

Ways to work with **Headway** in 2020



the brain injury association



Supporters take on the Headway Corporate Challenge in 2019

In 2019 we...



Increased visits to our **website** to nearly **1.3 million** and raised our **online peer support** forum membership to **7,015**



Increased the total amount of grants given through our **Emergency fund** to **£396,377**, by supporting an additional **247 families**



Provided **118,702** free **information booklets and factsheets** via our website and helpline



Supported **64,472** visits to **I'm calling about Chris**, our online personal noticeboard for families



Increased our social media following to **50,928** people



Provided a listening ear, emotional support and practical help via **11,216** calls to our **Helpline**



Raised the number of people carrying Brain Injury Identity Cards to nearly **7,000** and provided training to **140** criminal justice professionals through our **Justice Project**



Supported **3,184** people through **Headway Acute Trauma Support (HATS) nurses**



Supported more than **126** groups and branches via our dedicated Network Support team



Increased the number of Headway Approved Providers to **58**

If you would like to support our work in 2020, contact **partnerships@headway.org.uk** | **0115 855 0084**

Working with us

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

With brain injury often requiring long-term – sometimes lifelong – support, pressure on Headway is growing year-on-year. That

makes us more determined than ever to provide support, protect vital services and speak up for those affected by brain injury.

With your help, Headway has grown substantially over the past four decades; we reach and support more people living with the effects of brain injury. But we

could not do this without your help.

In this booklet you will find a range of ways to support Headway's work – no matter how big or small – there is something for every organisation to get involved in to help us improve life after brain injury.

Help us support people like Jo...

Jo sustained a brain injury in a road traffic collision whilst abroad in 2000; leaving her with post-traumatic confusion, fatigue, anxiety, depression and memory problems.

With a lack of information about brain injury and no support from her GP, Jo turned to Headway in a time of desperate need. Jo firstly found the website and used Headway's booklets and factsheets to help her understanding of brain injury.

"I also called the Headway Helpline," said Jo, "because I needed somebody who understood, to talk to about things. Each time I've called the helpline I've been treated with empathy and given information to take my search for understanding further.

"Headway has been so incredibly helpful to me over the years. It has truly been a lifeline to me, so thank you for all that you do."



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 events such as the Headway Annual Awards
- Discount on Headway training
- Free brain injury prevention campaign literature and posters
- Quarterly copies of Headway News
- Discounts on exhibiting and advertising
- Enhanced staff morale and creating a positive impression with your network

New in 2020

Keep an eye out for our new Corporate Member event this year - a great opportunity to network with other members and Headway representatives. More details coming soon in the member's e-bulletin!



the brain injury association

CORPORATE SUPPORTER 2020

Registered charity no 1025852/SC039992

Membership is just:

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

If you would like to support our work in 2020, contact partnerships@headway.org.uk | 0115 855 0084

ESCAPE THE WILD FOR HEADWAY

Thursday 4 June – Friday 5 June
Ullswater, Lake District

Headway brings you a brand-new corporate adventure for 2020! Are you ready to put your teamwork to the test and take on exhilarating challenges for a great cause?

- Trekking & navigation
- Climbing & abseils
- Scrambling
- River crossing
- Rafting
- Tyrolean zip wire
- Gorges & ravines
- Camp under the stars

Individuals welcome

Registration £50 per person

Minimum sponsorship: £300 per person



Kindly sponsored by



Registered with
**FUNDRAISING
REGULATOR**

www.headway.org.uk



Events & Conferences

THE WAY AHEAD CONFERENCE

**Friday 3 - Sunday 5 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 126 groups and branches.

- Exhibition takes place on the Saturday: 3m x 2m exhibition stand (includes two day delegate passes) £395
- Inserts in delegate packs £125

Reduced rates available for charities, Headway Approved Providers and Corporate Members

DEPUTY CONFERENCE

**Thursday 1 October,
London**

Back for its sixth 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 11 December,
London**

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

Tables and sponsorship opportunities available for this event.

EXCLUSIVE
CORPORATE
MEMBERS
EVENT

SOLICITOR'S TRAINING

Headway is introducing a brand-new programme for 2020.

With sessions from barristers, case managers and brain injury survivors, our Solicitor's Training days are invaluable for those looking to refresh or increase their knowledge of brain injury.

Please contact us for dates, locations and advertising opportunities.

ACTION FOR BRAIN INJURY WEEK 2020

11-17 MAY

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 15 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 on our website and social media, with a chance to win a full-page advert in *Headway News*.



Coles Miller win best group photo in 2019

HARD HAT Awareness Week

8 - 14 June

Get involved in our brand new campaign week, in partnership with Centurion. This week will highlight the importance of hard hat safety in the workplace and help us in our mission to reduce the incidence of brain injury.



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.



Working in partnership

Our partners play a vital role in supporting our quest to improve life after brain injury across the UK. At Headway, we believe in partnerships built on trust, collaboration and shared vision.

Whether you would like to work with us as your Charity of the Year, in a long-term strategic partnership, or support our campaigning - we would love to hear from you!

Cause-related marketing

Companies are increasingly looking to enhance their corporate social responsibility and reputation.

Donating a percentage of profit from a suitable product or service is an easy way to show your support for those affected by brain injury and associate with Headway.

We can collaborate and work with you to ensure the appropriate legal agreements are in place, please contact us to discuss this in more detail.

In-kind and skill sharing

Donations are not just financial! You can help Headway in many other ways:

- Donating prizes for events
- Pro-bono: share your skills to assist us strategically
- Giving up your time to organise a fundraising event for Headway
- Supporting campaigns and raising awareness



No5 Barristers' Chambers [pictured] supported Headway by donating their Birmingham City FC 'back of shirt' sponsorship to Headway for a match. The event helped to raise awareness of our 'Concussion aware' campaign and raised vital funds for the local Headway group.

If you would like to support our work in 2020, contact partnerships@headway.org.uk | 0115 855 0084

Charity of the year

Many companies are realising the benefits of working with Headway as their chosen charity.

Being a Charity of the Year partner, or 'Headway Baton Holder' for a year or more, can make a huge difference to people living with the effects of brain injury.

Headway will work with you to create a programme of fundraising, involvement opportunities and events that will inspire and enthuse your staff. By choosing Headway, you will demonstrate your commitment to improving life after brain injury to your customers, community and network.

GB Railfreight raised over £90,000 for Headway during 2018-2019



What we can offer

- A dedicated member of staff to support you
- Access to team-building events and individual challenges
- PR support from our experienced and knowledgeable Communications team
- Promotion through Headway's social media channels, website and in Headway News
- Brain injury training opportunities for your organisation
- Employee assistance for staff members affected by brain injury
- Enhanced corporate social responsibility

Sponsorship opportunities

Events and conferences

Sponsorship of a Headway event is a great opportunity of exposure for your organisation and ensures we can make an even bigger impact to the people we support.

We host a range of events from professional conferences and training, to dinners and member events. Please get in touch to express your interest or keep an eye out for updates in the Corporate Member's e-bulletin.



Website

In 2019, there were nearly 1.3 million visits to our award-winning website. This is a crucial resource for those needing support and practical guidance following a brain injury.

By sponsoring a section of the website, you have a unique chance to reach

brain injury survivors, their relatives, carers and associated health and social care professionals.

Please contact Headway to discuss availability and packages.

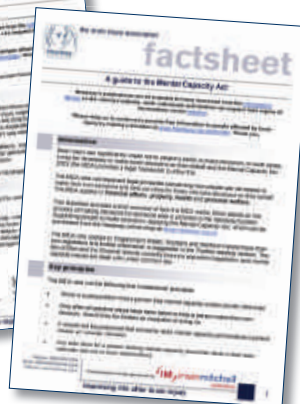
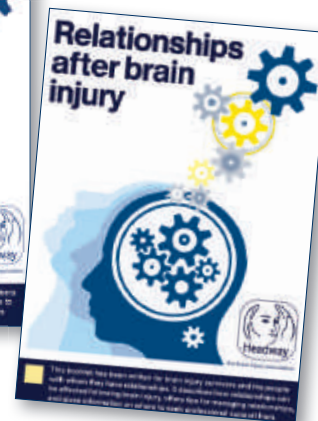
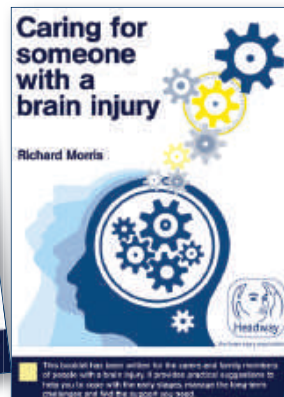
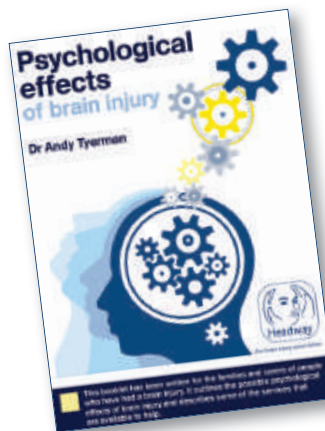


If you would like to support our work in 2020, contact partnerships@headway.org.uk | 0115 855 0084

Booklets, e-booklets and factsheets

More than 118,000 e-booklets and factsheets were downloaded from the Headway website in 2019. The free-to-access resources provide invaluable support to survivors, families, carers and professionals. Our publications have won 25 British Medical Association awards to date! These resources offer detailed and accessible information to help brain injury survivors and families better understand and adapt to life after brain injury.

All sponsorships include a hyperlink to your website. Please contact Headway for current opportunities in our Information Library.



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

- Factsheet for one year for just £950 (+VAT)
- E-booklet for one year for just £1,500 (+VAT)
- Hard copy and electronic packages ranging from £2,000 (+VAT)

Pay for a Day

and support
our helpline

Does your organisation send Christmas cards or e-cards? For just £558 you can 'Pay for a Day' to provide 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!

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

How you will help:

- You will be supporting our nurse-led, freephone helpline which answered over 11,200 enquiries in 2019
- 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 meet the needs of survivors and their families

If you would like to support our work in 2020, contact **partnerships@headway.org.uk | 0115 855 0084**



Religious festivals

To celebrate the diversity of the UK and our loyal supporters, we are introducing new ways to support the Headway helpline.

You can also Pay for a Day to celebrate Ramadan in May, Diwali in November and Hanukkah in December. In return you will receive a personalised e-card to share with your network as well as thanks on our social media.

Contact partnerships@headway.org.uk to find out more!



Your support can help people just like Eleanor...

“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.

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*, 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.

Rates start from £450 plus VAT. There is also the opportunity to advertise in our monthly e-bulletin, Headway News Bitesize.

For further details, please contact Cat Maddy: directorofcomms@headway.org.uk

If you would like to support our work in 2020, contact partnerships@headway.org.uk | 0115 855 0084

Headway retail

Headway's 30 charity shops are based in the West Midlands, East Midlands and North West.

Headway charity shops are a vital source of income; they are a presence on the high street helping us raise awareness and provide volunteering opportunities for brain injury survivors.

Our shops depend 100% on donations and we are always looking for good quality stock. Every bag donated is worth approximately £30 to Headway!



We accept:

- Clothing
- Bric-a-brac such as ornaments and crockery
- Books
- CDs and DVDs
- Toys
- Electrical goods
- Furniture

Volunteers are the lifeblood of our charity shops, so we welcome our corporate supporters to assist on the shop floor, helping to arrange stock or even with shop refurbishments.

If you can arrange a stock collection at your workplace, or volunteer at our charity shops, we would love to hear from you: partnerships@headway.org.uk



Headway – the brain injury association

Bradbury House | 190 Bagnall Road
Old Basford | Nottingham | NG6 8SF

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

  @HeadwayUK



the brain injury association



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].



"The effects of my injury caused a lot of disruption to my family and I felt like no one understood - but then we found Headway. I felt lucky to pick up the phone and hear a comforting voice on the other line. I was so pleased my husband found Headway too - I don't know where we'd be without that support."

Dr. Veronica Woods who sustained a near-fatal bleed on the brain in 2012.