



## Business Membership Scheme

**sia** spinal injuries association  
for life after spinal cord injury

### Join a growing association of people and organisations working together to meet the needs of everyone affected by spinal cord injury

The Spinal Injuries Association (SIA) is a charity run by and for spinal cord injured (SCI) people and, for almost 50 years, we have been the leading source of support, information and advice for the entire SCI community. Many of our Trustees, staff members and volunteers are spinal cord injured, and more than 8,000 of our 12,000 individual members are living with a spinal cord injury - so the advice we give really does come from personal experience.

Our vision is of a fulfilled, independent life for everyone affected by spinal cord injury. As the UK's largest user-led spinal cord injury charity, we have a unique experience and understanding of the challenges of a life post-injury. We are determined to help SCI people overcome those challenges.

We believe that every SCI person has the right to a fulfilled life and that means the life they choose, with the same opportunities as everyone else. Achieving our vision means expanding our association into a thriving network of people and partners who truly believe in that vision too.

#### A support network for every spinal cord injured person

Our ambition is that every SCI person, with their unique and wide-ranging needs and challenges, can be reached by the best people and the best organizations, to get the support they need, when they need it most.

To achieve that ambition, and serve both the immediate and life-long needs of people affected by spinal cord injury, we are building a support network of trusted partners, members, charities and experts in spinal cord injury, to offer their services and support to anyone who needs it.

Our approach is based on engagement, enabling and network building, to give each and every SCI person the knowledge, confidence and contacts to build their own network of support, which can develop and grow with them throughout their life.

*"SIA is bringing together a network of people and organisations to meet the holistic needs of spinal cord injured people and their families. Together we can improve access to vital services, expert opinions, and have a stronger voice on issues that matter most to the spinal cord injury community."*

Nik Hartley OBE, CEO, Spinal Injuries Association

**By joining SIA as a Business Member, you will be part of a growing network of organisations that is revolutionizing the care and support available for spinal cord injured people.**

## What's new?

SIA's new Business Membership Scheme will dovetail with our new Trusted Partners model, which is being piloted from 1<sup>st</sup> August 2020 across ten regions in England, Wales and Northern Ireland. We are forming in-depth, strategic partnerships with companies that provide excellent services, support and products for SCI people and their families, across multiple business sectors. We hope our Business Members will complement and build on the links we are making and the networks we are developing. We have made some changes to our Business Membership scheme, which we believe will offer greater benefits to our Business Members and increase the support offered to SCI people nationwide.

### **These changes include:**

- A single-level annual membership fee of £2,500 +VAT, replacing our previous, tiered Corporate Membership structure.
- Membership capped at 30 firms from any one sector to help us develop closer, more engaged, mutually beneficial relationships.
- A revamped SIA website and greater digital marketing presence.
- A new business-to-business directory featuring details of all our Trusted Partners and Business Members to help build links across our network.
- A new Partnerships team at SIA, which will provide stronger account management, networking opportunities and collaborative working for all our Trusted Partners and Business Members.

### **Alongside a host of refreshed benefits for Business Members, including:**

- Advice and information from SIA's team of experts.
- An SIA Business Member Logo for use on your website and marketing materials.
- Your logo and company information listed on SIA's website in a new Business Membership section.
- Inclusion in a new business-to-business directory. SIA will no longer produce the Solicitors Directory.
- Free subscription to SIA's FORWARD magazine (both digital and printed versions available).
- Opportunities to share information about your company's work through Increased coverage on SIA's social media channels, website, and regular e-newsletters.
- Early notice of upcoming sponsorship and partnership opportunities.
- Priority access and discounted entry across SIA's events portfolio.
- Access to networking events and discounts on products through SIA's partnerships (where appropriate).

## Supporting SIA

As well as joining our new Business Membership scheme, we hope you will consider supporting us in other ways. Each year we will be creating many opportunities to work closely with our Business Members, for example, through events, sponsorship opportunities and fundraising activities. You could also help to share our news, promote our services, and add your voice to our campaigns, to help us reach every SCI person in need of life changing (and lifesaving) support.

## How to join

If you would like to join SIA's Business Membership Scheme, please get in touch to request further details and we will be happy to explain the next steps.

### **For further information please contact:**

Reema Goldsmith  
Business Membership Coordinator  
Email: [r.goldsmith@spinal.co.uk](mailto:r.goldsmith@spinal.co.uk)  
Phone: **01908 732132**

