

## CORPORATE MEMBERSHIP SCHEME



# INTRODUCTION

## Welcome to the Spinal Injuries Association's (SIA) Corporate Membership Scheme.

**This scheme is perfect for meeting your corporate social responsibility objectives and engaging with customers and staff. SIA is proud to have members from the care, financial and legal communities. We are looking to expand our corporate membership base as we strive to ensure more people with spinal cord injury can lead fulfilled lives.**

SIA welcomes the vital contributions from all of our corporate members. Without their support, we simply could not provide our much needed services. This includes our Advice Line, which receives over 2000 calls annually, to our nationwide network of 12 Peer Support Officers who are available in times of need for both new and long-term injured people.

We recently surveyed our existing corporate members. As a result we have developed an engaging training programme of Expert Witness and Solicitors' Training days alongside creating varied marketing materials that showcase your firm's commitment to the charity.

Should you have any comments or suggestions about the scheme please direct them to the Corporate Team via [corporate@spinal.co.uk](mailto:corporate@spinal.co.uk) or 01908 604191.

We hope to welcome you as a corporate member and through your valued contribution we can continue to help spinal cord injured people rebuild their lives now and in the years ahead.

**With best wishes,  
SIA Corporate Team**

## Making an impact – Martin Hibbert

**My name is Martin Hibbert. In the summer of 2017 I was in Salford Major Trauma Unit having survived the Manchester Arena bomb explosion. I thought I was going to die, but today I am very much alive, though I have a complete spinal cord injury at T10. The impact of SCI – on me, my body, my family and my daughter – has been horrible. It's been really tough.**



I am so thankful to have had Gary Dawson, SIA's Peer Support Officer for the North West, who is spinal cord injured himself, to support me in facing up to the challenges and encouraging me to see the opportunities that are there for me.

When I was told I had a spinal cord injury and I understood I would never walk again I was upset, but I was alive and surrounded by my family and friends. I knew I had to get on with it. I remember Gary coming to see me. It seemed like on the day I'm being told I'll never walk again, I'm meeting this incredible person, in a wheelchair, who is telling me that my life can be a good life.

Gary told me his story. It's how he measures life by what he gets out of the day-to-day that caught my attention. I can be a dad, a husband, I can work, play sports, and even travel. I didn't know how yet, but I could see it was possible because Gary was living a full life doing all that and more.

At the spinal centre, I appreciated being pushed to get up and do physio every day. Having Gary to talk to was a huge boost to me and my family, especially for the more intimate subjects. Discussing these with someone who's been there, done it and got the T-shirt makes a world of difference.

For the first time in a long time I'm feeling fit and strong. I'm starting to do the things I enjoy. I've even seen a couple of football matches. I kept up the gym, got myself a handcycle and I am incredibly proud to say that I completed the Manchester 10K in May 2017.

**Gary told me his story. It's how he measures life by what he gets out of the day-to-day that caught my attention.**

I have come such a long way since the attack, and Gary has been a big part of it. He's listened, advised, encouraged and kept me focussed. Finding your way back to living a full life after a spinal cord injury is a big deal. To have someone like Gary is vital. I hope you will continue to support SIA so that everyone who becomes spinal cord injured can have services – like those provided by this superb charity – available to them.



# PLATINUM

## £5,000+VAT

The highest membership tier includes the most exclusive advantages for your organisation. This is a premium offering, which will be matched by the highest level of account management.

*Your membership cost could contribute towards funding our Peer Support Officers who delivered 6,143 support sessions both in hospitals and out in the community last year to SCI people and their families and friends.*

## MEMBERSHIP BENEFITS

### Marketing

- Early notice of premium service sponsorship vacancies including our Peer Support Service.
- Complimentary web banner on SIA website for one year.
- A premium opportunity solely for Platinum members – one half-page editorial in **FORWARD** magazine – our flagship membership publication.
- Free subscription to **FORWARD** magazine with ten complimentary copies for your office.
- Access to marketing content with our Marketing and Communications team e.g. creating video content or devising an engaging podcast to promote to your clients – the content will be posted regularly on our social media pages.
- Platinum corporate member logo for use on your website and on printed materials.
- Company logo displayed on the SIA corporate membership webpage and monthly impact graphics distributed through our social media channels.

### Education and Training

- Discounted corporate member delegate rates at all Expert Witness, Solicitors' Training and Study Days.

### Corporate Events/Fundraising

- 10% discount on all tickets and sponsorship opportunities at SIA Corporate Events.
- Complimentary tour for up to six people of the Williams Racing factory and heritage car museum in Grove, Oxfordshire, with lunch.\*\*
- Discounted use of the Williams Conference Centre, the popular Grand Prix hospitality days – with live interaction with the team from the track – and reduced rates in the Williams shop.
- 75% discount on individual and team entries across our challenge events portfolio.\*

A discounted code will be provided by the SIA Challenge Events Team and this can be extended to families and friends of employees of the corporate member.

### Relationship Management

- A review meeting with the Corporate Fundraising Team every six months.



\* Entry fees only. Minimum fundraising targets for each event. \*\* This will be considered on a first come served basis.



**GOLD**  
£2,500+VAT

This tier provides an expansive range of benefits including discounted sponsorship and tickets to our corporate events.

*Your membership cost could contribute towards funding our Advice Line who supported 1,405 SCI people and their families and friends last year.*

## MEMBERSHIP BENEFITS

### Marketing

- Invitations to apply for service sponsorship vacancies including our Peer Support Service.
- Complimentary web banner on SIA website for six months.
- Free subscription to **FORWARD** magazine with ten complimentary copies for your office.
- Access to marketing content with our Marketing and Communications team e.g. creating video content or devising an engaging podcast to promote to your clients – the content will be posted regularly on our social media pages.
- Gold corporate member logo for use on your website and on printed materials.
- Company logo displayed on the SIA corporate membership webpage and bi-monthly impact graphics distributed through our social media channels.

### Education and Training

- Discounted corporate member delegate rates at all Expert Witness, Solicitors' Training and Study Days.

### Corporate Events/Fundraising

- 10% discount off all tickets and sponsorship opportunities at SIA Corporate Events.
- Complimentary tour for up to four people of the Williams Racing factory and heritage car museum in Grove, Oxfordshire, with lunch.
- Discounted use of the Williams Conference Centre, the popular Grand Prix hospitality days – with live interaction with the team from the track – and reduced rates in the Williams shop.
- 75% discount on individual and team entries across our challenge events portfolio.\*

A discounted code will be provided by the SIA Challenge Events Team and this can be extended to families and friends of employees of the corporate member.

### Relationship Management

- Annual review meeting with the Corporate Fundraising Team.





## SILVER

£1,000+VAT

Silver membership is suitable for any organisation looking to increase its presence in challenge events and actively promote its services through digital marketing platforms.

*Your membership cost could contribute towards funding our Continuing Healthcare Team which supported 107 people last year.*

## MEMBERSHIP BENEFITS

### Marketing

- Free subscription to **FORWARD** magazine.
- Silver corporate member logo for use on your website and on printed materials.
- Company logo displayed on the SIA corporate members webpage and acknowledgements on our social media channels every three months.

### Education and Training

- Discounted corporate member delegate rates at all Expert Witness, Solicitors' Training and Study Days.



### Corporate Events/Fundraising

- 5% discount on all tickets and sponsorship opportunities at SIA Corporate Events.
- Discounted use of the Williams Conference Centre, the popular Grand Prix hospitality days – with live interaction with the team from the track – and reduced rates in the Williams shop.
- 75% discount on individual and team entries across our challenge events portfolio.\*



## BRONZE

£500+VAT

This membership is perfect for any organisation that has a corporate social responsibility programme and wants to learn more.

*Your membership cost could contribute towards funding our SCI Nurse Specialists, who supported 178 people last year.*

## MEMBERSHIP BENEFITS

### Marketing

- Free subscription to **FORWARD** magazine.
- Bronze corporate member logo for use on your website and on printed materials.
- Company logo displayed on the SIA corporate members webpage.

### Education and Training

- Discounted corporate member delegate rates at all Expert Witness, Solicitors' Training and Study Days.

### Corporate Events/Fundraising

- Discounted use of the Williams Conference Centre, the popular Grand Prix hospitality days – with live interaction with the team from the track – and reduced rates in the Williams shop.



## CORPORATE MEMBERSHIP TERMS AND CONDITIONS

The scheme is operated by the Spinal Injuries Association (SIA), registered charity number 154097. All communication in connection to the membership scheme will be handled by SIA.

SIA reserves the right to change these conditions from time to time as it sees fit and your continued use of the membership will signify your company's acceptance of any adjustment to these terms.

### 1. Advanced notice – Peer Support Service Sponsorships

Platinum members will be invited to apply in the first instance. Should there be insufficient interest from platinum members or they are ineligible to apply, by already being a service sponsors then an invitation will be sent to all gold members.

### 2. Benefits relating to Williams Racing

These benefits are operated in partnership with Williams Racing. Both SIA and Williams Racing reserve the right to change these conditions from time to time as they see fit and your continued use of the membership will signify your acceptance of any adjustment to these terms.

- A 15% discount will be provided to any member who hires the Conference Centre – a code must be provided by the member on booking. This will be released by SIA and confirmed by an email from the member of the corporate fundraising team.
- This discount will also be extended to any purchases made in the Williams clothing shop.
- The Factory and Heritage tours will take place at Williams Formula One Racing, Grove, Oxfordshire OX12 0DQ. There are a maximum of four tours available and these will be offered on a first come first served basis to both Platinum and Gold members.
- The dates will be available from a member of the Corporate Team.
- The tour is available for a maximum of six people for Platinum members and up to four for Gold members with no more than one booking per corporate member in a given 12 month membership period.

- The complimentary web banner advertising will be offered on a first come, first served basis with pages rotated from a pool of webpages from across the website.

### 4. Sponsorship Discounts

This offer excludes Ascot Charity Raceday and any SIA delivered service sponsorships.

### 5. Challenge Event Places

The discount rate applies to the registration fee for all challenge events offered by the charity excluding London Marathon and any events organised by a third party – e.g. a tour operated Kilimanjaro Climb.

We operate a flexible approach to team fundraising. Please contact the SIA Challenge Events Team (c.massarella@spinal.co.uk) to discuss on a case by case basis.

By accessing and using this membership, you accept and agree to be bound by the terms and provision of this agreement. In addition, when using these particular services, you shall be subject to any posted guidelines to such services. Any participation in this service will constitute acceptance of this agreement. If you do not agree to abide by the above, please refrain from using this service.

Updated October 2018

## KEY DATES FOR YOUR DIARY

### Academy and Training

**13 February** Introduction to Managing the Neurogenic Bowel in Spinal Cord Injury, Milton Keynes

**28 March** Solicitors' Training Day, Manchester

**TBC** Expert Witness Training Day

### Corporate Events

**28 March** Cornflower Ball, The Principal Hotel, Manchester

**17 May** Spinal Cord Injury Awareness Day

**11 July** Rebuilding Lives Awards

**7 November** Legal Dinner, Honourable Artillery Company, London



### Challenge

**28 April** Virgin London Marathon

**8-12 May** Eastern European Adventure Overseas Cycle Challenge

**1 June** Skydive with SIA at Hinton in the Hedges, Brackley

**4 August** RideLondon 100

**29 August** Berlin Marathon



## SIA CORPORATE TEAM



**David Loxton**  
Director of Fundraising and Marketing



**Henry Kimbell**  
Corporate Fundraising Manager



**Elaine Johnston**  
Corporate Fundraising Coordinator



**Clare Stacey**  
Fundraising Events Coordinator

For more information please contact the Corporate Fundraising Team  
E: corporate@spinal.co.uk or T: 01908 604191

# SECURE YOUR LISTING IN OUR SOLICITORS' GUIDE

**sia** spinal  
injuries  
association  
FOR LIFE AFTER SPINAL CORD INJURY

## YOUR GUIDE TO CHOOSING A SOLICITOR

2018/19



[www.spinal.co.uk](http://www.spinal.co.uk)

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FOR LIFE AFTER SPINAL CORD INJURY

**Spinal Injuries Association**

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 **Spinal Injuries Association**  **@spinalinjuries**  **@spinalinjuries**  **Spinal Injuries Association**

Visit our website for more information [www.spinal.co.uk](http://www.spinal.co.uk)

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