

Partnering with The National Brain Appeal

Working together to save lives

The National
Brain Appeal
Funding advances
in neurology and
neurosurgery

NEURO
MUSCULAR
BRAIN INJURY
STROKE EPILEPSY
BRAIN TUMOUR
DEMENTIA PRION
PARKINSONS
MIGRAINES
SPINAL
MULTIPLE
SCLEROSIS

Who are we?



That's 12.5m people in the UK – more than those living with cancer, diabetes and coronary heart disease combined.

The National Brain Appeal raises funds to improve life for everyone with a neurological condition, including stroke, multiple sclerosis (MS), brain cancer, epilepsy and dementia.

We fund pioneering research, provide access to the latest technology for expert diagnosis and treatment and train tomorrow's leading clinicians. We're the only charity dedicated to raising funds for The National Hospital for Neurology and Neurosurgery and the UCL Institute of Neurology – together forming this world-leading centre of excellence.

Since the charity was formed in 1984, more than £40million has been raised. In the past six years alone, we've provided more than £8m for ground-breaking projects in Queen Square, including the UK's first dedicated brain tumour unit.



Why support The National Brain Appeal?

Take a look around your organisation, everyone knows someone affected by a neurological condition. The work we do will **resonate with your staff, customers and clients.**

But don't just take our word for it: **Talbot Underwriting** chose The National Brain Appeal as their Charity of the Year in 2015/16. As well as taking part in sporting challenges, donating time and organising fundraising events, the company came up with innovative ways to raise extra funds for us, by introducing a 'pay for delivery' scheme for staff getting online shopping orders delivered to the workplace.

1 Support excellence

We are dedicated to supporting this world-leading centre of excellence.

2 Raise awareness

Raise awareness of the charity, the hospital and the impact of neurological conditions.

3 CSR objectives

We can work with you to find creative ways to help you meet your company CSR objectives. A successful charity partnership should not only be a great thing for the charity but also help you to meet company goals.

4 Boost engagement

If your organisation is customer-facing, running fundraising events is a good way to improve customer engagement and demonstrate to the public your solid commitment to charity issues.

5 Media coverage

We will help you with media coverage of your fundraising efforts. This will highlight to customers and clients that you care about issues that affect them and will also improve your brand profile.



“Our partnership with The National Brain Appeal was hugely rewarding. Because many staff have friends and family directly affected by neurological issues, they got on board wholeheartedly and worked together impressively to raise as much as they could for this very deserving cause.”

Jane Clouting
Head of Governance, Talbot Underwriting

How your organisation can support The National Brain Appeal

Fundraising in the office

Improve staff morale, build stronger teams by engaging in office fundraising!

Challenge events

We have places in a variety of popular challenge events including the Virgin London Marathon, Royal Parks Half Marathon and RideLondon.



Payroll Giving

Offer your staff simple and tax-effective ways to support a cause close to their hearts.

Pledge your Pay

This scheme encourages individual staff members to donate or raise a single day's salary – in the hope that one day there will be a cure for all neurological conditions.

Why not make us your Charity of the Year?

Matched Giving

Show your support for your employees hard work – match their fundraising and encourage their enthusiasm.

Gifts in kind

Can your company donate an auction or raffle prize to help our fundraising efforts? Or provide a service – such as marketing, design or copy-writing? Whatever you are able to offer, we are sure to benefit from your employees' talents!



Volunteering

We are a small team of eight enthusiastic staff members – but we have big ambitions. Volunteers make a huge contribution to our work. We can provide a rewarding work programme alongside our friendly office-based team. If your employees don't have much time available during the week, we often need 'cheer teams' at our weekend sporting events to help motivate those who take on challenges.

We will support the partnership

- 1 A dedicated and experienced partnership manager keen to share advice and tips for new fundraising ideas
- 2 Charity and hospital staff on hand to attend and speak at your events
- 3 An exciting calendar of events
- 4 An enthusiastic team of volunteers
- 5 Fun fundraising materials and merchandise
- 6 Regular updates and a running total for your communication channels
- 7 An invitation to employees to experience first-hand the work of The National Hospital
- 8 Active trustees and celebrity supporters
- 9 Queen Square is a tight knit community that will fully commit to the partnership

Lunch and Learn events

Liven up your office lunchtimes with 'Lunch and Learn' events. We have access to the world's leading neurosurgeons, neuropsychologists and outstanding clinicians who will provide stimulating workshops on a topic of your choice. Previous partners have benefited from talks such as 'concussion through sport' and 'caring for people with dementia'.

You can also hear the personal experiences of our **Headliners** including Stephen Mangan and David Baddiel.



Get in touch

Call us now to discuss how a partnership with The National Brain Appeal could work for your company.

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