



**The Neurodiversity
Umbrella Project**



The Neurodiversity Umbrella Project 2024

**Dare to think
differently!**



**ADHD
Foundation**
The Neurodiversity
Charity

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.





“

'The Neurodiversity Umbrella Project is a celebration of human potential and endeavour.'



Dr Tony Lloyd
CEO of ADHD Foundation

The Neurodiversity Umbrella Project is a celebration of human potential and endeavour. Our aim is to promote the fact that our brains are as unique as our fingerprints. Whatever your age, race, sexuality, faith, nationality, 1 in 5 of you will be neurodiverse and many will not even know. Many will have more than one of these learning differences, affecting how they process information from the world they live in and how they interact with the people in that world.

What is neurodiversity?

Neurodiversity is a term used to describe the naturally occurring variations of the human brain. 1 in 5 people are said to have a neurodevelopmental condition, such as dyslexia, ADHD, autism, dyscalculia, developmental coordination disorder (formerly known as dyspraxia), or Tourette's Syndrome. Different human cognitive capabilities are expressed through unique talents, intelligence and the ability to think differently.

Some identify as neurodivergent, others identify as neurodiverse; ultimately, we are all human and each one of us is unique in every way. Successful individuals with different minds are “hiding in plain sight” in our offices, laboratories, schools, universities, leisure, sports arenas, retail outlets – in fact, just about everywhere.

A Neurodiversity Paradigm challenges the outdated concept of intellect and employability in our education system and business culture. We hope to replace 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.



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 2024 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.

Previous locations

Cardiff

Aberdeen

Stoke

Liverpool

Glasgow

Lisburn

Bracknell

Heathrow

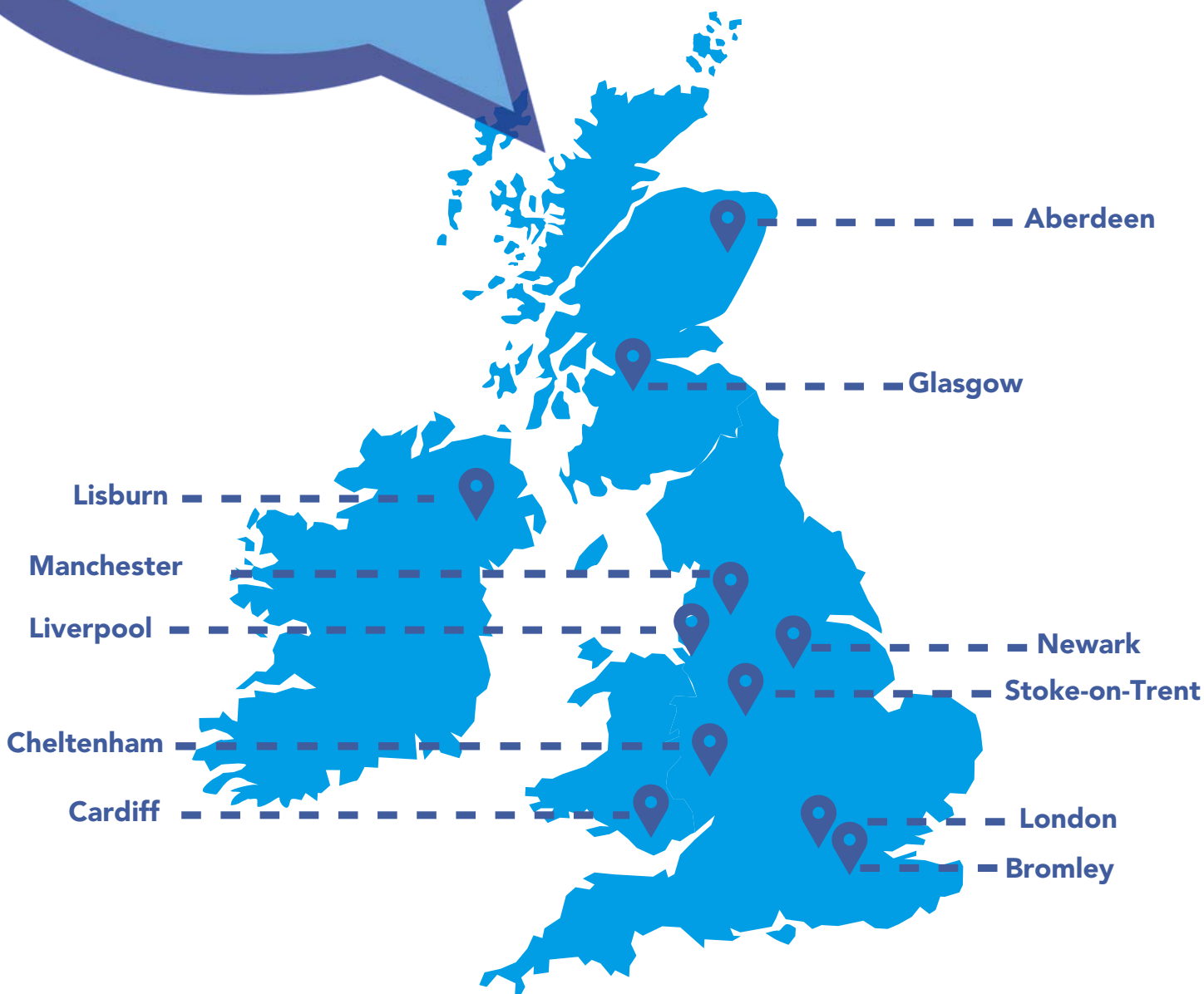
Newark

Partners for 2024



Previous locations

We've had the pleasure of working with businesses, SEMs, BIDs, corporations, and local authorities to bring major public installations to cities around Great Britain. On top of this, we have helped hundreds of schools and small businesses to celebrate neurodiversity with their own mini-installations!



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 neuro-diversity 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



The benefits for partners

We are calling on businesses, suppliers, CSR Directors, philanthropists and the general public to support new Umbrella Project art installations in 2024. 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.

In 2022-23, this project rated over £84 million advertising value equivalency (AVE) and 4.8 billion media impressions, this is set to increase dramatically in 2024. With input from you 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:



Menu

How can you take part in the
Neurodiversity Umbrella Project
2024?

Education setting

£500 per box
of 25 umbrellas

+ Access to webinar
and resources



Business setting

£500+VAT per box
of 25 umbrellas

+ Access to webinar
and resources



Public installations

starting from
£5000+VAT

Your branding could be placed on every umbrella in your chosen location.



New for 2024: Umbrella archways and umbrella Christmas trees!



Bespoke partnership packages

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

tony.lloyd@adhdfoundation.org.uk



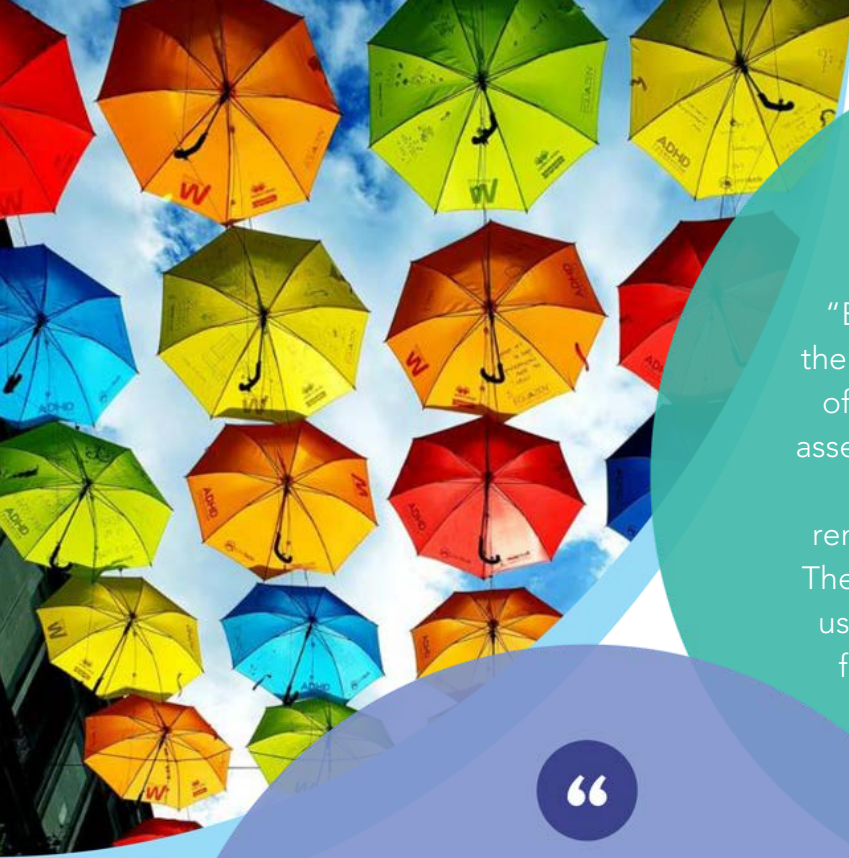
Schools Colleges Universities



Many universities, schools and colleges are already lined up to participate in the 2024 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 2024, 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

“

“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

“

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

Northcott 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.



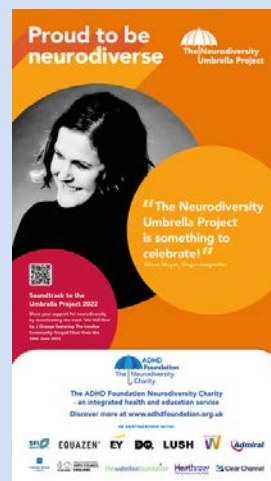
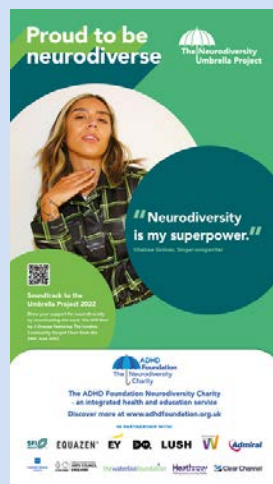




"What's strong with you?"

Thanks to Clear Channel, the 2023 Neurodiversity Umbrella Project had support from celebrities in a national electronic billboard campaign.

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. Each billboard was aimed to inspire change within the advertising industry towards being more inclusive and accessible to neurodiverse customers and talent.





Dare To Think Differently!

**Be a part of the 2024
celebration of Neurodiversity
with the Umbrella Project!**



www.adhdfoundation.org.uk

info@adhdfoundation.org.uk



@ADHDFoundation



ADHD Foundation

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