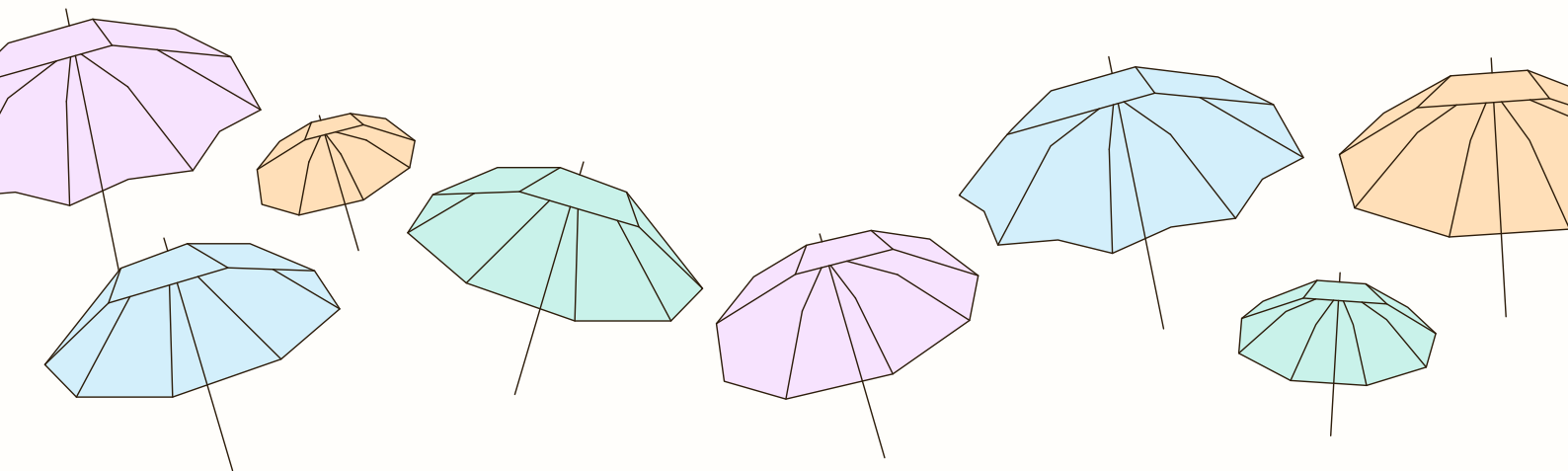




ADHD Foundation
The Neurodiversity Charity

The Neurodiversity Umbrella Project 2025

Dare to think differently!



**The Neurodiversity
Umbrella Project**

Who we are

We're the foundation that supports the **1 in 5** of us who are neurodivergent, with advocacy, support & research



Our mission:

- To advocate for and actively improve the life chances of those living with and impacted by ADHD, Autism, dyslexia, dyspraxia (DCD), Tourette's syndrome, dyscalculia, dysgraphia, and any related physical and psychological health concerns.
- To support businesses in optimising employee performance, recruitment, and marketing through the lens of neurodiversity.
- To provide expert, multidisciplinary services in health and education, across the lifespan.
- To lead by example, showing that it is possible to run a truly integrated service employing best practice, innovative, value for money services for all business sectors.
- To create social change by working in partnership with agencies across all sectors to remove the cultural and systemic inequalities for neurodiverse people in health, education, and employment.



What is neurodiversity?

Neurodiversity is a term used to describe the naturally occurring variations of the human brain. 1 in 5 people are said to have a neurodevelopmental condition, such as dyslexia, ADHD, autism, dyscalculia, developmental coordination disorder (formerly known as dyspraxia), or Tourette's Syndrome.

Different human cognitive capabilities are expressed through unique talents, intelligence and the ability to think differently. Some identify as neurodivergent, others identify as neurodiverse; ultimately, we are all human and each one of us is unique in every way.

Successful individuals with different minds are “hiding in plain sight” in our offices, laboratories, schools, universities, sports arenas, retail outlets – in fact, just about everywhere. A Neurodiversity Paradigm challenges the outdated concept of intellect and employability in our education system and business culture.

We hope to replace the conventional ‘deficit model’ with a strength-based approach to learning and ability; focusing on what an individual can do. In the 21st century, it is crucial that we take neurodiversity into account, and treat it in the same way as other forms of social diversity.



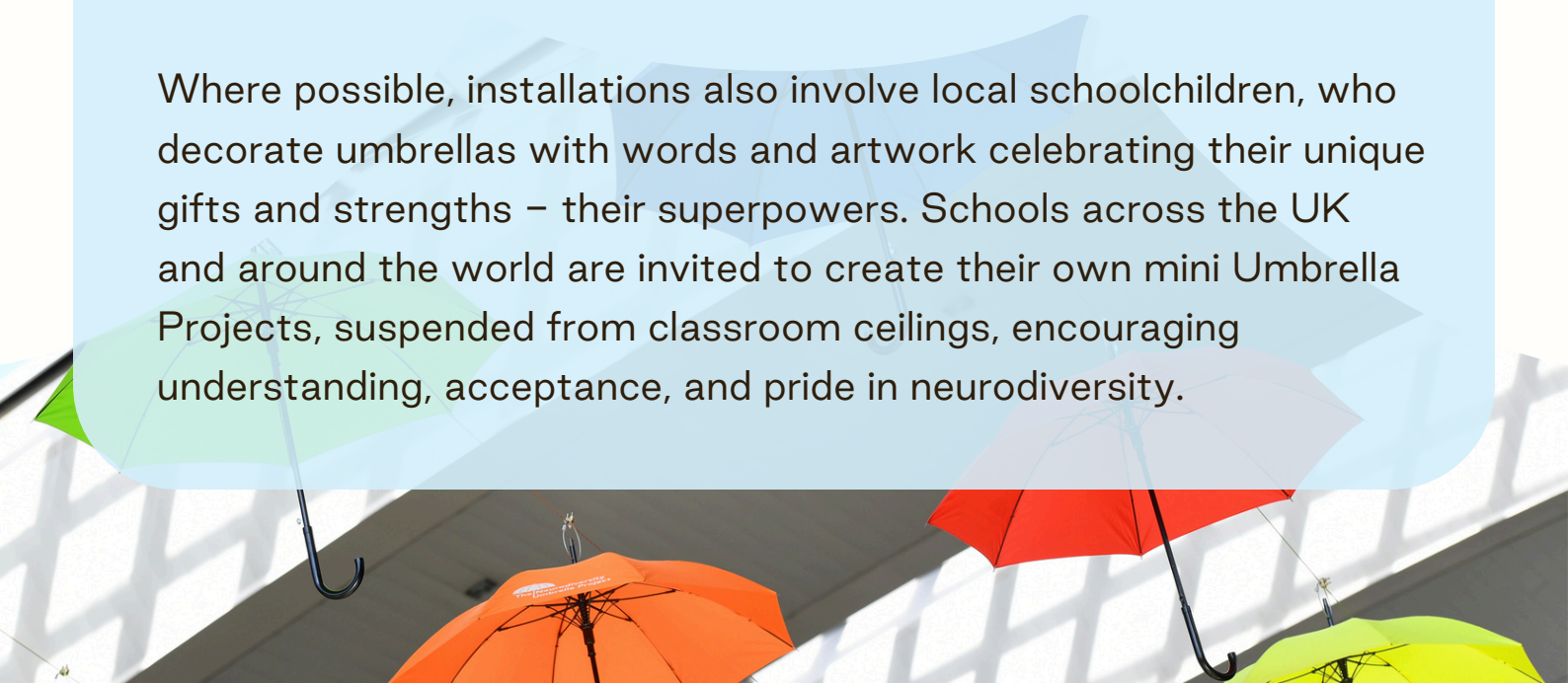
What is the Neurodiversity Umbrella Project?

The Neurodiversity Umbrella Project is a celebration of the intelligence, ability and talent found in every human being. Created by the ADHD Foundation Neurodiversity Charity, these vibrant installations of brightly coloured umbrellas have appeared in towns and cities across the UK over the past five years. In 2025, the project has expanded internationally, with installations in Portugal, the USA, and more to come.

A question we're often asked is: "Why the umbrella?"

Neurodiversity is an umbrella term that describes a wide range of conditions. These colourful umbrellas symbolise that diversity – a bold and uplifting visual metaphor that challenges stigma in a joyful way.

Where possible, installations also involve local schoolchildren, who decorate umbrellas with words and artwork celebrating their unique gifts and strengths – their superpowers. Schools across the UK and around the world are invited to create their own mini Umbrella Projects, suspended from classroom ceilings, encouraging understanding, acceptance, and pride in neurodiversity.





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**“The Neurodiversity
Umbrella Project is
a celebration of
human potential and
endeavour.”**

“The Neurodiversity Umbrella Project is a celebration of human potential and endeavour. Our aim is to promote the fact that our brains are as unique as our fingerprints. Whatever your age, race, sexuality, faith, nationality, 1 in 5 of you will be neurodiverse and many will not even know. Many will have more than one of these learning differences, affecting how they process information from the world they live in and how they interact with the people in that world.”

Tom Howcroft

ADHD Foundation The Neurodiversity Charity

Previous locations

We've had the pleasure of working with businesses, SEMs, BIDs, corporations, and local authorities to bring major public installations to cities around Great Britain. On top of this, we have helped hundreds of schools and small businesses to celebrate neurodiversity with their own mini-installations!



Partners for 2025



10000+



More than 1,000 educational settings and businesses have actively participated in the Neurodiversity Umbrella Project

The benefits for partners

We are calling on businesses, suppliers, CSR Directors, philanthropists and the general public to support new Neurodiversity Umbrella Project art installations in 2025.

As a corporate partner, this exciting CSR opportunity will give your brand the chance to engage directly with families, educators, health sector and third sector professionals, as well as our supporters in national and local government.

At a local level, we are also looking for sponsorship from small and medium sized businesses to set up neurodiversity umbrella displays in local schools, libraries and offices.



4.8bn

Social Media Impressions

£84m

Advertising Value Equivalent

Previous sponsors:



MediaCityUK

Gone Kelly
THE LEGACY

EQUAZEN®
Naturally sourced omega-3 with omega-6 fatty acids

Qbtech

arriva
a B&B company



Do-IT>
Profiler

BFI
Film Forever

Share
Gift

W
Garfield Weston
FOUNDATION

Heathrow
Making every journey better





Case Study

Midsummer Place, Milton Keynes



Milton Keynes
**Umbrella
Project**

EDUCATE · ADVOCATE · SUPPORT

Bringing The Neurodiversity Umbrella Project to Milton Keynes was deeply personal for me. As someone passionate about neurodiversity, I wanted our community to visibly celebrate and embrace difference. The response has been incredible – schools, families, and local businesses all came together to show support and spark important conversations. It's created not just awareness, but a real sense of inclusion. That's the power of visibility – and that's why I knew Milton Keynes needed to be part of it.

Jane Lambert,
CEO and Founder





Case Study

Shiprow Village, Aberdeen

The installations have undoubtedly been a hit with the public and the images have flooded social media raising awareness of the project, city, and the ADHD Foundation across the UK and beyond. The positive message they represent has encouraged people from all walks of life to come into Aberdeen city centre, enjoy all it has to offer and embrace the joy of the eye-catching displays.

Adrian Watson,
Chief Executive



Bespoke partnership packages

For a range of branding and sponsorship opportunities aligned with your company values, equality, diversity and inclusion aspirations, marketing, and publicity campaigns, contact umbrellaproject@adhd.foundation.org.uk

Introducing for 2025/26



Picnic Benches
with Parsols



Christmas Trees



Umbrella Archways



Umbrella Walls



We're excited to introduce even more vibrant, inclusive, and engaging ways to celebrate neurodiversity

Pricing for Installations

Be part of the change

Education Settings £500+ delivery

25 umbrellas to display

Access to exclusive resources

Access to 2 x live neurodiversity
webinars

Business Settings £600+ delivery

25 umbrellas to display

Access to exclusive resources

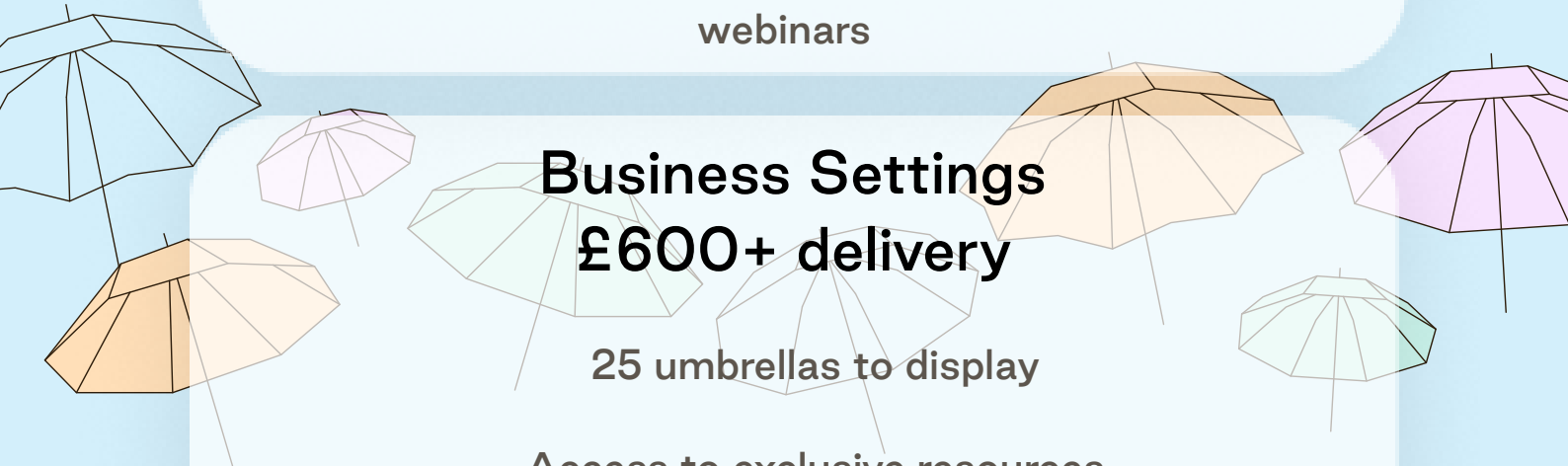
Access to 2 x live neurodiversity
webinars

Public Installations Starting at £5000

Your branding could be placed on every
umbrella at your chosen location

Access to exclusive resources

Access to 2 x live neurodiversity
webinars



Schools Colleges Universities

Many universities, schools and colleges are already lined up to participate in the 2025 Neurodiversity Umbrella Project, all with the shared objective to enable neurodiverse learners to thrive, achieve their potential, and enjoy successful careers. We think it is crucial to increase representation of children and young people who are living with and around neurodevelopmental conditions, creating environments that accept and embrace those who think differently.

This year, our offer for education settings is better than ever, as we aim to double the number of schools, colleges and universities with umbrella mini-installations. As part of the package, we offer access to exclusive webinars, teaching materials, assembly plans, a communications pack, as well as a box of umbrellas to brighten up your space.

In 2025, we are calling on more universities to take part in the Neurodiversity Umbrella Project helping to enable neurodiverse students to thrive and achieve their academic potential. Displays in university buildings and external umbrella installations on campus create a bold, colourful statement, recognising how integral a neurodiverse workforce is to academia, innovation, enterprise, research, and commercial success.





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“Inclusivity is a key part of our community and this is a stunning way to show it.”

Northcott School



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“The children have absolutely loved this project. They always stop to look at the wall display, and after the assembly on celebrating diversity, there were so many children who felt proud and empowered with who they are. We have also used the umbrellas to take pictures of all the children and have covered a wall with all of them! This has been a really lovely project to be part of.”

Great Hollands Primary School



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“We are very proud to be part of the umbrella project this year. They look amazing. Thank you for the opportunity to show awareness of neurodiversity within our school community. Diolch yn fawr.”

Ysgol Gyfun Gymraeg Glantaf



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“Each child across the school has drawn their face and signed their name inside one of the umbrellas. We spoke about this in assembly last week and I have been amazed at how much the children have remembered, understood and embraced. The assembly presentation you shared with us was really useful and perfectly pitched for primary age children – thank you!”

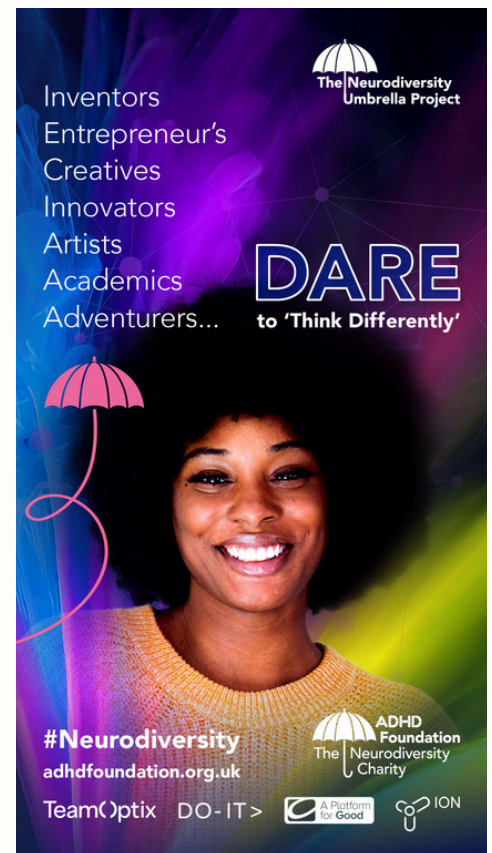
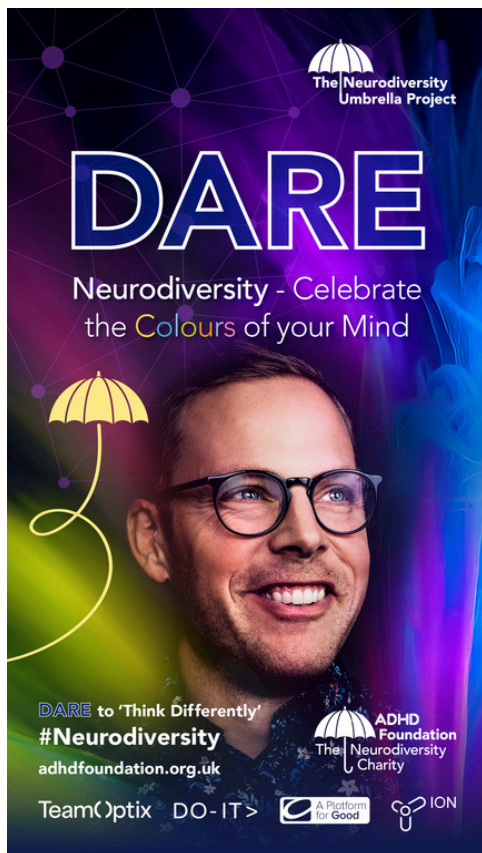
Hilltop First School





“Dare to be different”

In 2024, the Neurodiversity Umbrella Project was proudly supported by a national electronic billboard campaign, donated by Clear Channel and worth £250,000. Reaching millions across the UK, the campaign helped challenge misconceptions, spark conversation, and promote inclusion through powerful public visibility.





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**The Neurodiversity
Umbrella Project**



**Thinking differently
is a strength**

Find us online



www.adhdfoundation.org.uk