



# **The ADHD Foundation Neurodiversity Charity - Our Case for Support**

# Supporting and Celebrating Neurodiversity

For too long the 1:5 children and adults who 'think differently' with Dyslexia, Dyscalculia, ADHD, Dyspraxia, Tourette's Syndrome and those who are Autistic, have not been given the support they need and deserve.

At The ADHD Foundation Neurodiversity Charity, we help enable children and adults to thrive and achieve in education, the workplace, enjoy good mental health and become active citizens in their communities.





# Neurodiversity affects us all

Whatever your age, race, sexual orientation, gender, where you live and whatever your profession, you will find people who **'Think Differently'** in every type of job, every family, every friendship group and every walk of life.

The life chances and opportunities for those impacted by Dyslexia, ADHD, Dyspraxia, Dyscalculia, Tourette's Syndrome and those who are Autistic can vary widely.



# 1 in 5 people are Neurodiverse



1 in 5 British citizens are neurodiverse - 14 million of us. For decades they have been mistakenly viewed as not as intelligent, talented or employable as everyone else.

As a charity, we have spent almost 2 decades helping individuals, families, health & education professionals and businesses but with every year the need for support becomes greater. The ADHD Foundation Neurodiversity Charity is asking you to help us help them to shine and have their talents and abilities recognised, nurtured and celebrated so that we can make positive change.

14 million people continue to be disadvantaged and have unequal access to education, health services and employment opportunities.

**It doesn't need to be like this.**

Neurodiverse people are  
**3 - 8 times** more likely  
to be unemployed than  
people with or without  
disabilities

**7 out of every 10**  
children excluded from our  
schools are Neurodiverse.  
What is it about these  
children's talents and  
intelligence that industry  
recognises but our  
schools don't?

**81%** of Neurodiverse  
people said they feel  
there are opportunities  
for them to be better  
supported in the  
workplace

Some people identify as 'neurodiverse' and some as 'neurodivergent', the terms and language people use are evolving to become more inclusive.



# If supported, those who are Autistic, have ADHD, Dyslexia, Dyspraxia, Dyscalculia and Tourette's Syndrome can shine



Over **35%** of **business leaders and senior executives** have either Dyslexia or ADHD or both

Those adults who are Autistic can be **found hiding in plain sight** in our research laboratories, university lecture theatres and technology companies.

The **creative industries** are awash with **Neurodiverse talent**

Why do so many talented young people with these different minds, underachieve in education?  
Why do some thrive and succeed and others don't?

# How can understanding and supporting Neurodiversity help your business?



- ✓ Helps attract talent into key roles.
- ✓ Improves staff retention and reduces recruitment, induction and training costs.
- ✓ Can help increase productivity.
- ✓ Helps reduce absenteeism and presenteeism.
- ✓ Strengthens team dynamics and increasing job satisfaction leading to improved overall employee wellbeing.
- ✓ Enhances brand values and business reputation.
- ✓ Increases understanding of your neurodiverse clients.



For more information on why understanding and supporting neurodiversity is good for your business and how the ADHD Foundation Neurodiversity charity can help you, [click here](#).

**Find out more**

# Working together we can help drive positive change and impact.

The scale of the challenge  
is huge but achievable.

With your **help and support**  
we can ensure that no  
individual or family lacks  
support, knowledge or the  
**opportunity to thrive.**







# How your support can drive positive change and impact

The ADHD Foundation Neurodiversity Charity currently offers support to young people, their families and those who work with them. How your donations help:

**£10**

helps us support parents & carers. Without this support they are often left isolated and alone and without the help and information they need.

**£50**

helps to pay for a therapy or coaching session for a child or teenager, helping them to feel better about themselves and achieve their potential.

**£100**

helps us create and provide educational resources for teachers and schools helping them to better support neurodiverse children.

**£750**

provides ten skills building sessions for parents and carers. These sessions help them to better understand and support their Neurodiverse child.

**£1500**

helps to pay for two neurodiverse young people to be active members of our National Neurodiversity Youth Council for 1 year. This will allow them to create resources to benefit neurodiverse young people and training to ensure they have the skills needed to help make real change for the young ND community.



# Why consider us for a social impact partnership?



- ✓ It can help positively engage your staff, customers and clients.
- ✓ Employees, customers and communities appreciate businesses that make positive social impact.
- ✓ Fundraising, can bring people together by uniting them behind a single and important cause.
- ✓ It can provide opportunities for team building, skill development and community engagement.



# Ways that you can support us and make real impact and positive change



**A one-off donation to help make an immediate impact**

**Walk, run, cycle, skydive or bungee.** Secure your own space or contact us to find out what we have to offer including a London to Liverpool sponsored walk.

**Payroll giving or monthly giving.** Through your pay or a monthly direct debit, you can support us in making a huge difference.

**Raffle's, Secret Santa's, Sweepstakes, Collections and Cake Sales.** Easy and fun ways to have fun and make a difference.

**Neuro-converse** - Combine fundraising with educational and bonding sessions. Organise a lunch & learn or coffee break where people discuss their "different minds". This helps drive a better understanding of individuals and strengthens teams.

**Umbrella Project** - The umbrella project is an annual event that provides a visually impressive way to engage your staff and customers in talking about neurodiversity.





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“The Practitioner was very approachable from the minute she supported us in the setting. I found it useful that she sat down and explained everything thoroughly, including what I need to do next in order to support the child further. She was able to break down the activities in small steps so I could understand the benefit of doing them, and supported conversations between the setting and parents.”

**School**

“

“I absolutely loved it. It was the first course I have done as a qualified teacher and I learnt so much. Thank you for such a wonderful and informative day!”

**Teacher**

“

I wanted to say firstly how useful this course has been for me & it has greatly improved my understanding of my son's reactions and behaviours.

**Parent**

“

“The ADHD Awareness training has really opened our eyes as a business and will help us to support the teams within our business more effectively and compassionately. The training was interactive and informative and gave all of us the opportunity to open up about our own experiences!”

**Business**

“

“Excellent quality workshop that was practical, informative, inclusive and enjoyable. Every organisation should have this training!”

**Business**

“

“Thank you so much, we have thoroughly enjoyed learning about ADHD, it's all such a minefield and I am so grateful for the opportunity to attend these sessions. My child has been looking through the booklets also, and feels more comfortable with everything.”

**Parent**





**Thousands of individuals and families  
are at breaking point but you can  
help us help them today.**

**Please contact us to learn more.**

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