



# **A 3-year strategy for Innovation 2024-2026**

**Championing Neurodiversity**

**A 21st century Paradigm  
for Human Intelligence**

# The Neurodiversity Paradigm

The ADHD Foundation Neurodiversity Charity is one of the pioneering agencies in the Neurodiversity paradigm shift that advocates for a strength-based approach to enabling better health, education and economic prosperity for the 20% of UK citizens who are neurodiverse. (Some prefer the medical term 'neurodivergent'). The language and the conversation are evolving, as we embrace the realisation that there is an evolutionary purpose 'why' 1 in 5 of us 'think differently'.

53% of 'Generation Z' - young people born since 1997, now identify as 'neurodiverse'. Young people are increasingly more embracing of diversity in humankind. They care not about race, faith, sexuality or how you learn and process information from the world we live in. For them 'Diversity of Mind' comes with 'Diversity of Mindset'.



1 in 10 human beings are dyslexic; 1 in 20 have dyspraxia, 1 in 20 are impacted by ADHD, 1 in 10 have dyscalculia and 1 in 60 are autistic. That 1 in 5 children and adults have these different minds is evidence that there is an evolutionary purpose as to why some people think differently.

This population continue to experience inequalities in health, education and employment. Our cultural deficit-based prejudices to those who 'think differently' has its origins in our education system and a concept of intelligence disconnected from the explosion in research in neuroscience.

## Lightning in a Bottle

**Industry is leading the way in recognising, valuing and harnessing the extraordinary talent, creative thinking, entrepreneurialism and innovation of the 1 in 5 who 'Think Differently'.**

Research suggests that over 30% of business owners and entrepreneurs have either dyslexia or ADHD or both; university graduates with ADHD are twice as likely to start their own business; over 40% of millionaires have dyslexia. The major growth industries of the 21st century in a rapidly changing technology driven economy and culture attest to the fact that they have been actively recruiting a neurodiverse workforce for the past three decades. This contrasts with research that states 7 out of 10 children excluded from our schools are those same different minds that industry values. ADHD and Autism do not sit solely in a medical model or solely an education model or social care system. Like dyslexia, dyscalculia and dyspraxia, they cannot be cured - nor are they meant to be.





**Neurodiversity is the universal design in the same way that biodiversity is integral to the diversity of life on this planet we call home. The Foundation will continue to advocate for a more inclusive education, health and social care system that 'enables' rather than 'disables' those who reflect this diversity of mind. Diversity of mindset, will challenge many obsolete paradigms, our concept of intelligence, the purpose of education and a medical model that has labelled those who think differently as disordered.**

We invite everyone to celebrate with us the unique contribution that the neurodiverse population make to our lives, our families, our workplace, our economy, our friendships, our vibrant culture and communities. We can no longer abdicate responsibility for enabling these different thinkers to achieve their potential by labelling them as disordered, less able, or not like us.

We ask you parents and teachers to ask your children, not "What is wrong with you", but instead ask "What is strong with you". This paradigm shift requires that parents and teachers tell children, "You are intelligent, you are talented, you are employable, you are a lifelong learner, an active citizen. Be you, be here, belong."

We call on industry to continue to set the standard for innovative thinking and an inventive dynamic workforce, we need for rapidly changing technology driven economy and culture for 21st Century Britain.

Neurodiversity is a triumph of lived experience and human ingenuity over medical and educational theory. We call on everyone who recognises this paradigm shift to collaborate with us, in whatever way you can. With this in mind, we are launching our '**Neurodiversity Innovation Fund**'. Our objective is to raise £250,000 in 2024 so we can invest in innovation. The role of an NGO is not to exist as a subcontractor delivering public services, constrained by outdated thinking and structures that can compromise our integrity of purpose. This purpose is social change. The means by which we achieve this is socio-economic innovation for children's happiness, expressed in the realisation of their potential, academically, economically and as active members & leaders of their communities.



# The Neurodiversity Innovation Fund



**£250,000**  
total we need  
to raise

**£93,000**

Creation of artificial intelligence driven digital training platform to generate sustainable income and research learning and wearable health technology

**£67,000**

Establish a new national professional body for Neurodiversity Coaches

**£47,000**

Produce more free resources for parents to understand how their child thinks and learns differently and play a more active role in their educational achievement, well being and a successful transition to adulthood, economic independence and active citizenship

**£43,000**

Design, digitise & create new training programmes for industry to improve opportunities to recruit and develop a neurodiverse workforce

This strategy document outlines our key objectives for 2024-2026 and the launch of our 'Neurodiversity Innovation Fund'.

**We invite you to be a part of this paradigm shift as we chart a course for the journey ahead of us.**

# Strategic Objectives

1. Workforce Development
2. Championing Neurodiversity
3. Thought Leadership
4. Social Impact and Beneficiaries
5. Health Equality



# 1. Workforce Development

## Strategic objectives

- ✓ To increase the portfolio of training services for all sectors of the economy.
- ✓ Invest in digitisation and Artificial Intelligence to improve accessibility to training in a rapidly changing technology-driven workforce and education sector.
- ✓ Collaboration with public service providers to improve the changing requirements of families, with an emphasis on 'enabling' potential, prevention of dependencies and shared accountability.
- ✓ Invest in recruiting high calibre personnel and developing our team, focusing on entrepreneurial and innovative services with proven social impact.

## Key achievements 2022-2023:

Over 30,000 health and education professionals

Over 23,000 business and private sector professionals

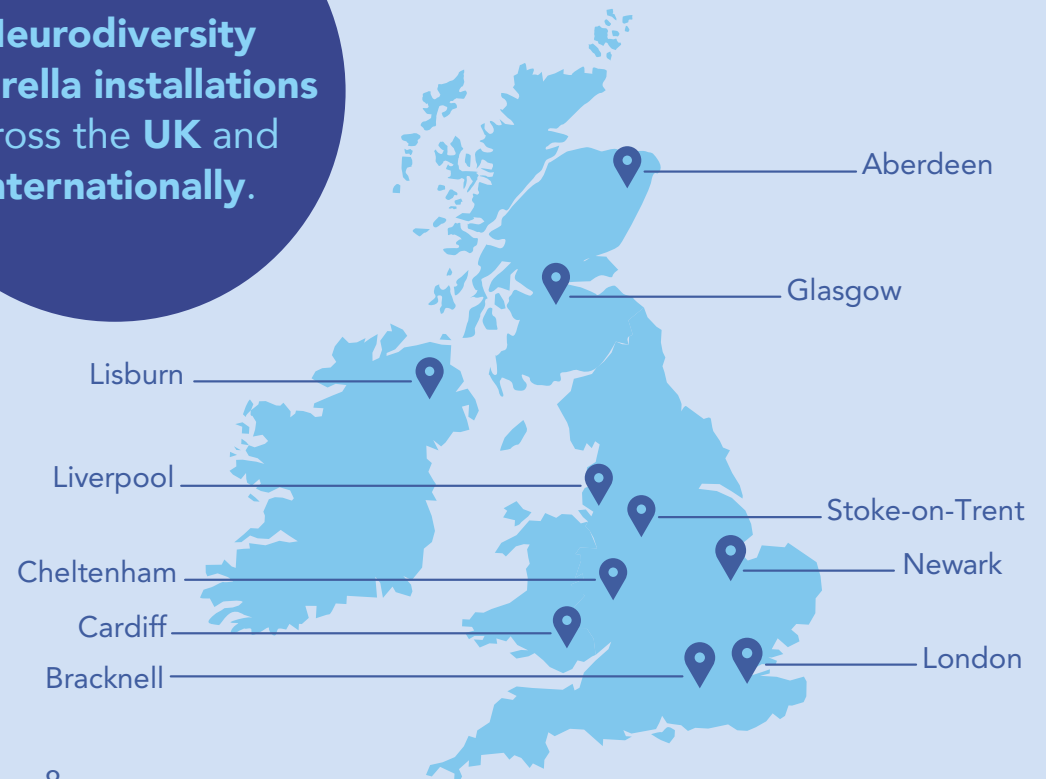


## 2. Championing Neurodiversity

### Strategic objectives

- ✓ Create cross-sector neurodiversity networks throughout the UK.
- ✓ Increase public Neurodiversity Umbrella Projects in city centres, business, education and community settings.
- ✓ Increase media presence to promote a strength-based neurodiversity paradigm.
- ✓ Create new platforms for young people to have a say in how public services can 'enable' educational success, economic independence, active citizenship and socio-economic innovation for childrens' happiness.

Public  
**Neurodiversity  
Umbrella installations**  
across the **UK** and  
**internationally.**



### Key achievements 2022-2023:



Annual flagship conference.

4 billion media impressions with an advertising value of £86 million.

9 Neurodiversity and Mental Health Charities collaborating to amplify the voice of young people.





## 3. Thought Leadership

### Strategic objectives

#### Media

- ✓ Upscale quantity of national reports, articles in mainstream and sector media to influence the national conversation of Neurodiversity.
- ✓ Develop website and increase/expand social media presence.

#### APPG

- ✓ Reconfigure All Party Parliamentary Group to work strategically with Government policy matters and legislation to improve access to NHS and inclusive education in all education settings.
- ✓ Collaborate with Ofsted and the Department for Education to raise educational attainment and success for neurodiverse classrooms and create inclusive pedagogy to recognise and nurture the talent we need for a dynamic 21st Century UK workforce.

#### Research

- ✓ Develop new research partnerships with National Institute for Health Research (NIHR), NHS Innovations and Innovate UK, to create a test bed for innovation at the ADHD Foundation Neurodiversity Charity with an emphasis on health technology and innovation.

#### Policy

- ✓ Develop our contribution to national networks, Government forums in health, education, justice and employability to reduce inequalities for the 1 in 5 'ND' UK citizens.

## 4. Social Impact and Beneficiaries

### Strategic objectives

- ✓ Facilitating expansion of our lifespan service offering advice, guidance and a helping hand to those impacted by neurodivergence.
- ✓ Innovating for childrens' happiness through a range of new initiatives and partnerships.
- ✓ Develop support for 300,000 social media followers and 350,000 website users.

### Key achievements 2022-2023:



Over 1500 children and young people accessed therapeutic support

24,143 parents and carers received support from us this year!

Over 200 adults accessed online therapies

Double the current number of Early Year's settings accessing support from 75 to 150

Develop employee assisted programmes to improve employability and socio-economic outcomes





## 5. Health equality



### Neurodiversity Clinic

- ✓ Improve and upscale capacity in our diagnostic clinical services.
- ✓ Collaborate with NHS and private sector partners.
- ✓ Implement new health-tech services.
- ✓ Develop new services for Tourette's.
- ✓ Expand training services for health providers.



# Strategic Priorities for Sustainability

1. Our Team

2. Financial Sustainability

3. ICT Infrastructure and Systems

4. Measuring our Impact

5. Fundraising Strategy





## 1. Our Team

- ✓ Increase our human resource to recruit and develop our workforce meet the changing needs of our beneficiaries.
- ✓ Provide more opportunities for continuous professional development.
- ✓ Enhance project management processes.
- ✓ Invest in innovative service development, Artificial Intelligence and health technology.

## 2. Financial Sustainability

- ✓ Improve financial processes and systems through advanced accounting and strategic financial management.
- ✓ Develop more diverse revenue streams to create more opportunities for free accessible charity activities through increased grant-funded projects, and launch of innovation fund.
- ✓ Collaborate with devolved Governments in Scotland and Wales to open new services based in Cardiff and Edinburgh by 2026.



### 3. ICT Infrastructure and Systems

- ✓ Review, upgrade and streamline all current ICT systems and processes.
- ✓ Introduction of new CRM system and database.
- ✓ Upgrade the website and e-commerce functionality.

### 4. Measuring our Impact

- ✓ Enhance outcome measurements and impact reporting across all services.
- ✓ Optimise service delivery, design and effectiveness.
- ✓ Data analysis to inform strategic growth and service transformation.



## 5. Fundraising Strategy



- ✓ Launch of new fundraising strategy by January 2024.
- ✓ Increase unrestricted revenue through volunteering and new fundraising activities.
- ✓ Increase corporate sponsorship and employee assisted giving.
- ✓ Launch of the innovation fund to generate £250,000 annually for innovation.



**Please contact us to learn more**

**e.** [info@adhd.foundation.org.uk](mailto:info@adhd.foundation.org.uk)

**e.** [fundraising@adhd.foundation.org.uk](mailto:fundraising@adhd.foundation.org.uk)

**t.** 0749 660 1424

[www.adhd.foundation.org.uk](http://www.adhd.foundation.org.uk)

[info@adhd.foundation.org.uk](mailto:info@adhd.foundation.org.uk)

