

Partner Projects 2019 -2020

Headway East London is an independent local charity supporting survivors of acquired brain injury (for example, caused by a road traffic accident, a fall or stroke), who are learning to live with a range of disabilities and a loss of their former self. At our Day Service, members benefit from holistic support that focuses on psychological wellbeing as well as physical health. We aim to expand our services—reaching more people than before whilst developing new and exciting projects to offer our membership. Last year we supported over 900 people directly affected by brain injury—up 10% on the year before.

The financial challenges that arise from our ambitions create an exciting opportunity for organisations with similar charitable aims and objectives for the health and wellbeing of their workforce and community. This document outlines some of the projects and partnerships we offer.

What does it mean to be a partner?

You will have a stake in the work you are supporting — and we'll ensure you and your team see firsthand the impact of your contribution and feel part of a force for good, empowering survivors to live active and fulfilling lives. Primarily, we are seeking support in the form of a financial contribution; however there is always scope to look at additional ways an organisation can contribute to the project as it develops, for example through in-kind support or skill sharing.

Benefits

- Supporting a charity demonstrates your commitment to corporate social responsibility in the community.
- It raises staff morale and motivation to feel part of an organisation that is helping others.
- We also recognise that being a partner is a two-way street: we will publicly acknowledge and celebrate your contribution on our website, via a blog, in the local press, at events, in printed material and/or on social media. The scope of this recognition varies depending on the project you support and we will discuss all options at the offset.
- We'll keep you up-to-date with the projects you support so that you can pass on the good news to your team. Opportunities for you to get to know our community will nurture a meaningful partnership. We understand this makes for a better, more lasting impact for everyone involved!

Want to find out more?

If you have any questions about existing opportunities or want to discuss your ideas, please email support-us@headwayeastlondon.org



Registered Charity Number: 1083910
Affiliated to Headway UK —the brain injury association

How can you partner with us?

Below are all of the current opportunities available at Headway East London. All sponsors are offered first refusal on renewing at the expiry of the sponsorship term.

Advice & advocacy: early intervention & reaching out...

Headway East London's Casework Service provides advice, advocacy and support to survivors, families and carers. Last year this service directly supported 687 people affected by brain injury (518 brain injury survivors & 169 family members). This service is currently part-funded by a Big Lottery grant; however to continue to offer its current level of support, it requires additional funding.

Casework Service

Length: 1 year | Amount: £15,000

The Casework Service offers 1:1 advocacy, advice & information support, facilitates 2 monthly peer support groups, as well as working in partnership with the Royal London Hospital in offering early intervention support to patients receiving treatment and their families at this crucial early stage ensuring they are supported emotionally and financially throughout this life changing experience—last year the service directly supported upwards of 680 brain injury survivors and family members incl. 141 supported through our early intervention work.

“[The Casework Service] deals with everything, your housing, your money, your well-being. They introduce you to others. The support group is good. Being around people and getting into normality again.” BI Survivor

Supporting this project would help towards running costs, including salaries, and enables us to continue offering invaluable support to survivors and their loved ones.



“[The best thing about the Casework Service and support groups is] it helps to know that you are not alone. There are others experiencing the same difficulties as carers.” Family member

Family, peer support groups & social events

Length: 1 year | Amount: £4,000

Headway East London currently runs a number of support groups across its catchment for families, carers and survivors, in addition to arranging seasonal family days.

These are opportunities for peer support, for learning and for a chance to socialise with others in similar situations. Your support would help cover staffing costs, venue hire and support group workshops, and would provide entertainment, refreshments and activities for families attending our social events.

“Going to the support group is brilliant because it brings together people with the same kind of issues and I've made lots of good friends, just to share that you're not alone... you're all going through the same kind of thing” BI survivor





Opportunity in focus...

Bursary placement at Headway's Day Service

Length: 1 year | Amount: £5,043

In some instances, where a brain injury survivor is unable to access funding to attend the Day Service, we will provide a bursary place. Currently we offer 2 bursary placements.

Supporting one member's once-a-week placement (for one year = 48 weeks), would enable them to engage in a range of therapies, advice, advocacy and access to a variety of occupational and creative projects in a supportive community setting.

All members are assigned a keyworker, with whom they design a bespoke and holistic programme to boost their physical and emotional health and wellbeing. As well as practical support, members also benefit from being part of a welcoming and vibrant community and engaging in peer support. This helps tackle social isolation.

In the 2018-19 satisfaction survey, 95% of Day Service members asked rated the service as either 'good' or 'excellent.'

Public Engagement (PE) project, incl. Member-Led Training (MLT)

Length: 1 year | Amount: £5,000

Our PE project engages members in partnerships with public and cultural institutions to raise awareness of brain injury and the lived experience of survivors: we believe our members are best placed to tell people what it's like to live with a brain injury. Project participants also deliver training to professionals within the health and social care sectors, educational institutions and corporate organisations. These events raise the profile of brain injury and the work of Headway East London. Last year upwards of 20 members were actively engaged in this project.

"[MLT] has helped me to regain confidence to speak out, and to make plans for the future, like going back to study." Project participant.

Supporting this empowering project pays some of the costs for a staff member to help facilitate new opportunities and partnerships for the team and recruit more members to take part.

Sponsor an artist

Length: 1 year | Amount: £1,900

Our art studio—Submit to Love Studios—is fast making a name for itself in the community as a creative hub for self expression across a variety of artforms.

"Discovery through art' – that's our studio's mission statement. What are you discovering? We are discovering what it is to be this new person, and what creativity can do for your life." Michelle, Art Studio Manager

Sponsoring an artist for one year provides materials to help an individual develop their practice, build a portfolio and work towards a solo exhibition in a public space.



Creative and occupational opportunities...

Our day centre is brimming with the creativity and talent of our members, and we look to capitalise on and encourage that by any means possible. Through these projects, people living with multiple disabilities participate in empowering group and individual activities.

Due to our innovative approach, we have featured in local and national press, most recently Vice and the Observer Magazine. Our fantastic staff team is key to making this happen on a daily basis, and ensuring everyone has the chance to participate regardless of ability or support needs.

Kitchen Lead post (22.5hrs p/w)

Length: 1 year – Ongoing project | Amount: £7,500

To be part funded by various grant funders

The kitchen is an integral part of Headway's Day Service; every day a group of members is supported by the Kitchen Lead to devise a recipe and prepare it for lunchtime (feeding over 40 people—members, staff and volunteers on a daily basis). This time spent in the kitchen not only helps members relearn skills, it also fosters strong relationships within the community and builds confidence.



Supporting this post would help to strengthen the project, allowing us to explore workshops and developments beyond the kitchen and broadening the scope of what we can do with food at Headway.

“[The best part of the Kitchen Project] is being part of a community; [it] makes me feel like I’m helping other people.” Project participant

Music Coordinator post (35hrs p/w)

Length: 1 year – Ongoing project | Amount: £7,500

To be part funded by various grant funders

Walk into Headway on any day and you're sure to hear music at some point—whether it's our weekly choir, a drumming session, piano practice or musical bingo.

In our most recent annual satisfaction survey:

- 100% agreed or strongly agreed that ‘the music project has helped me feel part of a community’.**
- 100% agreed or strongly agreed that ‘the music project has helped me make friends’.**
- 80% agreed that the project ‘has helped me gain confidence’ & ‘has helped me gain skills’.**

Supporting this post will ensure we can employ a full time Music Coordinator to deliver a programme of musical activities and projects suitable for all tastes and interests; inviting in musicians to



Merchandise & Online Shop Development

Length: 1 year | Amount: £6,500

Help us launch a newly integrated art shop on our studio website (www.submittolovestudios.org), so we can sell our merchandise directly - building a stronger brand identity for the studio, where visitors can explore artist portfolios and purchase gifts and original pieces in one easy step. Submit to Love studio will also create a line of merchandise to sell upon launch.



Your support would enable us to grow an area of strategic revenue, which will in turn offer more occupational and creative opportunities for our members. Your sponsorship will cover all of the design and manufacture costs.

Matter Magazine

Length: 1 year | Amount: £5,300

The first issue of Matter Magazine was published in May 2018: a collaborative project between over 40 members, staff and volunteers. Covering art, fiction, music, life-writing, and poetry, Matter explored what makes us different and what connects us. Reaction to the magazine has been hugely positive, with members using their contributions as the basis for further creative exploration of new roles in editorial, design and beyond. We would like to publish a second issue; building upon the most successful aspects of the first edition.

Supporting this project would enable us to offer further occupational opportunities to our members, to showcase their talents and establish the community at the forefront of disability arts culture. Your sponsorship will cover all of the production, printing costs, some staff costs, and allow for a public launch event.

“It helped me focus on something which is positive and gave me an incentive to start writing, which I've been meaning to do for a while.” Editorial team member

Headway EATS Supper Clubs

Length: 1 year | Amount: £3,000

For the past couple of years, a group of members engaged in our Kitchen Project have been running bi-monthly Supper Clubs for the public. Here, they devise, cook and serve a three course meal, whilst other members will take part in musical or creative performances, giving diners a true flavor of Headway.

“To have everyone paying, eating your food and giving you a big pat on the back afterwards can bring people to tears. It's a great thing.” Kitchen team member

By supporting this project, you will cover both staff costs and supplies for the evening—ensuring that all ticket sales can be recorded as fundraising income for the charity.



Opportunities in focus...

Saturday Social group

Length: 1 year | Amount: £4,000

Not all brain injury survivors in our catchment can access our service (due to funding restrictions) and some choose not to. We run the Saturday Social on a monthly basis to offer an opportunity to these brain injury survivors to meet, socialise and share a meal with other survivors. The Saturday Social is also a chance for Headway to connect participants with further support, legal and advocacy services.

By supporting this project, your sponsorship will pay for additional staff costs and materials for activities.



Therapies and well-being for Day Service members

Length: 1 year | Amount: £5,000

Research indicates that those living with a long-term neurological condition are significantly less active, leading to secondary health issues such as depression and obesity. To reduce the incidence of this, the Therapies department also runs a year-round schedule of accessible exercise classes: **adaptive dance, yoga and tai chi, upper limb movement and gym sessions.**

As well as the physical and social benefits, activity boosts well-being and self esteem and builds confidence - factors strongly associated with good outcome after brain injury (Whitnall et al 2006).

“I didn't realise something so simple could help me feel so calm”. Yoga & tai chi participant.

Your support for this project will enable our Therapy Team to develop effective, long-term rehabilitation, physical health and/or well-being plans for members.



Empowering survivors....

Headway East London's Community Support Work Service ensures survivors are empowered to fulfil their potential and can live active lives, by supporting them at home and out in the community.

Community Support Work Service (CSWS)

Length: 1 year | Amount: £5,000

Whether they are assisting with organisation strategies, budgeting, letter writing and attending meetings, or encouraging individuals to join new community groups and projects, our CSWS team needs to be skilled in a variety of areas to provide the best practical service and emotional support. In turn, they need support of their own.

“One-to-one support which I don't get otherwise. It makes me feel more independent. Nice to have a friend to talk to and some banter.” CSWS member

You'd be helping to cover some of the costs involved in the training and supervision of up to 20 lone support workers; ensuring they are fully equipped and confident to make

Some organisations who have kindly supported us recently:

Anthony Gold Solicitors

Bolt Burdon Kemp

Five Points Brewing Company

Irwin Mitchell

Northern Trust

M&G Investments

Osbornes Law

Pacific Life Re

Stewarts Law

Wellington Hospital Rehab Unit

If you have any questions, or would like to visit us, please email:
support-us@headwayeastlondon.org
or call 020 7749 7790

Thank you!

