

celebrating neurodiversity

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# the neurodiversity **UMBRELLA PROJECT 2022**



# what is neurodiversity?

The term neurodiversity is generally attributed to Judy Singer, an Australian sociologist, referring to the variation of the human brain from person to person. Our aim is to promote the idea that there is no 'normal' type of brain, in the same way that there is no 'normal' culture, race or gender – instead viewing the world through a lens that accepts neurological differences.

1 in 5 people are neurodivergent: 1 in 67 are on the autistic spectrum, 1 in 20 have ADHD or developmental co-ordination disorder (dyspraxia), and 1 in 10 have dyslexia. Many people have a combination of these differences, affecting how they process their surroundings and interact with people. Given that neurodiversity is so prevalent today, such cognitive differences must have been selected for in evolution. Rather than the result of undesirable genetic errors, neurodivergent brains have to be recognised as an essential part of human progression.

Successful neurodiverse individuals are hiding in plain sight in our offices, laboratories, schools, universities, leisure and retail outlets, and we may not notice them because society doesn't tend to associate achievement with 'learning differences'. We want to challenge the outdated concept of intelligence and of employability in our education system and employment culture, replacing the conventional 'deficit model' with a strength-based approach to learning and ability – focussing 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. Industry is leading the charge on this front; high growth businesses in technology, robotics, bioscience and creative industries actively recruit neurodivergent employees.





Heathrow  
Terminal 5  
Umbrella Project

# what is the umbrella project?

The Umbrella Project celebrates the intelligence, ability and talent of every human being. Over the last five years, the ADHD Foundation Neurodiversity Charity has put up installations all across the UK, consisting of **brightly coloured umbrellas suspended above streets and public spaces**. In 2022 we will bring these uplifting displays to further iconic locations around the nation.

As in previous years, we will involve local schoolchildren in each installation, asking them to sign and decorate our umbrellas with their gifts, talents and abilities – their super powers. We will also invite UK schools and partner schools across the world to have their own mini Umbrella Project installations, suspended from classroom ceilings, hoping to educate students, school governors and local community leaders on the strengths that neurodiversity can bring.

## locations for 2022

Cardiff	Liverpool	Bracknell Forest
Aberdeen	Glasgow	
Stoke	Lisburn	

## partners for 2022



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avanade

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NHS Foundation Trust

thewaterloofoundation\*







# the benefits for sponsors

We are calling on businesses, suppliers, CSR Directors, philanthropists and the general public to support new Umbrella Project art installations in 2022. 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 – these can cost as little as £350.

In 2019, this project rated over 40 million TV and media mentions across the world, and this is set to increase dramatically in 2022. With input from the English National Opera, the Gene Kelly Legacy, Royal Ballet, the BBC, and many more, we can't wait to celebrate the contribution of neurodiverse talent in the creative and performing arts industries.

We are looking for major partners to help us bring this colourful and inspirational project to life in further iconic locations across the UK. Help us to inspire talent, nurture ability, tap into untapped potential and celebrate neurodiversity!

## previous sponsors:



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## sponsorship includes:

- Complimentary table at the annual **National Diversity Awards** dinner
- Recognition via our 150k social media followers, with a reach of up to 8 million
- Bespoke brand exposure opportunities
- Advertising and branding
- Promotion of brand ethos on diversity and inclusion
- Support for your own PR Agency to optimize your publicity

### **For more information, please contact:**

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0151 541 9020 / 07734 394589

### **PR Enquiries:**

[www.thisisgoodwork.org](http://www.thisisgoodwork.org)

[info@thisisgoodwork.org](mailto:info@thisisgoodwork.org)

020 8747 1488



# the journey so far







# our young ambassadors



**andy  
smith**

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



**siena  
castellon**

Siena has Autism, Dyslexia, Dyspraxia and ADHD, and is the founder of the UK Neuro-diversity Celebration Week, which aims to encourage schools to focus on the strengths of their neurodiverse students.



**marcus  
wilton**

Marcus has ADHD and Autism, and accessed support from the ADHD Foundation at the age of 8 having been permanently excluded from school in 2015. Marcus has since thrived, and has made numerous TV appearances talking about what ADHD and Autism look like for him.



**charlotte  
dowson**

Charlotte is a young actress who was inspired by Emma Watson. When Charlotte found out that Emma also had ADHD, this encouraged her to pursue acting, and she has taken part in several stage plays and TV commercials.



**joshua  
grenville-  
wood**

Josh has ADHD, Autism and Dyslexia. He 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.



The ADHD Foundation are proud to present '**The Umbrella Gang**' with Dekko Comics of Glasgow, in partnership with The British Film Institute, and with funding from Big Lottery 'Awards for All' and the Post Code Lottery. The comics follow 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 was released in 2020 and the remaining four comics are to be published in the next two years, following the gang's journey through school, and the challenges they encounter.

The comics will cover the characters' struggles with learning, bullies and the transition to high school as well as their realisation of just how intelligent and gifted they are. Like all comic book heroes, they discover their 'superpowers' by taking a strength-based approach to their abilities and focussing on the positives!

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!



# famous neurodiverse people

Emma Watson



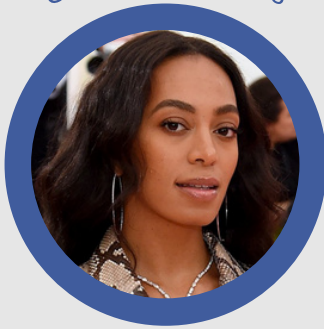
Richard Branson



Bill Gates



Solange Knowles



Zoey Deschanel



Simone Biles











## in association with



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HAYS



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