



## Celebrating Neurodiversity by supporting the Umbrella Project 2019



<https://youtu.be/ElkdAOh0iuY>

## **What is Neurodiversity?**

The Neurodiversity paradigm is part of a movement that is growing across the world to increase understanding of those individuals who live with ADHD, Autism, Dyslexia, Dyscalculia, Dysgraphia and Dyspraxia.

Misunderstanding and cultural prejudices blind us to the unique and dynamic contribution neurodiverse people play in our lives. Successful neurodiverse individuals are hiding in plain sight as 12 per cent of the population are neurodiverse. 1 in 67 are on the autistic spectrum, 1 in 20 have ADHD and 1 in 10 have Dyspraxia or Dyslexia. We believe in the value of neurodiverse people have in all walks of life and want to increase everyone's understanding of these conditions. At school neurodiverse children can see themselves as somehow 'less than' or lacking in intelligence and employability. We want to change that with a curriculum for the 21<sup>st</sup> century that celebrates the gifts and talents of every neurodiverse individual, empowering and enabling the next generation of children.

## **Introducing the ADHD Foundation**

The ADHD Foundation is an award-winning, unique and pioneering UK charity, based in Liverpool. The largest 'user led' ADHD agency in Europe, the Foundation is credited with influencing policy and provision in the UK for those living with ADHD and other neurodiverse conditions.

We provide life changing psychoeducative and psychosocial programmes for families to thrive, enabling them, through a 'strength based' approach, to live successfully with ADHD+. Through our work with NHS trusts across the UK, local authorities, professional agencies and politicians we have improved outcomes in education, health and employment, reduced dependencies, improved resilience and enabled every child we have worked with to realise their potential.



One such example is 11-year-old Marcus, excluded from school at 8 years of age and overwhelmed by the world around him, following help from the Foundation he achieved one of the top ten SATS scores in the UK. In this video from our annual international conference, he demonstrates how the right support can transform the lives of children with special educational needs and related anxiety.

[https://www.youtube.com/watch?v=aIXL1\\_zqxSM](https://www.youtube.com/watch?v=aIXL1_zqxSM)

He is just one of many individuals who we have helped, but there are many more like Marcus who we still need to reach.

### **The Umbrella Project & National Neurodiversity Week - Two campaigns, one mission!**

**To bring about a change in how we perceive, understand, educate and relate to individuals who are neurodiverse.**

#### **The Umbrella Project**

In June 2019, we will celebrate our third annual Umbrella Project with four public art installations that will see hundreds of brightly coloured umbrellas suspended above the streets and public spaces. Building on the success of installations in Liverpool and MediaCity, Salford, in 2019 the umbrellas will also be in Dublin and Manchester. All the umbrellas are signed and decorated by neurodiverse children stating their gifts, talents and abilities – their ‘super power’. The project makes visible what we often do not see because it doesn’t fit with the narrow stereotypes and disabling perceptions of those with cognitive differences.

The Umbrella Project has attracted national news coverage over the last two years and 2018 saw children performing beneath the umbrellas at BBC MediaCity and Liverpool city centre not just for the launch but also as part of BBC Music Day – a partnership which will continue in 2019. Videos and pictures of the colourful canopy have so far enjoyed over 30 million hits on social media in addition to the extensive media coverage.

Watch this short film and listen to what children and sponsors have to say...  
<https://youtu.be/ElkdAOh0iuY>

An exciting development for our 2019 Umbrella Project is an invitation to every school to have their own Umbrella Project and display umbrellas suspended from the classroom ceilings and educate their classmates, school governors and local community leaders about their ability, talent and achievements.

### National Schools Neurodiversity Week

This year we are working with ADHD Foundation Young Patron, Siena Castellon, to launch the UK's first National Schools Neurodiversity Week in May. The campaign invites every school to simply take a pledge and offer some form of celebration in schools to highlight the intelligence, success and employability of those school children who have special educational needs.

We know that the best way to reduce stigma is to start with young people and teach them a different way of seeing the world. National Schools Neurodiversity Week aims to change the way schools, teachers and other students perceive neurodiverse people, creating a positive perception through assemblies, classes and specially developed learning packs.

The project is supported by the Department for Education, CEOs of national charities and leaders in industry and we will be working alongside local authorities to bring as many schools on board as possible.



What both campaigns have in common is to celebrate the many strengths and advantages that come from thinking differently and perceiving the world differently. Both create engaging,



innovative and impactful ways to raise awareness in order to reduce the stigma, myths and misconceptions associated with having these conditions; demonstrating how and why neurodiverse individuals contribute to our lives, our families and our economy.

#### Previous supporters include:



#### The benefits for sponsors

To do this we need your help. We are calling on businesses, CSR Directors, philanthropists and the general public to support us in 2019 and potentially offer wide reaching branding opportunities

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

#### How you can support?

**Primary Partner - £20,000**

**4 Major Partners of - £10,000+**

**Corporate Partner - £5,000**

**Corporate Sponsor - £1000**

#### Benefits include:

- **Company logo on umbrellas at all four UK sites and installations at participating schools**
- **Company logo on all promotional materials including flyers and press releases**
- **Credit given with company logo in our Schools Neurodiversity Education Pack**

- Complimentary table at Annual National Awards Dinner at Liverpool Hilton Hotel, Friday 4 October
- Recognition via our 60,000 social media followers on Twitter and Facebook
- Bespoke brand exposure opportunities to schools and education providers
- Brand exposure in Liverpool, MediaCity Salford, Dublin, or Piccadilly train station Manchester

We will welcome the opportunity to meet with you and explore how your support can benefit your organisation.

For information contact Chief Executive Dr. Tony Lloyd [tony.lloyd@adhd.foundation.org.uk](mailto:tony.lloyd@adhd.foundation.org.uk) or 0151 237 2661.

