

About Headway



the brain injury association

We all think 'it will never happen to me', but each year around 350,000 people in the UK are admitted to hospital with an acquired brain injury.

That's someone every 90 seconds.

Headway helps brain injury survivors and their families and carers through a range of national front-line services, which provide practical and emotional support. We also support a network of around 125 groups and branches who deliver support for those affected by brain injury within their local areas. In addition, we work to reduce the incidence of brain injury and actively campaign for better standards and awareness.

How we help



Our freephone nurse-led helpline provides a listening ear, emotional support and practical help to anyone affected by brain injury.



A personalised photo ID card giving confidence to brain injury survivors in everyday social scenarios and ensuring they receive the appropriate support if they come into contact with the criminal justice system.



We give grants of up to £500 to families struggling financially in the immediate aftermath of brain injury, such as paying for travel costs to be at the bedside of a loved one in hospital.



Booklets & factsheets

We have a huge selection of award winning booklets and factsheets available free to download from our website, covering many of the symptoms and issues associated with brain injury.



Approved Providers

We assess and accredit residential care units specialising in acquired brain injury to ensure survivors get the rehabilitation and care they require.



Solicitor's Directory

We assess personal injury solicitors on their understanding of complex brain injury claims to ensure people get the compensation they deserve and require.



I'm calling about Chris

A simple and easy-to-use online platform, helping to keep family and friends updated on the progress of a loved one after brain injury.

"Headway are always there to help me when I need it."

Dan had just become a first-time dad to his son Alby when he was involved in a tragic accident whilst in Malta for a friend's wedding.

He sustained a bleed on the brain and was placed in an induced coma for two weeks. Now, from the outside you'd never know that Dan has a brain injury, but he's been left with an invisible disability – the effects of which he struggles with daily. Over the years he has received invaluable support from the Headway helpline.

"The job that Headway do is so important, they are always there to help me, which means a lot to me and countless others I'm sure."



Working in partnership



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

We work with our corporate supporters in a variety of ways and are always open to consider new ways of working. Below are a few examples of how Headway works in partnership with organisations.



'Cycle helmet brand, Hedkayse, created a Headway helmet and are donating £60 from every sale.'



'Staff at GB Railfreight cleared out their clutter to help stock our shops.'

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 of Headway.

We can collaborate and work with you to ensure the appropriate legal agreements are in place.

In-kind and skill sharing

Donations don't have to just be financial! You can help Headway in many other ways such as:

- Donating items for our auctions
- Providing training room space within your office
- Arranging a stock collection for our charity shops
- Pro-bono work for practical assistance
- Supporting campaigns and raising awareness



Strategic partnership

We always look for the best ways we can improve life for brain injury survivors, whether that's working to prevent the occurrence of injury or raising awareness of the support Headway can provide.

Once recent example is our partnership with head safety experts, Centurion Safety. Together we have introduced Hard Hat Awareness Week to bring brain injury to the forefront in the construction sector.

Charity of the Year

Being a Charity of the Year partner allows you to make a huge difference to the lives of people living with the effects of brain injury. We will work with you to create a programme of fundraising initiatives that will inspire and excite your staff.

Our partners receive dedicated fundraising and comms support, access to team-building events and individual challenges, as well as promotion of the partnership to our network.

Team-build and fundraise!



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Hike for Headway

On a date of your choice

Lace up your walking boots and make a difference to the lives of brain injury survivors. The hikes are available for groups of five people with a personal hike guide, for a maximum of four groups at one time. Hikes will be organised to suit you, on a date and in a location of your choice.

Reg fee: From £40 per person
Minimum sponsorship: £395 per person



Escape the Wild

30 Sept – 1 Oct, Lake District

Take on rafting, scrambling, mountain biking and kayaking whilst putting the clues together with your team to escape the wild. After a night of camping under the stars there will be a steady morning hike to end the experience and see more stunning scenery.

Reg fee: £50 per person
Minimum sponsorship: £300 per person



Coles Miller joining in the fun

Hats for Headway Day

Friday 21 May

Once a year at the end of ABI Week, our supporters come together to help us improve life after brain injury by donning their wackiest hats. Just donate £2 to Headway and post a picture on social media using the hashtag #HatsForHeadway to get involved.

The 'Best Group Photo' competition winner receives a free full page advert in Headway News!



Skydive

On a date of your choice

Take the leap of faith and do a tandem skydive in aid of brain injury survivors.

After exiting the plane at 10,000ft you will freefall for 40-45 seconds, travelling up to 120mph! Jumps can be booked throughout the year at airfields UK-wide.

Minimum sponsorship: £395 per person

Advertising and sponsorship opportunities

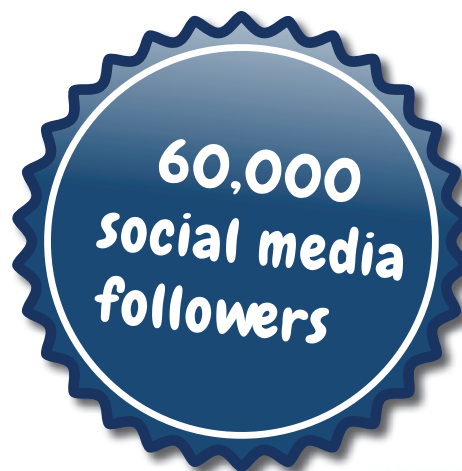


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Why advertise with us?

By advertising with us, you can reach our unique audience of thousands of Headway supporters and stakeholders across the UK.

This includes our individual and corporate members, our network of around 125 Headway groups and branches and our email subscribers and social media followers.



Headway News

Headway News is the charity's quarterly publication which is mailed to thousands of supporters and stakeholders.

A digital version of the magazine, complete with advertisers' hyperlinks, is free to download from the award-winning Headway website and shared to our social media platforms.

Advert size & position	Cost + VAT
Full page (outside back cover)	£1,795
Full page (inside front/back cover)	£1,665
Full page (inside)	£1,495
Half page landscape (inside)	£ 795
Quarter page landscape (inside)	£ 450

A single advertisement includes:
1 FREE advert in the Headway e-newsletter, Headway News Bitesize.

Four advertisements in consecutive editions includes:
A 10% discount & 2 FREE adverts in Headway News Bitesize.

The publishing of an advertisement in Headway News by Headway - the brain injury association does not indicate endorsement of the product or the services. The editor reserves the right to refuse any advertisement submitted or cancel bookings without notice.



If you'd like to support our work, contact partnerships@headway.org.uk | 0115 924 0800



Website

Our multi-award winning website, headway.org.uk, receives 1.1 million visitors per year and provides a wealth of information and resources to brain injury survivors and Headway supporters.

There are three main areas available for sponsorship: legal pages, support pages and information pages.

Website sponsorship rates:

£2,000 plus VAT per quarter

£7,250 plus VAT per annum



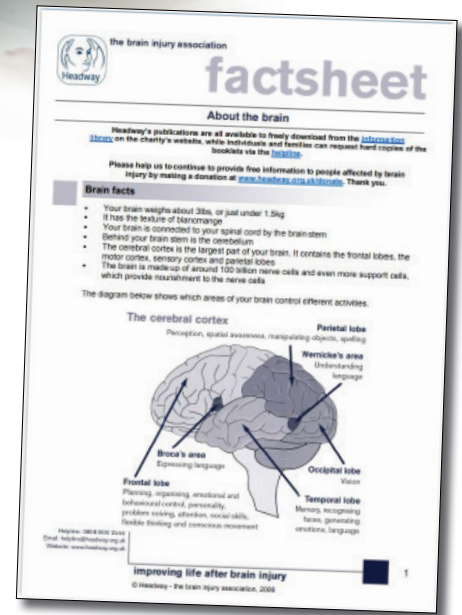
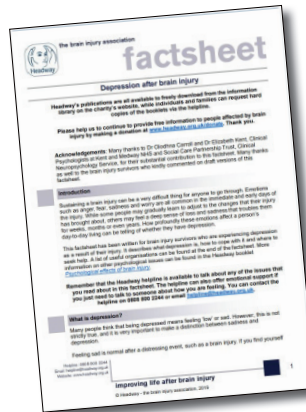
All sponsorship packages also include promotion to Headway's 60k+ social media followers.



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Booklets and factsheets

Headway's award-winning range of factsheets and booklets are available in print format or to download for free from the Headway website. They cover a wide range of issues after brain injury, from common effects and coping tips to practical issues.



Factsheet – £950

+VAT (1 year)

Includes company logo with hyperlink

E-booklet – £1,350

+VAT (1 year)

Includes an advert with hyperlink

Booklet & e-booklet – £2,950

+VAT (end of print run, 1 year minimum)

Includes advert in printed copies of booklet and digital version with hyperlink

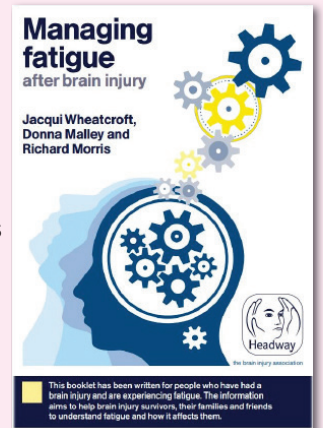
Booklet, e-booklet & related resources package – £3,500

+VAT (end of print run, 1 year minimum)

Includes advert in printed copies of booklet and digital version with hyperlink as well as company logo on related webpage(s) and/or related factsheet(s)

Currently available to sponsor:

- Managing fatigue after brain injury booklet & e-booklet - £2,950 +VAT
- ABI Week factsheets: Brain injury guides for grandparents, parents, friends and siblings - £950 +VAT for one or sponsor all four factsheets for £2,950 +VAT!



Campaigns and Awareness raising



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As part of our mission to improve life after brain injury we actively campaign for better standards and awareness. We also aim to reduce the incidence of brain injury through lobbying, bringing brain injury to the forefront of many sectors, such as concussion in sport or the workplace.

Action for Brain Injury Week 17th - 23rd May 2021



**ACTION FOR
BRAIN INJURY WEEK 2021**

Each year we raise awareness of the troubles affecting brain injury survivors and their loved ones through our flagship ABI Week campaign.

This year's campaign theme '**A life of lockdown?**' will focus on social isolation after brain injury, a problem we know has been exacerbated by the Covid-19 pandemic. You can get involved by sharing our message with your network and helping us to be the voice for brain injury survivors.

Hard Hat Awareness Week 14th - 20th June 2021



Construction sites without the correct protection can potentially be very dangerous places, especially when it comes to head injuries.

This is why Headway and leading safety manufacturer Centurion Safety Products are working together to raise awareness of using and maintaining hard hats while on site. Hard Hat Awareness Week focuses on bringing brain injury awareness to the forefront within the construction sector. Organisations can get involved by sharing our content to their channels throughout the week.

Events and Conferences



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Each year we host a range of different events including professional training, conferences and of course our fabulous Headway Annual Awards which is the celebration of the year!

We often have a variety of ways to get involved with our events, from sponsorship and exhibition opportunities to donating auction items for the awards.



Headway Annual Awards

Friday 10 December, The Landmark London

This Corporate Member exclusive event is the highlight of the year for Headway. Each year we come together to celebrate the incredible achievements of deserving individuals from across the Headway network. It's also a chance to look back at the year to see what the charity has accomplished and thank those who have gone above and beyond for Headway and those we support.

Tickets - £295 +VAT per person

Tables of 12 - £2,950 +VAT

Pay for a Day

and support our helpline



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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 nearly 11,000 enquiries in 2020
- 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

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.

