



# Umbrella Project 2021



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# What is Neurodiversity?

The Neurodiversity paradigm is part of a movement that is growing across the world to increase understanding and showcase the intelligence, ability and contribution to businesses, culture and our communities by those individuals who are neurodiverse... ADHD, Autism, Dyslexia, Developmental Language Disorder, Tic Disorders, Dyscalculia, Dysgraphia and Dyspraxia. The neurodiversity movement stands at the intersection between the medical and social model – between ‘pathologisation’ and ‘marginalisation’.

Misunderstanding and cultural prejudices have blinded us to the unique and dynamic contribution neurodiverse people play in our lives. Successful neurodiverse individuals are hiding in plain sight in our offices, laboratories, schools, universities, leisure and retail outlets – and some are being limited and unable to showcase their talents and true potential.

1 in 5 human beings are neurodivergent. 1 in 67 of us are on the autistic spectrum, 1 in 20 have ADHD or Dyspraxia and 1 in 10 have Dyslexia. Many people have a combination of these differences in how humans process and interact with their environment and the people around them. We often don't even notice them because we don't associate successful, talented and exceptional people as having ‘learning differences’.

We believe neurodiverse people have a value in all walks of life and we want to increase everyone's understanding of these differences. At school neurodiverse children often see themselves as somehow ‘less than’ or lacking in intelligence and employability. Academic geniuses with a very high IQ can have ADHD, Dyslexia, Autism... but often in our schools, young people are classified as ‘low ability’, because their unique minds often don't shine in standardized tests designed to measure only 80% of the of the natural spectrum of human neurocognitive potential. We want to change that with a concept of intelligence and a curriculum for the 21st century that celebrates the gifts and talents of every neurodiverse individual, empowering and enabling the next generation of children.

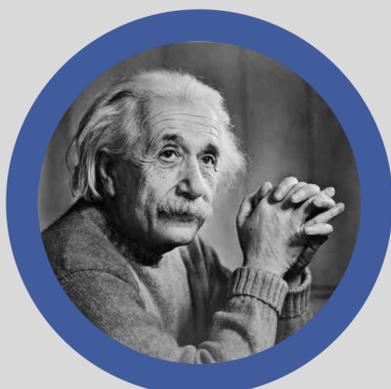


## Be Part of an Exciting 21st Century Project:

A neurodiverse paradigm challenges the 19th century concept of intelligence, ability and employability in our education system and employment culture. This emerging neurodiverse paradigm runs counter to the conventional ‘deficit model’ of intelligence and ability that focuses on what someone ‘cannot do’, and seeks to replace this with a strength based approach to learning and ability, that is relevant and fit for our 21st century communities and economy. Industry is leading the change with high growth businesses in technology, robotics, bioscience and creative industries that are influencing our rapidly changing culture.

# Great Minds Think Differently:

Companies such as Apple, Microsoft, Twist Bioscience, IBM, Heathrow Airport, Deloitte, Admiral Insurance and now even City Finance leaders such as Goldman Sachs and UK Security agencies such as MI5 and GCHQ actively recruit neurodiverse employees. This is because they are the innovators and creative problem solvers who process and analyse information in ways that computers cannot. As Steve Jobs, founder of Apple Inc. said "Think differently ....".



**From left to right: Emma Watson, Albert Einstein, Zoey Deschanel, Richard Branson, Steve Jobs, Simone Biles, Bill Gates, Solange Knowles**

The fact that neurodiverse individuals make up 1 in 5 of the human race, we must conclude that this prevalence is not the result of errors of genetics, but rather a natural phenomenon that reflects the diversity of human intelligence and variations in neurocognitive ability - and that 'biological diversity' has recognised the real reason to retain these talents and unique minds as an essential component of human diversity.

We believe its time to celebrate these remarkable human beings and shine a light on them so that everyone - our colleagues at work, our friends, family and especially the creative geniuses in our creative industries and schools who state that they see themselves as somehow 'less than' others because they often underachieve in school. They underachieve in standardised tests such as GCSE's, 'A' Levels & Baccalaureate examinations because they don't have standardised minds.

## Meet Marcus:

Marcus was excluded from school at 8 years of age, and overwhelmed by the world around him. Following help from the ADHD Foundation, he achieved one of the top ten SATS scores in the UK aged 11. In this video Marcus addressed 800 clinicians and teachers at our annual international conference, Marcus demonstrates how the right support can transform the lives of children with special educational needs and related learner anxiety: [https://www.youtube.com/watch?v=aIXL1\\_zqxSM](https://www.youtube.com/watch?v=aIXL1_zqxSM)



# What is the Umbrella Project?

The Umbrella Project celebrates the intelligence, ability and talent of every human being- including every neurodiverse individual, empowering and enabling the next generation of children and young people.

The Umbrella Project aims to bring this uplifting display to other iconic locations in the UK. We involve local children and their schools have the umbrellas signed and decorated by neurodiverse children stating their gifts, talents and abilities - their super powers. In June 2019, we launched our third annual Umbrella Project with three public art installations, with hundreds of brightly coloured umbrellas suspended above the streets and public spaces, including:

BBC Media City, Heathrow Airport, British Film Industry South Bank London, Liverpool City Centre and schools, offices, hospitals and retail outlets across the UK.



An exciting development for our 2021 Umbrella Project, is an invitation to over 1000 schools across UK and partner schools across the world 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. We already have schools in USA, Australia, Africa, India, Malta and Greece signed up to participate in 2021.

# The Benefits for Partners and Sponsors:

We are calling on businesses and their suppliers, CSR Directors, philanthropists and the general public to support new Umbrella Project Art Installations in iconic locations in London Covent Garden, Cardiff, Edinburgh, Belfast and Brighton 2021. We are also calling on small and medium sized local businesses to sponsor Neurodiversity Umbrella Installations in their local schools, libraries and offices. In 2019 this project rated over 40 million TV and media mentions across the world! In 2021 we will be collaborating with English National Opera, The Gene Kelly Legacy, Royal Ballet, BBC and a range of artists and performers to celebrate the contribution of neurodiverse talent in the creative and performing arts industries.

As a corporate partner, this exciting CSR opportunity will give your brand the opportunity to engage directly with families, educators, health sector and third sector professionals as well as our supporters in national and local government. Individual schools and offices can participate for as little as £350. We now seek major partners to join us to bring this colourful and inspirational project in iconic locations across the UK. We are asking you to 'Think Differently' to inspire talent, nurture ability, develop potential and celebrate diversity for the 21st century!

## Sponsorship includes:

- Advertising and branding
- Promotion of brand ethos on diversity and inclusion
- Support for your own PR Agency to optimize your publicity
- Complimentary table at Annual National Awards Dinner on Friday 6th November
- Recognition via our 140,000 social media followers with a reach of up to 8 million
- Bespoke brand exposure opportunities



To find out more information, please contact:  
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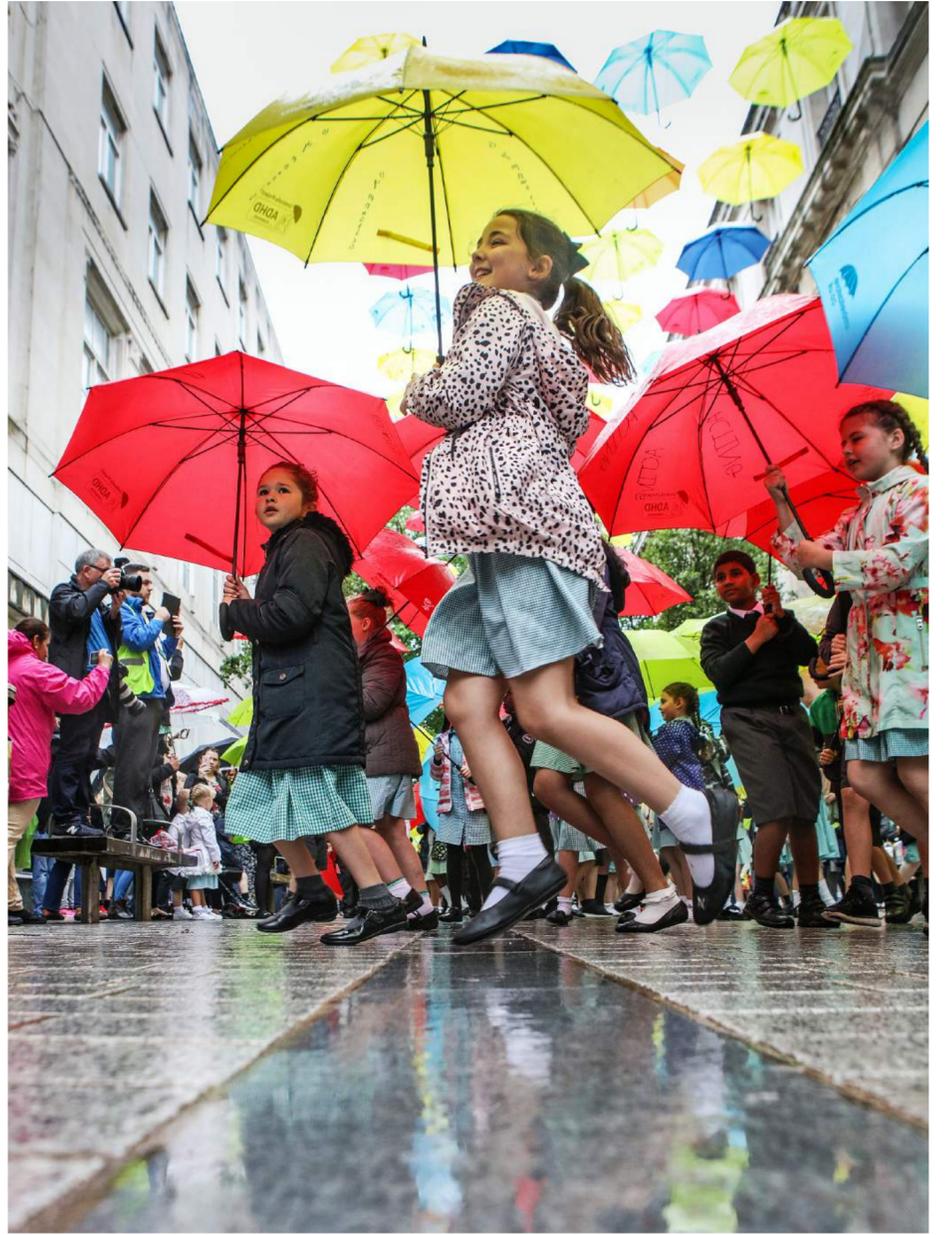
# Previous Sponsors Include:



ADHD Foundation - PR Jayne Moore  
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[itsneverdull@jaynemooremedia.com](mailto:itsneverdull@jaynemooremedia.com)  
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# The Journey So Far:



# Meet Our Neurodiversity YOUNG Ambassadors!



## Andy Smith

Andy has Autism, and works in greater Manchester as an inclusion officer for Bury Council. Andy ensures the voices of neurodiverse young people are heard, and that they are included in public service design and delivery.



## Charlotte Downson

Charlotte has ADHD, and is a successful young actress who was inspired by Emma Watson. When Charlotte realised that Emma Watson also had ADHD, this encouraged her to believe that she could also be an actress, and has acted in several plays and TV commercials.



## Joshua Grenville-Wood

Joshua has ADHD, Dyslexia and Autism. Joshua has been playing golf since the age of 2, and is now a world ranked professional golfer. Joshua has supported the ADHD Foundation by speaking at school assemblies and in public about neurodiversity and the Umbrella Project.



## Marcus Wilton

Marcus has ADHD and Autism, and accessed support from the ADHD Foundation at the age of 8, after being permanently excluded from school in 2015. In July 2018, Marcus achieved one of the highest SATS scores in the UK, and is thriving in his new school. Marcus has made numerous TV appearances, talking about what it is like for him having ADHD and autism.



## Siena Castellon

Siena has Asperger's, Dyslexia, Dyspraxia and ADHD, and is the founder of the UK Neurodiversity Celebration Week, which aims to encourage schools and colleges to focus on the many strengths and talents of their students with SEND. Siena appears under the umbrella installation in Liverpool as part of the upcoming Netflix documentary series on *Fearless Kids Around the World*.

THE ADVENTURES OF...

# THE UMBRELLA GANG

#NEURODIVERSITY



The ADHD Foundation, in partnership with The British Film Institute, and with funding from Big Lottery 'Awards for All' & Post Code Lottery, are proud to present 'The Umbrella Gang' in partnership with Dekko Comics of Glasgow. Charting the adventures of a group of primary school pupils who have dyslexia, dyspraxia, autism, ADHD and Tourette's, and is inspired by real life events experienced by our five Neurodiversity Young Ambassadors.

This 2019 comic – the first in a series of six adventures helps primary school children to understand and learn more about what it is to be neurodiverse. Vol 2 in 2020 and the remaining four comics to be published in the next two years will follow their journey through school, and the challenges they encounter from struggling with learning, bullying and transitioning to high school and their growing realisation about how intelligent and gifted they are. Like all comic book heroes, they discover their 'superpowers' by taking a 'strength based' approach to their abilities. The comic is available in print and free on the ADHD Foundation & Dekko Comics websites, with audio versions to be released in 2021.

Comics cost £8,000 per volume to produce and offer another unique branding opportunity for a business sponsor or philanthropist.



In collaboration with the ADHD Foundation and a range of UK-based advocacy groups, Takeda Ltd has funded the development of a book for young people living with ADHD.

Stories That Never Stand Still is a collection of real-life stories charting the experiences of people with ADHD, created by people with ADHD. Featuring a diverse range of personal experiences, as well as expert tips on living with the condition, the book aims to inspire, educate, and empower those who live with ADHD, or whose lives are impacted by the condition.

Produced by young people, for young people, this free illustrated booklet is available in both print and online on the #BornToBeADHD website. As with the 'Adventures of the Umbrella Gang' these resources encourage, inspire and 'enable' young people to realise their talent and potential. Shared with adolescents, patient groups, teachers, and health care professionals in the hope to support raising awareness about ADHD, reducing stigma about the condition, and shining a light on what can be accomplished when living with ADHD. We seek partners to help us produce more free resources that 'enable' different minds to shine!

This programme (Stories That Never Stand Still) was funded and developed by Takeda, and developed with support from Autism and ADHD groups.

# ADHD FOUNDATION

The Neurodiversity Charity

## In association with:



Liverpool City Council



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