Headway.

Pay for a Day

Headway's helpline is a vital service which supports nearly 11,000 people per year.

Following a brain injury, survivors along with their families and carers can be left feeling

alone, isolated and in need of valuable specialist information.

Our helpline team provide a vast range of practical advice and emotional support – a real lifeline to those needing guidance following a traumatic event in their lives.

Now you can support the nurse-led Headway helpline through our new Pay for a Day scheme. For just **£550** your organisation will cover the running costs of this invaluable service for a whole day.

Why not choose a landmark day for your organisation such as a work anniversary, or a special time of the year?

You will benefit from:

- Thanks from Headway on our social media channels on your chosen day(s)
- Company logo on the helpline landing page of the website for that day; "thank you to [organisation name] who have kindly supported our helpline today"
- Company name with hyperlink listed under previous supporters for 12 months on the helpline landing page
- Option of a tour of our head office on your chosen day, with a chance to meet our specialist nurse Helpline Manager and hear first-hand about this valuable service
- A certificate of support



"From the beginning to the end of the conversation I felt listened to and the advice I was given was impeccably professional but delivered with empathy and tact. Many thanks for your exceptional service."

"You have been my rock through the most difficult times in our lives. Thank you for all your excellent support and advice. It is life saving and life changing."

Advertise in Headway News

Headway News is our 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.



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)

Single advertisement includes:

- Hyperlink from the electronic version (free to download from Headway's website and promoted across all social media channels)
- One advert in *Headway News Bitesize*
- Thank you for support on the Headway News landing page during the advertising period (three months)

Advertise in four consecutive editions:

- Receive a 10% discount
- Hyperlink from the electronic version
- Two adverts in *Headway News Bitesize*
- Thank you for support on the Headway News landing page for period of advertising (one year)

For more details or any queries, please contact Joe Leadley on **01159 240 800** or email **information.manager@headway.org.uk**

Headway Retail

Clear out your clutter



Headway's 29 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!



Christmas Cards

This is a fantastic opportunity for your organisation to have its logo on over 27,000 Christmas cards. Our popular cards are distributed through our website, charity shops and promoted through our social media channels, with special thanks to our sponsor.

What better way to give at Christmas and support brain injury survivors throughout the UK?

Sponsorship of Christmas cards is just £3,000 (+VAT)



"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, brain injury survivor.

Headway – the brain injury association

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  @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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