



BECOME A CORPORATE PARTNER

Please take a look inside to see how supporting us could benefit your business.

As a small local charity, we need support from local businesses to enable us to continue delivering our much-needed services to people affected by brain injury. If you see the value of what we do then we can provide you with bespoke sponsorship opportunities.

DO YOU, AS A BUSINESS, WANT TO:

- Increase your customer base and create customer loyalty?
- Help reinforce your brand in the local market by raising awareness of your services and/or products?
- Improve your brand value and reputation?
- Reduce marketing and advertising costs by engaging with new customers?
- Gain an edge over your competitors by being recognised as a company that gives something back to the local community?

If you can answer **'YES'** to any of the above questions then supporting PAUL For Brain Recovery may be something your business could benefit from. In this pack you will gain a better understanding of the services that PAUL For Brain Recovery provides and clearly see the associated benefits your company can expect as a result of supporting such a high-profile charity. You can also find out more about our service users and see the positive impact your business can have on people going through brain recovery.



MEET Paul

the founder of PAUL For Brain Recovery

“ In 2012, I suffered a brain haemorrhage; nothing could prepare me and my family for the battle of brain recovery. It was a long and challenging journey, which tested every aspect of our lives. I faced a long, difficult recovery and soon realised there was a real lack of support in the community.

I know from personal experience that people are left lost, lonely, confused and vulnerable after brain injury. The injury can bring about devastating circumstances and be life-changing for everyone affected.

For those reasons, there needs to be somewhere to go, a lifeline, a place to obtain comfort, support, education and inspiration. That's why I set up the charity PAUL For Brain Recovery (Charity Registration No: 1164620).

In April 2016, we opened the area's first community-based support centre for people affected by brain injury. I have walked the difficult path of brain recovery and feel very lucky to have recovered well. It is now my passion to help others who are on the line of despair. I would just like to say thank you for taking the time to read this pack. I do hope you see the value in what we do. If so, we look forward to working with you to promote awareness of your support.

P. Spence

Paul Spence

FACTS AND FIGURES

Figures from Public Health England show that there are approximately

29,000

hospital admissions for Acquired Brain Injury (ABI) each year in Yorkshire and the Humber alone.

The links between traumatic brain injury and offending are significant

60%

of adults in prison have experienced a traumatic brain injury.*

A head injury doubles a person's risk of later suffering from mental health problems, even if the person had no prior history of mental ill-health*.

Each year the PAUL For Brain Recovery Centre caters for over 1,400 visits.

Of all types of injury, those to the brain are among the most likely to result in death or permanent disability.

In a recent survey, 100% of service users reported that their overall health had improved to a good level as a result of accessing our service.



Service user Christmas party 2017.



Service user outing.



Social activities at the centre.

WHAT IS PAUL FOR BRAIN RECOVERY?

We are community-based support and guidance service, which exists to make life easier after brain injury by providing advice and support to empower all affected by brain injury.

As a charity founded by a brain injury survivor, we have a real understanding of the challenges faced during recovery. Our person-centred approach sits within the four foundation blocks of everything we do; Positivity, Awareness, Understanding and Love. We are here to listen, offer compassion, support and inspiration.

Here at PAUL for Brain Recovery we help people regain control of their lives following brain injury and give them a real purpose and hope for the future. Each month the PAUL For Brain Recovery Centre supports well over 160 visits from people affected by brain injury. We help people in a number of ways, including:

- Providing one to one sessions to offer bespoke, person-centred activities to aid each person's unique brain recovery journey.
- Providing support and funding to help people get back into education or work.
- Bringing in specialist, professional services to support recovery, including aqua therapy, anger management, neuro rehabilitation and speech therapy.
- Offering family support sessions to help with the huge strain that brain injury puts on the whole family unit.

WHY IS CORPORATE SOCIAL RESPONSIBILITY (CSR) GOOD FOR YOUR BUSINESS?

CSR is a long-term approach to business that addresses the needs of its employees and the local community. Good CSR offers a framework for successful enterprise that is harmonious with its surroundings. CSR is an opportunity to generate feelgood, authentic news stories that both the business and the local community can be proud of.

The benefits of CSR

Research indicates that there are extensive benefits to being a socially responsible company. Here are just a few of the key areas your business can expect to benefit from as a result of supporting a charity such as ours:

- **Increase your customer base and create customer loyalty** – Now more than ever, customers look to buy from companies that are ethical and socially responsible. Supporting PAUL For Brain Recovery will make your business stand out from your competitors, making your business attractive to new and old customers alike.

“88% of consumers said they were more likely to buy from a company that supports and engages in activities to improve society”

Better Business Journey, UK Small Business Consortium

- **Brand promotion** – Supporting PAUL For Brain Recovery will enable you to generate positive publicity and media interest without incurring the significant cost of marketing or advertising campaigns.
- **Satisfied employees** – employees want to be proud of the company they work for, so supporting a local good cause will help you attract and retain the best employees for your business. Be an employer of choice and create a happy workforce – we all know a happy workforce is a more productive one.
- **Enhanced business networks** – we have our own vast network of supporters, many of whom may require your products or services. By becoming involved with our charity you will be opening up a whole new market of potential customers.



Cobus Communications



Marks & Spencer



Eon Visual Media Ltd and Springfield Solutions Limited

“ 63% of UK employees said that paid time off during working hours to commit to charitable initiatives would significantly improve their engagement with the company. ”

The Guardian



Hudgell Solicitors



HSL



Bambu



HSL – Sponsored Shirt



Bambu – Three Peaks Challenge



Hymers College – A day of inspirational talks

WHAT YOU GET...

To help you maximise the business benefits of supporting PAUL For Brain Recovery, we can offer you the following unique benefits (offer varies depending on the level of support you provide):

- Use of the PAUL For Brain Recovery supporters' logo for use on your letterheads, website and any other promotional material.
- A certificate to display at your premises highlighting your support of the charity.
- Your logo and website links on the home page of our website.
- Regular opportunities to promote your support/company in our monthly newsletter, which is distributed to more than 5,000 of our followers via e-mail and social media.
- Frequent publicity opportunities – we have excellent relationships with local/national media. Again, we can provide opportunities to raise awareness of your support to our 5,000-plus supporters.
- Staff team-building events and activities.
- Inspirational talks or workshops for your staff and/or suppliers.
- VIP sponsorship opportunities for our annual events and fundraising activities – PAUL 10K, Annual Ball etc.
- Regular networking opportunities with like-minded business people.



Charity Ball 2017



Poorboy Boutique – Tough Mudder



Arco – staff talk

TESTIMONIALS

Don't take our word for it; here are some testimonials from our service users:



“ Before my stroke I was a people person, it never occurred to me to be anxious or worried. After my stroke, I started getting extreme panic attacks and couldn't leave the house, I was at rock bottom. At PAUL For Brain Recovery I could not ask for better support. My first visit to the charity was the first time I had left the house in six months. After a few months of accessing the service I have gone to the shops on my own for the first time. It is amazing.

Sam – service user

One month after leaving hospital I met the team at PAUL for Brain Recovery and my life changed for the better. They have supported me through everything and helped me with all of the challenges I have faced. It is amazing to meet people that understand me and that have been through similar crises.

Beth – service user

Before I started coming to the charity, I never left the house and only ever saw my mum. I feel much happier now and it's so nice to do things with other people who understand what I have been through. Everyone here is really supportive.

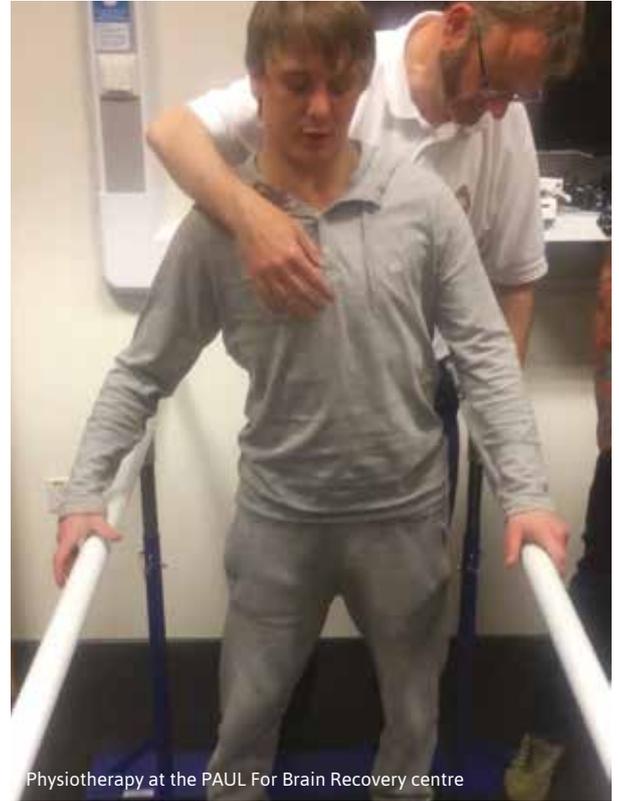
Keeley – service user



Service users at the allotment project



Service user with Paul at the centre



Physiotherapy at the PAUL For Brain Recovery centre

WHERE YOUR MONEY GOES

Here are some examples of how your support can have a massive impact on the lives of those affected by brain injury.



A day at Yorkshire Wildlife Park



Aqua physiotherapy



Service user trip to the countryside

£10

Enables us to purchase seeds and small items of equipment for our allotment project. This promotes healthy outdoor activities to stimulate both body and mind. This activity enables our service users to take part in peer-to-peer engagement activities. The allotment project enables us to offer a social, healthy, therapeutic, pro-active and educational influence during recovery.

£50

Enables us to provide family support sessions for those whose loved ones have suffered a brain injury. We are aware of the huge strain that brain injury puts on the whole family unit and we want to ensure that family relationships don't break down. Family members often have to take on the role of carer and receive no support or training on the complex issues they face as a result of brain injury. These sessions allow us to provide support and advice on these potential issues and help us give families the tools they need to best aid their loved one's recovery.

£100

Enables us to run social outings for up to 20 of our brain-injured friends. Due to the nature of their injuries and issues such as a lack of money, lack of confidence, anxiety and vulnerability, the majority of our service users have become socially isolated and don't get out very often. These trips enable our service users and their families to socialise with each other in new environments and provide them with an opportunity to share their personal stories of brain recovery.

£150

Enables us to provide dedicated one-to-one support sessions for those going through brain recovery. We develop a bespoke care pathway for each person, based on their individual needs and aspirations. This support allows us to work with the individual to help them plan a path towards a brighter future and enable each service user to achieve their full potential after brain injury.

£200+

Enables us to fund a package of specialist, professional support services to help our brain-injured friends with their specific recovery needs. We work with a number of accredited associates to offer services including aqua physiotherapy, anger management, sports therapy, neuro rehabilitation and speech therapy. Bringing in these professionals can be expensive, but their input is particularly important in early recovery. We offer these services to those who are unable to afford them to ensure their recovery is not negatively affected.

CORPORATE TESTIMONIALS



Eon Media

“ We are delighted to support PAUL For Brain Recovery. The support the organisation provides for sufferers of brain injuries is invaluable and not easily accessible anywhere else locally. The organisation also provides a wealth of support for the families of brain injury patients at a time when most families do not know which way to turn or how to cope. As a local business who have had a real need for these support services, we are proud to support the great work that PAUL For Brain Recovery do in our local community. ”



Hudgell Solicitors

“ We feel it is important to support those making a positive impact within our community and relationships such as the one we have with PAUL For Brain Recovery are mutually beneficial. Many people we speak to mention our support of PAUL For Brain Recovery, and how we have helped the charity get where it is today. They are aware of the positive impact the charity is having on so many lives, which naturally reflects well on us. ”



Marks & Spencer (Anlaby)

“ We selected PAUL For Brain Recovery as our charity of the year for a number of reasons. Firstly, we understand how valuable their work is in the community and we have seen firsthand the positive impact they have on the lives of many people, as well as the love and compassion that they show in their work. It is an amazing charity and it's been an absolute pleasure to work alongside them. ”



Poorboy Boutique

“ Supporting PAUL For Brain Recovery has always been close to our hearts, not only on a personal level but as a business too. We have seen PAUL For Brain Recovery develop through the years and are proud to have supported a service that is much needed throughout the UK. ”



Bambu Scaffolding

“ We believe that supporting a charity should be something every business does, however big or small it is. As well as giving back and helping do good, it also brings lots of business benefits. For example, raising the businesses’ profile, developing corporate relationships, enhancing staff team building and also strengthening the businesses’ reputation. Bambu Community has loved supporting PAUL For Brain Recovery so much that we will continue to do so for another 12 months! ”



Cobus Communications

“ The Cobus Communications team have supported PAUL For Brain Recovery for the past two years, as part of our nominated charity foundation, and we are proud to have helped it grow from modest beginnings to what it has become today. We strongly believe that it’s every business’s responsibility to give something back to the local community and it’s encouraging that the whole Cobus team recognise this and get actively involved. As well as the appreciation from the charity, it’s also very rewarding for the business in that it helps to promote real team spirit and togetherness outside the regular business activities. It also helps promote a positive internal and external image and demonstrates a real passion within its staffing and operations. The charity has also introduced Cobus to several new contacts which has enabled some positive and reciprocal business networking opportunities. ”

OUR SOCIAL IMPACT

Here at PAUL For Brain Recovery we work with each service user to develop a holistic, person-centred care plan that is tailored to their unique requirements. This enables us to celebrate the positive changes they are making in their lives and measure the distance they have travelled on their individual path towards a brighter future.

In a recent survey (January 2018), we looked at some of the specific interventions we provide to enable us to analyse how these had impacted upon the lives of our services users. We were delighted by the following results:

75%

of service users reported feeling more in control of their lives

83%

of our service users reported that they now engage in regular exercise

91%

of our service users reported feeling less anxious



The PAUL For Brain Recovery team



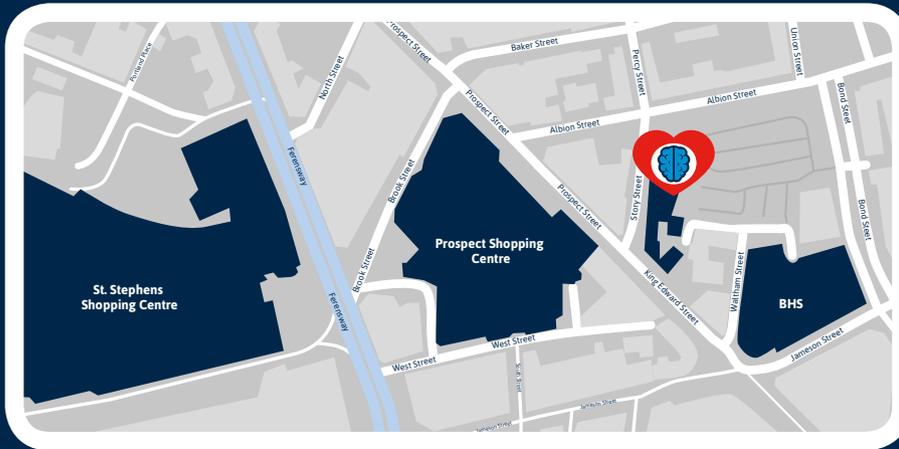
THANK YOU!

By opening this booklet you have taken the first important step in creating a positive future for people affected by brain injury. Not only will you get all the benefits mentioned previously, but you will be going a long way in supporting people in our community who are going through an extremely difficult time in their lives.

PAUL For Brain Recovery is here to let people know they are not alone following brain injury.

Every bit of support YOU give makes a real difference and without it we wouldn't be able to continue to support those who need us most.

Please get in touch once you have read through this leaflet. We are ready and waiting to make supporting us as easy as possible. We have so many ideas and suggestions to share with you.



Our centre is based at the:
Wilberforce Health Centre,
6-10 Story St, Hull,
East Riding of Yorkshire. HU1 3SA

We are ready and waiting to make supporting us as easy as possible.
We have many ideas and suggestions to share with you.

Please contact us on 01482 620229 or info@paulforbrainrecovery.co.uk

www.paulforbrainrecovery.co.uk

