



## BECOME A CORPORATE PARTNER

Take a look inside to find out how we can work with you to build a mutually beneficial partnership.

As a local charity, we need support from local businesses to continue delivering our vital services to people and families affected by brain injury.

# DO YOU WANT TO BE PART OF SOMETHING SPECIAL?

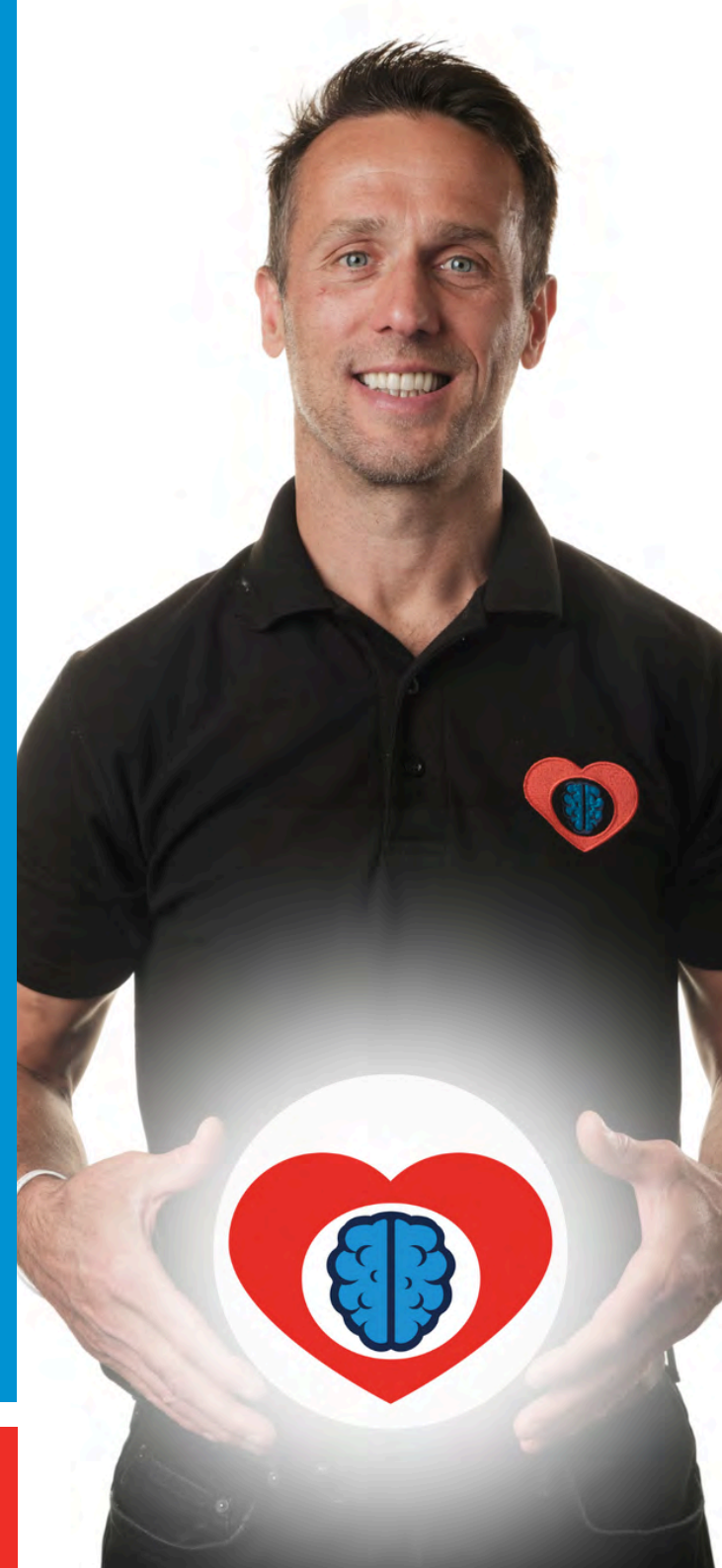
## DO YOU, AS A BUSINESS, WANT TO:

- 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?
- Enhance your business networks? Our vast network of supporters may require your products or services
- Improve your brand value and reputation?
- Reduce marketing and advertising costs by engaging with new customers?
- Gain an advantage over your competitors by being recognised as an organisation who is making a difference in the local community?

If you can answer 'YES' to any of the above questions, then supporting P.A.U.L For Brain Recovery may benefit your business.

This brochure will provide you with a better understanding of the services that P.A.U.L For Brain Recovery deliver, outline the various reasons why multiple organisations choose to support us and the clear benefits your company can expect from supporting such a high-profile charity.

You can also find out more about our service users and the challenges they face, and see the positive impact your business can have on people and families struggling with brain injury recovery.



## MEET PAUL

### The founder of P.A.U.L 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 come with devastating consequences 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 P.A.U.L 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. I'm now passionate about helping others whose lives have been seriously affected by acquired brain injury. I have also dedicated my time to improving services, raising awareness and promoting understanding of brain injury, as well as educating many local organisations such as schools, colleges, businesses, and youth justice on how brain injury affects people and families.

We hope you can share this journey with us.



**Paul Spence**  
Founder & CEO of P.A.U.L For Brain Recovery

# WHAT IS AN ACQUIRED BRAIN INJURY?

A brain injury (such as brain trauma, brain tumour, or stroke) that you were not born with is called an acquired brain injury (or ABI for short).

ABI can result in cognitive, physical, emotional, or behavioural impairments that lead to temporary or permanent changes in functioning.

There are numerous lifelong effects of ABI: these can vary depending on the individual, the severity and the location of the injury. ABI recovery is experienced differently by everybody and is often a long and challenging journey with many ups and downs.



Some common long-term effects may include:

- Neuro-fatigue (extreme tiredness)
- Sensory overload
- Memory challenges
- Emotional changes
- Impaired communication skills
- Inappropriate behaviour
- Complex mobility challenges
- Lack of social skills
- Poor mental health

## ACQUIRED BRAIN INJURY – DID YOU KNOW?

**In the UK**  
every **90 seconds**

there is a hospital admission for acquired brain injury.\*

It can happen to anyone, any place, any time.

**3,100**

hospital admissions a year for brain injury for people living

**in North East and North Lincolnshire** postcodes.\*\*

Acquired brain injury is the leading cause of death and disability in the UK.\*

There were nearly **5,000**

hospital admissions a year for brain injury for people living in **Hull and East Riding** postcodes.\*\*

**348,934**

admissions to hospital a year with an acquired brain injury in the UK.\*

\*All Party Parliamentary Group on Acquired Brain Injury Report (2018)

\*\*Information supplied by NECS Information Services (2021/2022)

# WHAT IS P.A.U.L FOR BRAIN RECOVERY?

P.A.U.L For Brain Recovery is a UK registered charity which exists to make life easier after ABI by providing support, guidance, education, and well-being sessions to empower all affected. We also campaign to improve services, raise awareness, and promote understanding.

We provide specialist community support sessions that are designed to aid better recovery and help our service users take positive steps towards reaching their new potential following brain injury.

Our free sessions and activities ultimately help service users to:

- Avoid crisis
- Manage a life-changing disability which can often be 'invisible' to others
- Learn to accept that they have a chronic condition
- Feel understood and supported among new friends who share a similar lived experience
- Improve their quality of life

These sessions focus on engaging in activities that help the brain to heal and adapt. They include:

- Social activities (social sessions, outings, and day trips)
- Health and well-being (allotment, yoga, gym, and running group)
- Family support (helping everyone affected through themed workshops)
- One-to-one and group education (healthy lifestyle choices, self-care, confidence, coping strategies for the brain, and recovery)
- Peer support (connecting survivors)
- Advocacy support (helping to access other relevant support/services)



P.A.U.L For Brain Recovery birthday celebrations



Service users at our allotment



Music therapy sessions

# WHAT OUR SERVICE USERS SAY...

We have built a thriving, social community of people who support one another towards living a happy and meaningful life. Don't take our word for it; here are some testimonials from our service users:



“ Following a stroke, I was left with low self-esteem and confidence levels due to very poor mobility and hair loss. My daughter Becci decided to contact P.A.U.L For Brain Recovery for support.

I felt isolated and my mental health suffered as a result, but the charity provided me with a personal trainer for 12 weeks. He worked on my balance, coordination, and strength.

As a result, my mobility, confidence, and mental health have all improved, and I'm now in a much better place. I can't thank the charity enough for their support.

**Adele – service user**



After having an awake craniotomy, I had been given a pack with details about what the charity could provide. On discharge from hospital, I visited the charity, who were lovely.

They are so kind, caring and understanding! I have accessed the yoga, a nutritional course which was tailored for people with brain injuries, fantastic gym sessions, and the one-to-one sessions for support. These activities are crucial for my continued journey to recovery.

**Vic – service user**



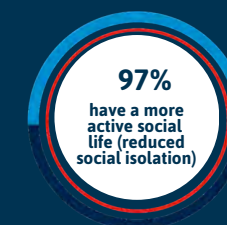
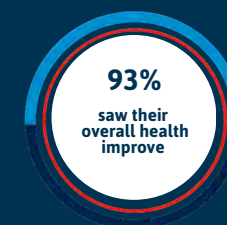
P.A.U.L for Brain Recovery has helped enormously with my recovery. Since my stroke, I have struggled with my speech and mobility. So, accessing their one-to-one gym and social sessions has helped.

Before my stroke, I regularly attended the gym. The charity's gym sessions have given me the confidence to return, while the social sessions helped me realise that I'm not alone in my struggles with speech.

My wife and I have made some lovely friends, and we all support each other. P.A.U.L For Brain Recovery has helped me gain a new zest for life.

**Mick – service user**”

A recent service user survey found that ...



# PARTNERSHIPS

**P.A.U.L For Brain Recovery was established to bridge a crucial gap in the care pathway for those with ABI following discharge from acute care services. Since 2016, we have worked tirelessly to develop effective partnerships with numerous healthcare professionals, organisations, and agencies dedicated to supporting individuals affected by ABI.**

We are extremely proud that our ABI support service is commissioned by the NHS Humber and North Yorkshire Integrated Care Board. Partnering with City Health Care Partnership (CHCP), we are thrilled to deliver this NHS Community Contract. Our team is delighted to collaborate closely with neurosurgery and major trauma staff at Hull Royal Infirmary, as well as the complex rehabilitation ward at Castle Hill Hospital.

*“P.A.U.L For Brain Recovery work with our health and care system to provide important support to individuals and families affected by ABI. They have established a community-focused service to promote a greater understanding of brain injury and help people rebuild their lives with a positive, personalised approach.”*

Erica Daley – NHS Place Director Hull  
NHS Humber and North Yorkshire Integrated Care Board (ICB)

*“As a former patient of ours, Paul understands exactly what our patients are going through. He and the team work tirelessly to support them in any way they can. Having been there himself, Paul knows that it’s not just about a medical recovery; patients who have experienced brain injury have a whole host of physical, emotional, financial, and psychological needs to try and balance too. The charity provides so much support in this respect, beyond that which the NHS is able to offer.*

*“It’s not just about patients with brain injuries either, they consider the needs of their families and loved ones too and this is so important when someone is recovering from this kind of injury.*

*“We’re really grateful to the charity for the extra support they bring and the difference they are clearly making to so many local people’s lives.”*

Paul Johnson – Charge Nurse, Ward 4, Hull Royal Infirmary

*“Over the years we have worked closely with P.A.U.L For Brain Recovery. The service has been a massive support for patients that return home after a brain injury. Not just for the patients but families also. The team have supported on the ward then follow patients back home. The transition home at this time can be a big change so the help they provide will minimise the long-term effects some may find challenging.”*

Lisa Cunningham  
Sister – Ward 1 CHH Complex Rehabilitation – Castle Hill Hospital

*“P.A.U.L For Brain Recovery is such a valuable service for the community it serves, for both the individuals who have experienced a life-changing event and also for their families. The partnership developed between CHCP and P.A.U.L For Brain Recovery has been forged and I believe is successful due to us sharing joint principles – which practically means being there to support the community we serve through rehabilitation, striving to support service users to achieve their maximum potential whilst also assisting carers in their role in their loved one’s recovery journey.”*

Julia Petty  
Assistant Director – Therapies and Rehabilitation Services  
CHCP



Lisa Cunningham from Castle Hill Hospital with our Service Delivery Manager Nathalie Martin

Care packages – supplying basic toiletry items

Sponsored iPad providing details of our services



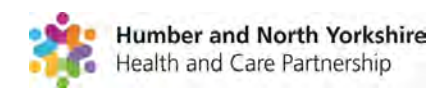
CHCP sponsorship of P.A.U.L For Brain Recovery vehicle

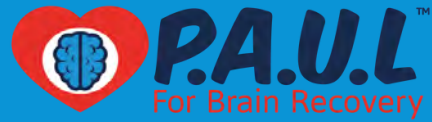


Nurse champions on Ward 4/40 Neurosurgery and Major Trauma Wards - wearing dual-branded hoodies

Dr Abayomi Salawu and Dr Selen Osman from Castle Hill Hospital meeting with our CEO and founder Paul Spence

NHS staff on the Neurosurgery and Major Trauma wards





# THE IMPACT OF CSR ON YOUR ORGANISATION

**POSITIVITY**  
FOR BRAIN INJURY

**AWARENESS**  
FOR BRAIN INJURY

**UNDERSTANDING**  
FOR BRAIN INJURY

**LOVE**  
FOR BRAIN INJURY

## The impact of corporate social responsibility on your organisation

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 a successful enterprise that is harmonious with its surroundings. CSR is an opportunity to generate feel-good, authentic news stories that both the business and the local community can be proud of.

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 and gain a competitive advantage by supporting P.A.U.L For Brain Recovery:

- **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 P.A.U.L For Brain Recovery will make your business stand out from your competitors, making it 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

- **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.
- **Brand promotion** – Supporting P.A.U.L 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.



The Swift Group



Corporate Supporter – Eon Visual Media



Sewell Group fundraising charity walk

“ **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



Corporate Supporter – Language is Everything



Corporate Supporter – 360 Accountants



Corporate Supporter – Jupiter IT Solutions



Service user Christmas party



Building a community that cares



Floor-based yoga sessions

# YOUR SUPPORT WILL MAKE A DIFFERENCE

As a local charity, we greatly value the support from local organisations that enables us to continue delivering our vital services to people and families affected by acquired brain injury.

To help you maximise the business benefits of supporting P.A.U.L For Brain Recovery, we can offer you a range of unique benefits.



P.A.U.L For Brain Recovery service users attending a sporting event



P.A.U.L For Brain Recovery social outing



Service users learning new skills



Group gym sessions

## CORPORATE PACKAGES

### Bronze Package – £500 per year

- Your company logo added to a dedicated corporate partner page on our website
- Promotion of partnership across our social media channels
- P.A.U.L For Brain Recovery Official Charity 'Friend'
- Staff volunteering opportunities at our annual events
- Facilitated fundraising opportunities for staff members
- Fund essential materials and equipment for our allotment project, enabling service users to socialise, enjoy the beauty of nature, and learn to grow their own organic fruits and vegetables

### Silver Package – £2,000 per year

All the benefits of the Bronze Package plus:

- 1 x complimentary table at the P.A.U.L For Brain Recovery Charity Ball
- 5 x free runner places at the P.A.U.L For Brain Recovery 10k Charity Run\*
- Fund a social outing for our service users and their families, offering a safe and inspiring environment to support positive mental well-being and reduce social isolation

### Gold Package – £5,000 per year

All the benefits of the bronze and silver packages plus:

- Use of our logo on your website, e-mail signatures, etc.
- Press release announcing you've become one of our corporate partners
- Full company profile on a dedicated corporate partner page on our website
- 5 x additional free runner places at the P.A.U.L For Brain Recovery 10k charity run (total 10)\*
- 1 x free team entry to the P.A.U.L For Brain Recovery Charity Golf Day\*
- 1 x t-shirt sponsorship for our founder Paul's fundraising challenges
- Fund a package of 1-2-1 and group gym sessions to help promote better mental and physical well-being, supporting people with mobility issues that impact their daily living

### Platinum Package – £10,000 per year

All the benefits of the bronze, silver and gold package plus:

- 1 x inspirational talk for your staff/suppliers from our founder Paul Spence
- 1 x additional complimentary table at the P.A.U.L For Brain Recovery Charity Ball (total of 2)
- 5 x additional free runner places at the P.A.U.L For Brain Recovery 10k Charity Run (total of 15)\*
- 2 x additional t-shirt sponsorships for our founder Paul's fundraising challenges (3 in total)
- Fund a series of music or art therapy sessions to help people cope with their depression and anxiety by boosting their mental health and well-being

\*These items are transferable/flexible between sponsorship tiers depending on your specific preferences.

Contact the team on [01482 620229](tel:01482620229) or [info@paulforbrainrecovery.co.uk](mailto:info@paulforbrainrecovery.co.uk) to discuss our corporate packages in further detail.



Tailored group gym sessions



Family support workshop



Social outings – Yorkshire Wildlife Park



Service user education sessions



Peer support – connecting survivors



Health and well-being (1-2-1) sessions



Our allotment project

# HERE ARE SOME EXAMPLES OF WHERE YOUR MONEY GOES ...

**£500**

## Allotment

**£500 enables us to purchase essential materials and equipment for our allotment project.**

These sessions offer a wonderful opportunity for participants to engage in healthy outdoor activities that stimulate both body and mind.

Service users can socialise and enjoy the beauty of nature while learning to grow their own organic fruits and vegetables. They can then take their fresh produce home, promoting healthy eating with their own home-grown ingredients.

Your support will make a significant difference in fostering a vibrant, healthy community.

**£1,000**

## Social Outings

**£1,000 allows us to organise inclusive social outings for up to 40 of our service users.**

Many of our service users have become isolated or disconnected from their social groups and activities due to the nature of their injuries.

These outings offer them a safe and supportive environment to socialise in inspiring settings, enhancing their mental well-being and fostering a sense of belonging.

Your contribution will significantly help in reconnecting them socially and enriching their lives.

**£1,500**

## One to One Support

**£1,500, enables us to create a personalised care plan tailored to the unique needs and aspirations of a person in crisis.**

This individualised support enables us to work closely with the service user, charting a course towards a brighter future and helping them reach their full potential following brain injury.

Your generous contribution will play a crucial role in transforming their lives, offering hope and guidance on their journey to recovery.

**£2,000**

## Family Support Sessions

**£2,000 allows us to offer a series of dedicated family support sessions for up to 20 family members whose loved ones have suffered a brain injury.**

We understand the immense strain a brain injury can place on the entire family unit, and we aim to prevent these crucial relationships from breaking down.

Often, family members become caregivers without any training or support to navigate the complex challenges they face. Our sessions provide essential guidance and support, equipping family members with the tools and knowledge they need to effectively aid their loved one's recovery and maintain a healthy family dynamic.

Your contribution will significantly enhance the well-being and resilience of both the individuals and their families.

**£5,000**

## Health and Well-Being Activities

**£5,000 allows us to fund a customised package of gym sessions for 10 service users.**

These bespoke sessions are designed to accommodate the unique physical abilities and personal aspirations of each individual following brain injury.

The programme focuses on enhancing strength, mobility, balance, and coordination, while also boosting overall fitness and mental well-being.

Your generous support will make a profound difference in their rehabilitation journey, promoting both physical recovery and emotional resilience.



# WHAT BUSINESSES SAY ABOUT SUPPORTING US...

We are delighted to share some insights from our amazing corporate supporters.



## 360 Accountants

“ The educational work the organisation delivers as part of its outreach programme is vital. We would hate for any of the charity’s services to stop or be reduced as a result of funding issues. We try and help with sponsorship or attend events whenever possible. We wish we could do more. It’s a return on investment that money and profit and loss accounts can’t measure really.

Andrew Steele – 360 Accountants

”



## Jupiter IT Solutions

“ We do the easy bit by sponsoring events and fundraisers. The hard work and dedication that happen behind the scenes, with the effort and struggle that go into fundraising, made it an easy choice. However, it does fill the team with pride that we are somehow contributing to such an amazing charity and improving the lives of service users in the East Riding, who desperately need support.

Dan Gladstone – Jupiter IT Solutions

”



## Intrasource

“ They care, really care, about the work they do. We saw the positive effect they have on people’s lives. This is why we support the charity.

Hearing the success stories fills us with immense pride to be supporting such an important cause. Seeing the positive impact that P.A.U.L For Brain Recovery is having on people’s lives leaves us in no doubt that this is a charity we want to continue to support.

Lee Davison – Intrasource

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## Language is Everything

“ We are committed to actively collaborate with organisations which share our values and to building strong and lasting relationships with our charity partners. I am very proud of the fantastic team at P.A.U.L For Brain Recovery who work tirelessly to improve the lives of so many people. We are extremely proud to play a small part in the charity going from strength to strength.

Carolyn Johnson – Language is Everything

”



## Active Humber

“ The success of supporting the P.A.U.L For Brain Recovery annual 10K Charity Run for several years now has led to further conversations as to how we can further support the charity.

I especially like the stories linked to the use of physical activity support P.A.U.L For Brain Recovery service users as this is our area of work, but its great to hear of the overall services of P.A.U.L and how everything interlinks to support the overall health and well-being of service users.

Nicola Massingham – Active Humber

”



## EON Visual Media

“ Our support for the charity has evolved to include digital marketing support, event filming, and supporting numerous fundraising activities such as the New York, Chicago, Tokyo, and Berlin marathons, P.A.U.L’s 10k, the charity golf day, charity ball, and the 100-mile run.

When I hear one of the P.A.U.L For Brain Recovery success stories, it makes me feel inspired, emotional, and very proud. It really makes it all worthwhile, and reinforces that supporting the charity was a good decision, as our core values of creating, inspiring, and digital align perfectly with the mission of P.A.U.L For Brain Recovery.

Matt Dass – EON Visuals Media

”

# OUR SOCIAL IMPACT

At P.A.U.L For Brain Recovery, we use Social Return On Investment (SROI) to measure our impact. SROI goes beyond traditional financial metrics to capture the full spectrum of positive value we create for our community.

By translating these benefits into monetary terms, SROI allows us to quantify the positive difference we make, providing a clear and comprehensive view of how every pound invested in our charity generates positive health, social and economic outcomes. These are known as our social indicators.

**EVERY £1 INVESTED IN P.A.U.L FOR BRAIN RECOVERY PRODUCES AN EXTRA £10.82 IN ADDED SOCIAL VALUE.\***

Independent SROI Report undertaken by CERT CIC

\*Social Return On Investment that P.A.U.L For Brain Recovery creates



The P.A.U.L For Brain Recovery team 2024

## OUR SOCIAL INDICATORS

(impact on our service users)

\*Able to live as independently as possible

\*Improvement in health

\*Reduced need for unplanned access to mental health services

\*Improved access to work, reduced social isolation, and improved training and skills

## TAKING THE FIRST STEP

We are fortunate to work with and be supported by some fantastic organisations that are fully committed, have used their knowledge and insights to help our charity evolve, and are aligned with our vision, values, and ethos.

We would be delighted to have the opportunity to discuss further the benefits to your organisation of supporting P.A.U.L For Brain Recovery and how we can develop a mutually beneficial partnership.

P.A.U.L For Brain Recovery is here to support people and families affected by acquired brain injury by providing a safe and non-judgemental space and letting them know they are not alone following brain injury.

### Your support counts

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

## THANK YOU!





**P.A.U.L.**<sup>TM</sup>  
For Brain Recovery  
[paulforbrainrecovery.co.uk](http://paulforbrainrecovery.co.uk)



We are based at the:  
Wilberforce Health  
Centre, 6-10 Story St, Hull,  
East Riding of Yorkshire,  
HU1 3SA



**SCAN ME**

### Interesting in becoming a corporate partner?

If, like several other leading local organisations, you are interested in understanding how P.A.U.L. For Brain Recovery supports people and families in the region affected by ABI or supporting the charity, please contact us on 01482 620229 or [info@paulforbrainrecovery.co.uk](mailto:info@paulforbrainrecovery.co.uk)

