

celebrating neurodiversity

celebrating neurodiversity

celebrating neurodiversity

celebrating neurodiversity

celebrating neurodiversity



**The Neurodiversity
Umbrella Project**

the **neurodiversity**
**UMBRELLA
PROJECT 2023**

@adhdfoundation





who we are

The ADHD Foundation Neurodiversity Charity is the UK's leading neurodiversity charity, offering a strength-based, lifespan service for the 1 in 5 of us who live with ADHD, autism, dyslexia, DCD, dyscalculia, OCD, Tourette's Syndrome and all other neurodevelopmental conditions.

Our mission is:

- 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 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.
- 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.



Dr Tony Lloyd
CEO of ADHD Foundation

The Neurodiversity Umbrella Project is a celebration of the 'Diversity of Minds'. Neurodiversity is like biodiversity in the universal design. Every individual has a brain as unique as their fingerprint. There is an evolutionary purpose as to why 1 in 5 human beings 'think differently'. 1 in 10 have dyslexia, 1 in 20 have dyspraxia, 1 in 50 have autism, 1 in 20 have ADHD and 1 in 20 have dyscalculia.

History is filled with creative geniuses who have demonstrated that those who think differently have been at the forefront of human endeavour and inventiveness. Mozart, Leonardo da Vinci, Henry Ford, Albert Einstein, Eleanor Roosevelt, Thomas Edison are examples of how neurodiversity has influenced our lives, our culture and our economy.

The major growth companies of the 21st Century, Microsoft, Google, Apple, the bioscience and biotech companies, the web-based media businesses all attest to the fact that their success is due to having recruited a neurodiverse workforce. In a rapidly changing technology driven world, these 'different minds' continue to influence our lives in ways that demonstrate why this diversity is something we should recognise and celebrate, enabling everyone to achieve their potential, thrive and make a contribution to their communities, their workplace and indeed every context that requires creative solutions and talents.

We invite everyone to join us for the 2023 Neurodiversity Umbrella Project in whatever way you can. We look forward to collaborating with you in this celebration of human ingenuity and diversity.



what is neurodiversity?

Neurodiversity is a new paradigm that describes the naturally occurring variations in human neurocognitive capabilities that exist in every culture, race and gender. Our concept of intelligence, ability and talents is influenced by our context, family, workplace, society, and period in history. Our adaptability and our collective endeavour as human beings create this rapidly changing world we inhabit.

We each have a role to play in expressing our unique selves in, talents, and creative potential. There is an evolutionary purpose as to why 1 in 5 of us display dyslexic thinking or process information with an autistic mind, or through a lens of ADHD or dyscalculia or dyspraxia. Many of us do not even know we have a different type of 'mind', – different types of intelligence, that historically may have been perceived as somehow 'less than' or less able, less intelligent. We now know this is not the case. Research tells us that measures such as IQ do not even begin to encapsulate the potential of the human brain and nervous system. Studies show that over 30% of entrepreneurs and business owners have neurodiverse minds. Our creative industries are full of those who think differently!

Neurodiverse thinkers have been hiding in plain sight; they are all around us, in our families, our workplace, our friendships, our schools, universities, just about everywhere! Many children in our schools have felt stigmatised or ashamed because of labels like 'learning difficulties' or 'special educational needs'. Now many young people claim their neurodiversity as superpowers! That is not to say that thinking differently doesn't come with challenges. Some tasks come naturally to all of us, others require learning in a way that suits our unique mind.

When we are given the opportunity to try out the metaphorical glasses that enable us to see through a different lens, our real ability and potential can flourish. Neurodiversity is a strength-based lens, a perspective that emphasises what we can do, not focussing on deficit-based notion of intelligence premised on what we cannot do. Neurodiversity encompasses many differences in neurobiology. Some identify as 'neurodiverse', some identify as 'neurodivergent'. Many have renounced the notion of 'disability' talking instead of 'different ability'. This new paradigm in human intelligences and ability is a rapidly evolving language and conversation. **What we now understand is that the evolution of humankind is one of diverse thinking and creativity in all human endeavour.**



1 in 5 people are said to be 'neurodiverse'.

We hope to replace the existing 'deficit model' with a strength-based approach focussing on what individuals can do.



what is the neurodiversity umbrella project?

The Neurodiversity Umbrella Project is a celebration of the 1 in 5 human beings who 'Think Differently' by virtue of their dyslexia, ADHD, dyspraxia, dyscalculia and autism. Umbrellas as an image were chosen by young people as bright, colourful and optimistic symbol of neurodiversity!

Across the UK there are public installations in city centres, offering branding and marketing opportunities for businesses and funders, often working in partnership with local Chamber of Commerce and local Business Improvement District organisations. The city centre installations of brightly colored canopies of umbrellas are a focal point for community groups, arts performances and events for children.

in 2022, over 500 schools, public buildings and business premises also had mini umbrella installations of 25-50 umbrellas suspended from their ceilings, as part of the wider social impact of the Neurodiversity Umbrella Project that includes:

- Training on neurodiversity for the workforce
- Training on neurodiversity in education enabling children to achieve their potential
- Community arts events
- Theatrical and performing arts events
- Conferences
- School assembly celebrations
- Making the town and city centre high street a new experience

Social impact is integral to the Neurodiversity Umbrella Project. Schools can access multi-media educational resources, many designed by young people for young people. Businesses support and collaborate with local schools and public buildings to engage the wider community. Supported by businesses, Arts Council, Schools, individuals and public services, this is a celebration that includes everyone!

previous locations

We've had the pleasure of working with businesses, SMEs, BID's, corporations, and local authorities to bring major public installations to cities around Great Britain!



CASE STUDY



“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



“We have been pleased to see the interest generated in the colourful umbrella project in Aberdeen over the summer. The suspended umbrellas have triggered conversations around homes and workplaces in Aberdeen about neurodiversity and what it means in our daily lives. Harbour Energy is proud to have supported this wonderful initiative, raising awareness of neurodiversity.”

Mavis Anagboso,
Global Head of Diversity, Equity & Inclusion



Aberdeen

be one of our partners

In 2023, we expect the Neurodiversity Umbrella Project to be bigger and better than ever before. Working alongside your business, we can bring displays to new locations and take the project to new heights. Working with your school, we can engage more young people, helping them to understand themselves and each other. Most importantly, working with you, our expert team can reach new minds and carry out our mission: **to improve the life chances of those living with and around neurodevelopmental conditions.**

As one of our project partners, you will have a unique, exciting opportunity to connect directly with families, educators, health and third sector professionals, as well as our supporters in national and local government. You will be a part of a national project, the only one of its kind, with huge media and social media coverage.

'Neurodiversity: A New Paradigm.'



380 million media hits



£1.8 million advertising value
equivalency (AVE)

previous partner organisations include:





Our annual conference.



June 16th 2023



St. George's Hall, Liverpool

Our annual in-person conference takes place at the iconic St. George's Hall in Liverpool. Aimed at professionals from business, health, education and justice sectors, this event explores the 'dynamic eco system' in the workplace to optimise the opportunities created by the paradigm shift in 'thinking differently' about neurodiversity. As one of our partner organisations, you can be a part of our conference as a speaker, delegate, or exhibitor. Internationally renowned business leaders, artists, celebrities, and public sector leaders will come together to celebrate best practice, innovation, and learn from one another.

The event will have sector specific forums for professionals in:

- **Neurodiversity in Entrepreneurship and Business**
- **Neurodiversity in the Creative Industries**
- **Neurodiversity in Education**
- **Neurodiversity in Health and the Justice system**

You could also participate in the 2023 Neurodiversity Umbrella Ball, where we will be joined by singer Alison Moyet, comedian Rory Bremner, TV presenter Aidy Smith, and Patricia Kelly of the Gene Kelly Legacy. This black-tie ball also provides branding and corporate hospitality opportunities – don't miss out!



how to get involved

BUSINESSES

How can your business take part in the Neurodiversity Umbrella Project 2023?

Be a **brand sponsor of the Umbrella Ball** for £5,000.

Fund a **mini installation in a school of your choice** for £400-£800

Fund a **mini installation in your office** for £400 -£800

Fund **support and training** for all education providers, to maximise the social impact of the project and inspire ever greater achievement and citizenship in young people across the UK.

Fund a **public installation** in a city centre: £15,000 - £25,000. Includes a **table at our Umbrella Ball** and a **speaker slot at our conference**.

Fund **educational resources for schools** with your branding: £5,000-£10,000

bespoke partnership packages

For a range of branding and sponsorship opportunities aligned with your company values, equality, diversity and inclusion aspirations, Corporate and Social Responsibility agenda, marketing, and publicity campaigns, contact Dr Tony Lloyd, CEO of the ADHD Foundation Neurodiversity Charity.

tony.lloyd@adhdfoundation.org.uk



“ At Heathrow we were proud to begin our neurodiversity journey boldly in 2019, with the ADHD Umbrella feature in T5, implemented with great success in conjunction with the team at the ADHD Foundation. The display itself was only part of the overall package the ADHD Foundation offered us, as we really benefitted from the awareness campaign we ran in conjunction with the installation. Since then, we have built on the support and interest this created through our D&I networks. As a result, we were asked to share our actions and the resulting impact we made with Network Rail so that they could support neurodiversity on World Disability Day in 2021 with their own Umbrella feature at London Bridge station.

In addition to making constant improvements to our D&I policies, the team at Heathrow Airport regularly celebrates events in the diversity calendar. This year, the team has championed a neurodiversity awareness and training initiative, delivered through Do It Profiler, and gained an accreditation from the ADHD Foundation. The ADHD Foundation also gave us an impactful voice on this subject, with a speaker slot at their national Neurodiversity Conference.

We look forward to continuing our journey together with the ADHD Foundation in the coming years. ”

Heathrow
Making every journey better

Ben Jones, Head of Capital
PMO at Heathrow Airport

CASE STUDY

SCHOOLS COLLEGES UNIVERSITIES

Many universities, schools and colleges are already lined up to participate in the 2023 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 2023, 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.



“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

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

Northcott School

“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

“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

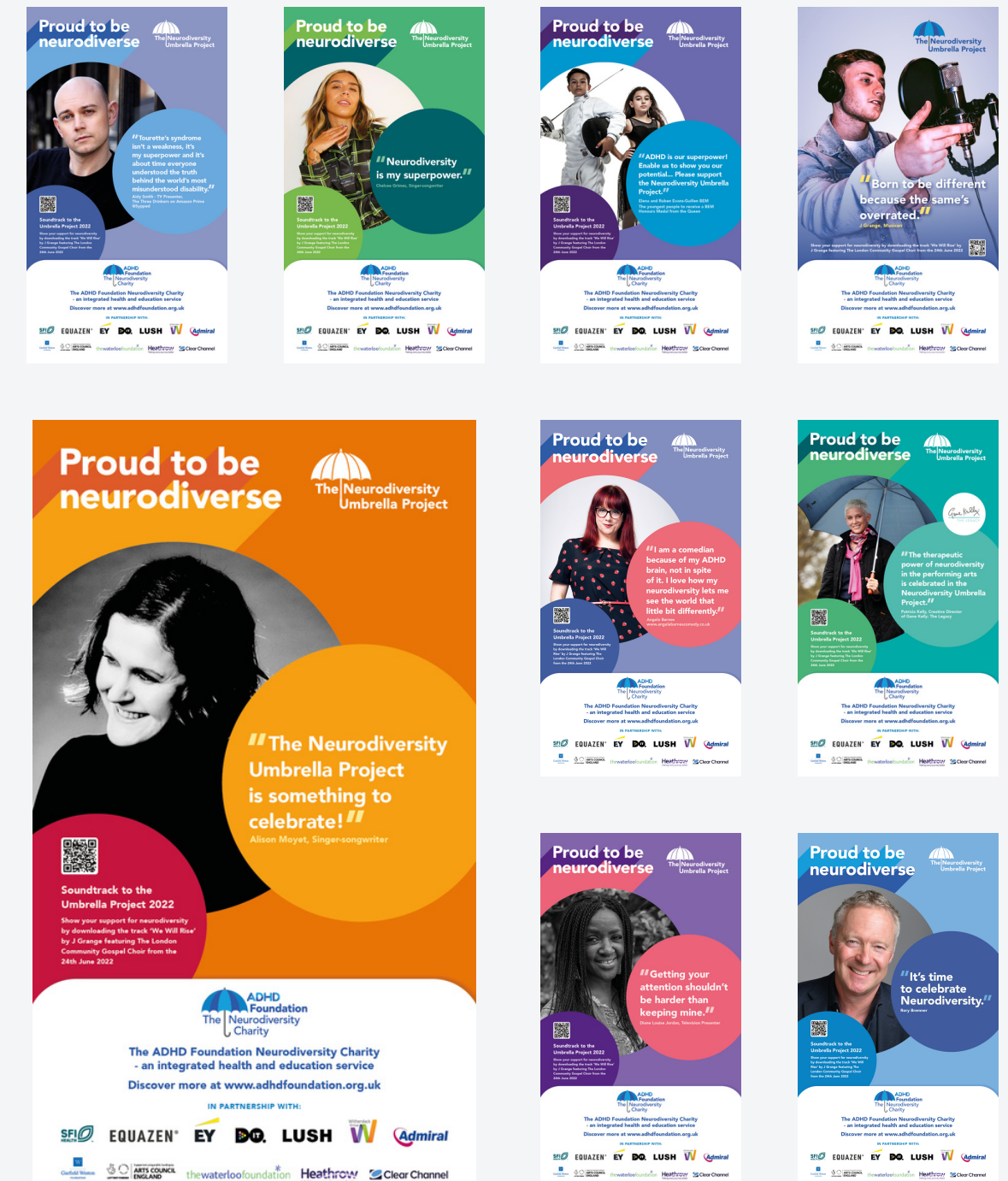
Educational Resources

As well as our exclusive assembly and lesson materials for participating schools, we have a range of free-to-access resources. With the help of our service users and funding from our project partners, we create magazines, booklets, and films for young people by young people. These include the excellent Umbrella Gang comic series, produced in partnership with Dekko Comics, and 'Stories That Never Stand Still' which beautifully presents children and young people's personal experiences.



Clear Channel

The 'Proud to be neurodiverse' campaign saw a stellar line-up of personalities on advertising boards around the UK, including Rory Bremner, Alison Moyet, Chelcee Grimes and Angela Barnes, as well as singer/songwriter and rapper, J Grange; his original track 'We Will Rise' was the official soundtrack of the 2022 project.





ADHD Foundation
54 St James Street
Liverpool
L1 0AB
0151 541 9020

