

# Partner With us





# Why nsif?

Companies can fund pioneering medical research simply by donating their valuable knowledge, skills and tools to nsif (although donations are always welcome too!). For example, when our corporate partners help us run our events, they make them more profitable, and more money ends up going where it should: towards curing spinal cord injury. Company involvement also helps us reach new people and broaden our vital support network.

**Companies reap rewards from partnering with an innovative charity like nsif:**

**Studies** have found that offering your staff the option of contributing a small portion of their time to charitable work, or supporting their charitable initiatives, can increase motivation and loyalty. There are a number of ways to encourage and support staff, outlined on page two.

**Clients** also like it. By offering funding or other valuable support to nsif, you can demonstrate your positive contribution towards solving a global health challenge. A study by a company called Cone Communications found that 85% of people had a better view of charitable companies.

You can offer a unique experience to your key clients or business partners. By sponsoring or attending an nsif event like our annual Golf Day or Guards Polo Club day, you can thank your valuable partners while demonstrating your commitment to boosting medical research.



Mandarin Oriental, Tokyo

**We** welcome support from companies and are always willing to give feedback about how your funding is being used. We are small charity so your help will have a big impact - and you can always talk with the team directly. We can work with your social responsibility or HR teams to maximise the experience your staff and brand get from a partnership with nsif. Over the page you will find simple ways to get your company behind the movement to end paralysis from spinal cord injury. Alternatively, if you would like to work with a dedicated nsif team member on a corporate giving programme at your company, please contact [info@nsif.org.uk](mailto:info@nsif.org.uk)



# Ways to get involved.

## Matched Giving

Providing **Matched Giving** for your employees' charitable activities is a simple way to increase employee engagement, by showing support for the charities they care about. Matched Giving can apply to group/ individual activities, volunteering or donations.

The Charities Aid Foundation found that matching employees' charitable activities could lead to improved staff productivity and loyalty, as well as boosting an employer's public perception.

It's incredibly easy to put into place – find out more [here](#):

## Just Giving for Companies

Company fundraising through **JustGiving** allows you to create your own company profile where you can highlight all of the amazing things your employees have done to raise money for charity. It allows you to:

- Encourage an atmosphere of giving where employees are recognised for their efforts and inspired to take on bigger events, whether it be something collaborative or with a bit of friendly competition.
- Promote individual fundraisers and allow them to really boost their campaign.
- Track your success online in an easy and straightforward manner, reducing your administrative costs. You can also see how much you have made for charitable causes over the course of the year and compare yourself to other businesses.

It's quick and easy to join - for more information click [here](#).

## Payroll Giving

Payroll giving, also known as “Give as you earn”, is a fantastic way of giving on a tax-free basis to a charity of your choice. As Payroll Giving donations are deducted before tax, any £1 an employee gives will in reality only cost you 80p, or 60p if he or she is a high-rate taxpayer! As such, payroll giving is a really valuable long-term source of revenue for charities, allowing them to plan ahead more effectively and get the most from your donation.

As a company with a **Payroll Giving** scheme, you can display the Payroll Giving Quality Mark. This demonstrates your organisation's commitment to corporate social responsibility and provides an opportunity to celebrate and shout about the charitable generosity of your employees. **See more [here](#).**

## Pro bono work / donated services

Does your company offer valuable services that could help nsif reduce its running costs and boost its grant funding? Whether it's public relations, advertising space, technology, or a catering/events business – if you do or sell something that could help us raise awareness or funding, or simply work better in the office, please get in touch and let us know. See the case studies over the page for ideas of how this has worked in the past.



Mud Day Paris, 2015

# Case studies.



## **Powering Golf Day.**

Watts Farm has for many years provided its exceptional quality food to nsif's annual Golf Day. By supplying food free of cost to over 190 guests at the Gala Dinner, the farm has become an incredibly valued supporter of nsif. Their support allows nsif to pass on a lot more of the funds raised directly towards scientific research into curing paralysis from spinal cord injury. With the help of Watts Farm and Golf Day's other supporters, the event has become the most profitable day in nsif's fundraising calendar.



## **Supporting medical research.**

David Nicholls, the founder of nsif, is director of food and beverage at Mandarin Oriental Hotel Group. Since the accident that left David's son Daniel paralysed, and which led to the founding of nsif, the luxury hotel group has been a staunch and loyal supporter of the charity. It hosted a stunning awareness-raising event for nsif in February 2015 and every year contributes exceptional service, food and staff to the Golf Day – helping make the day an unbeatable event. In addition to all this, the luxury hotel group has opened its doors to nsif supporters - through donating stays in its stunning hotels, in a variety of exotic locations worldwide, to nsif's charitable auctions. MOHG's generous support of nsif over the years has



## **Designing the future.**

J2, an integrated creative services agency, has been a supporter of nsif for many years now – guiding us through the sometimes bewildering world of web design and branding. J2 offers an allocated amount of free services to the Nicholls Spinal Injury Foundation each year, ensuring we can maintain a high quality and current website to inform our supporters of developments. Access to professional services like design is a huge boost to nsif. Our website is a vital tool through which we can receive donations and promote our cause: a cure for spinal cord injury. The team at J2 helps us inspire people to get behind that cause.



# Make giving easy.

## Charities: why join forces with nsif?

At nsif, we fervently believe that by working together, charities with common goals can achieve more. Charities face many challenges: they must constantly find new sources of support and donations at a time when the public is pulled in many different directions to support worthy causes. Teaming up can be as simple as working on joint initiatives and it has many benefits.

## Be a more powerful force for change.

With a “hidden cause” like paralysis from spinal cord injury, many people do not fully understand the devastating impact this has on people’s lives. Together we can amplify our voice and raise more awareness about the need for a cure.

## Speed up medical progress.

By combining our funding abilities into the areas achieving the most progress, we can speed up the path to a cure for spinal cord injury.



Darek Fidyka, 2014

# Case studies (2).

## Rooprai Spinal Trust: Helping fund research & raise awareness

*“We support nsif because we believe that we’re all after the same thing - we’re all trying to find a cure” - Marianne Rooprai & Andy Uttridge, founders, the Rooprai Spinal Trust.*

The Rooprai Spinal Trust was founded in 2004 after Marianne Rooprai suffered a spinal injury when she was a passenger in a car involved in a crash. At 27 years old, Marianne, a vivacious and warm person, had her life turned upside down. She has fought incredibly hard ever since and made incredible progress: she was the first c4 level SCI in the world to use the Ekso machine.

The RST focuses a lot of its work on making qualified physiotherapy available to people with SCI, and sharing experience and information with people who have SCI. They do invaluable work in this area.

“We’re all trying to find a cure and before that ultimate goal is realised RST is all about making the steps forward along the way. We’re about helping people get as much movement back as they can,” says Andy.

At the heart of RST is a desire for progress – a goal we share at nsif. RST now donates regularly to nsif and the two charities team up to raise awareness with initiatives such as their Spinal Cord Injury Day social media campaign.

RST finds that partnering with nsif is a great way of staying up-to-date on research developments and being able to leverage both charities’ networks to raise more awareness.

“Research is too expensive to go into direct so we’d rather be in a partnership with a charity like nsif, which is supporting the exciting work of Professor Raisman and his team,” says Marianne.



**Mike Milner and Harriet Davies of nsif alongside Marriane Rooprai and her physiotherapist. At Prime Physio, November 2015**



# Case studies (3).

## Marina Romoli Onlus: Speeding up a cure for paralysis from SCI

*The Italian charity focuses on funding areas of research where it is seeing the most progress towards a cure. It decided in 2015 to contribute to nsif.*

Marina Romoli Onlus, a voluntary non-profit organisation based in Italy, made a donation of €70,000 to nsif in 2015.

Marina Romoli Onlus was founded in 2011 by Marina Romoli, a professional cyclist who was left paraplegic after a road accident during a training session in 2010. The non-profit organisation is dedicated to curing chronic SCI by supporting medical research and also helps young cyclists who, as Marina, have been left with a disability after an accident.

“I never stopped believing in a cure. As such a passionate cyclist, I can’t imagine life without sport and having to depend on others. Every day I undertake an intensive exercise regime but, unfortunately, this alone does not cure spinal cord injury and make me independent,” says Marina.

“Numerous scientific studies have proven that the regeneration of the spinal cord is possible and so it is reasonable to think that it is no longer a matter of if, but when there will be a cure. Given that, it is so important to take immediate action for this to happen as soon as possible.”

By partnering with nsif, Marina Romoli Onlus is advancing medical progress and becoming part of the movement towards developing a treatment for paralysis from SCI.



[www.marinaromolionlus.org](http://www.marinaromolionlus.org)