

ADHD FOUNDATION

Mental Health, Education and Training Services

The Umbrella Project 2018

Celebrating the gifts, talents and employability of those with ADHD & Autism



The Umbrella Project 2018 will consist of three public art installations of brightly coloured umbrellas in two locations: Church Alley, Church Street Liverpool City Centre and BBC Studios Media City Salford Quays. The Umbrella installations will be launched on June 28th.

The project celebrates the gifts, talents and employability of those with ADHD and Autism. Every umbrella will be signed by a child stating 'My Super Power is.....' as part of a wider education programme with participating schools in Merseyside and Salford Manchester in a dynamic twin city project. This project has been brought to you by sponsors Equazen Omega 3 Supplements, Peel Holdings BBC Media City, Radio City Cash for Kids, The Witherslack Group Education Providers, Steve Morgan Foundation, Printkick, Liverpool City Council and Salford City Council. Businesses and individuals can sponsor an individual umbrella for £100 and recognised in our 'Roll of Honour'



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Salford City Council



A Word from our sponsors....

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Equazen are very proud once again to be the main sponsors of the Attention Deficit Hyperactivity Disorder (ADHD) Foundation Art Installation Project. This valuable project is all about raising the awareness and understanding of invisible health challenges such as ADHD.



MediaCityUK

A Peel and L&G Partnership

The Umbrella Project 2018 will consist of three public art installations of brightly coloured umbrellas at three locations: Church Alley, Church Street Liverpool City Centre, MediaCityUK in Salford and Albert Dock, Liverpool.

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Witherslack Group have worked closely with the ADHD Foundation for some time now and truly respect and admire their work in supporting young people, adults, families and professionals. We are therefore then delighted to be involved with this year's Umbrella Campaign, which will no doubt build on the phenomenal success of last year. The campaign provides inspiration to so

many people and celebrates the true essence of the ADHD Foundation and what it works to achieve, so to be involved is a true privilege for everyone at Witherslack Group.



Cash for Kids is the official charity of Radio City and provides a helping hand to disadvantaged & disabled children in Liverpool and the surrounding areas. Each year Cash for Kids supports thousands children from birth to 18 years old with mental, physical or sensory disabilities, with behavioural or psychological disorders, living in poverty or situations of deprivation, suffering through distress, abuse or neglect.



As a family run business, our team at Printkick understand the need to create strong bonds between our employees, partners and customers. We're proud to partner with ADHD Foundation's fantastic work in recognising the diversity of skills and talents among people with ADHD and the spectrum of other neurodevelopmental disorders. This event is at the heart of what our society should be: caring, empathetic and willing to engage. Discussing the positive aspects of invisible health conditions makes us stronger. From celebrities to scientists, people with ADHD have created a monumental impact on the world. Building a safer and more welcoming workplace is one step to widening this impact for future generations."

ALBERT DOCK
LIVERPOOL

The Albert Dock Company are delighted to support the 2018 Umbrella Project. As a leading UK tourist destination we work tirelessly to ensure our visitor attractions are child friendly and autism and ADHD friendly. Our campaign to promote equality and diversity for those with neurodevelopmental conditions finds a perfect synergy with the Umbrella Project and the work of the ADHD Foundation.



Jane Harris, Director of Regional Funding of the Steve Morgan Foundation, says; "We have funded the ADHD Foundation in the past and are delighted to see that their excellent work in raising awareness of the condition is continuing. The Umbrella project is an innovative and eye-catching event and we are sure it will be great fun and a huge success."



I am delighted to be able to wholeheartedly support the ADHD Foundation's Umbrella Project. Liverpool City Council is fully committed to supporting the education, mental health and employability of people with ADHD and Autism.

Liverpool City Council

Raising awareness is fundamental in engaging conversations and promoting the general public's understanding of ADHD. With half a million children across the country being affected by the condition, with many going completely undiagnosed, it is more important now than ever that we as a city do everything we can to support them. I want Liverpool to truly be an ADHD and Autism friendly city. We have to work together to remove the barriers that are preventing people from being able to reach their true potential. The Umbrella Project is a great way of showing that commitment and engaging those conversations. Liverpool Mayor Joe Anderson.

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Salford City Council and Partners are extremely pleased to welcome the ADHD Foundation to Media City and work with them to raise awareness and share important messages about ADHD and autism with our community. We celebrate inclusivity in Salford and are working with a wide range of partners to create opportunities for everyone in our ever growing City. We believe it is an absolute priority that all young people reach their potential and we have put our families at the heart of helping us shape the possibilities. We recognise that schools, the community and employers have a huge part to play in providing opportunities to all of our existing and new citizens. The project provides a great opportunity to celebrate the gifts and talents of children, young people and adults with Neurodevelopmental conditions across the UK. City Mayor Paul Dennett



URBAN
SQUARE

We are manufacture of bespoke and industry standard Cycle & Bin Shelters, Compounds, Locker Storage, Bench Seating & Industrial Urban Furniture. We are delighted once again to be supporting the ADHD Foundation with the Umbrella Project in 2018 in BBC Media City Salford Quays and Liverpool City Centre. We are passionate about improving services and opportunities for young people with ADHD and Autism as our primary corporate and social responsibility agenda 0151

325 0207 or email sales@urban-square.co.uk

Introducing the ADHD Foundation

The ADHD Foundation is the largest 'user led' ADHD agency in Europe and credited with influencing policy and provision in the UK for those living with ADHD and co existing conditions. The Board of Directors comprises of 10 NHS Consultant psychiatrists and Paediatricians and ten service users.

The Foundation's work in promoting scientific evidence, UK and European researched impact reports and tireless campaigning have helped to change attitudes in the UK, reduce stigma and stereotyping and in so doing, improve life chances for those with ADHD. One example of our campaigning is the Umbrella Project which involves children with ADHD and autism - celebrating their gifts, talents and employability. The installation of a public art project which saw hundreds of brightly coloured umbrellas above the streets of Liverpool in 2017 captured the hearts and minds of the public world wide, attracting over 30 million media hits and spawning copy cat installations in Dubai, Argentina, Spain, Romania, Czech Republic and the USA. We are delighted to reprise the Umbrella Project again in 2018 in both Liverpool and Manchester and commence a national project, which will involve thousands of schools across the UK installing an Umbrella Art display in their schools in 2019. This short clip from 2017 will tell you more about what happened and why everyone fell in love the umbrellas! <https://www.youtube.com/watch?v=HFYLGIFUWY>

The ADHD Foundation provides the NICE Guidelines recommended 'multi modal' approach to the treatment of ADHD, providing psycho educative programmes, cognitive and family therapy, information, advice and guidance directly to over 3000 families every year, over 40,000 social media followers and 250,000 unique visitors to our website www.adhdfoundation.org.uk

The ADHD Foundation is also the largest provider of training for professionals and schools in the UK on the subject of ADHD and co existing conditions such as autism and related mental health needs, training over 3000 professionals per year. The ADHD Foundation also acts as an advisor to several NHS trusts across the UK and Local Authorities on best practice and inclusion for children and adults living with ADHD.

The ADHD Foundation also stages the largest annual multidisciplinary conference on ADHD each year attended by over 800 delegates from the UK and Europe. You can see a very brief clip of this event here https://www.youtube.com/watch?v=rBEK_k86VKs. Each year we offer an opportunity for a young person to speak about what life is like for them. The following video clip is Marcus, aged 10 years who talks about how he manages his ADHD and Autism- his speech is ten minutes of pure inspiration – both funny and moving. https://www.youtube.com/watch?v=aIXL1_zqxSM

The Foundation celebrated its tenth year as a charity in 2018 and the following clip also offers ‘10 Years in 10 minutes’ and showcases our services and volunteers on their sponsored treks to Machu Picchu- Peru and the Great Wall of China. <https://www.youtube.com/watch?v=ye8IVRO15Pw>

The Foundation celebrates and champions neurodiversity, employing staff who have neurodevelopmental conditions. The ADHD Foundation takes a strength based approach, focussing on what those with learning difficulties ‘Can Do’ rather than what they can not do. Indeed for us, ‘I Can’ is more important than ‘IQ’ and we celebrate the achievements of everyone living with ADHD, Autistic Spectrum Conditions, Tourette’s syndrome and co existing Mental Health needs.

Our CEO Dr Tony Lloyd was recently cited as one of the 100 ‘OUTSTANDING’ LGBTQ Role Models in the annual FT Awards (Public Sector category), National Leadership Club Award for Education and acts as an advisor to the All Party Parliamentary Group on ADHD at Westminster.

The Foundation CEO Dr Tony Lloyd co authored the first national impact report for ADHD in the UK- “A Lifetime Lost or a Lifetime Saved”, <https://www.adhdfoundation.org.uk/2017/11/03/a-lifetime-lost-or-a-lifetime-saved/>

This report details the impact of ADHD and what must be done to achieve equity for these particularly vulnerable children and adults. Dr Lloyd also co authored the ‘Bridging the Gap’ report on the challenges faced by children transitioning from children’s services to adult NHS services in the UK, which has been adopted by the European Union as a policy document in Nov 2017. <https://www.adhdfoundation.org.uk/wp-content/uploads/2017/11/Bridging-the-gap-Optimising-Transition.pdf>

The Foundation also contributed to the publication of the DEMOS Report on the Economic impact of ADHD (Feb 2018). A copy of all three reports was sent to every MP and NHS Commissioner in the UK. <https://www.adhdfoundation.org.uk/2018/02/22/the-social-and-economic-impact-of-adhd/>

Working holistically, the ADHD Foundation offers a ‘lifespan’ family-centred approach to promote better understanding and management of neurodevelopmental conditions such as autism and ADHD, empowering individuals and families with knowledge and skills to promote resilience, inclusion and greater self reliance.