



Kelly Hooper nominated her company, Talbot Underwriting Ltd, due to her personal connection with the charity. And after an internal vote, PSPA became the Talbot Charity Partner for 2021 and 2022.

"I had already fundraised for PSPA, but I wanted to do more.

Successfully securing PSPA as our Charity of the Year was huge, it brought the charity to a new audience, and it meant I could get stuck in, try new activities, and get my colleagues involved.

Over the two years countless colleagues took on challenges for PSPA, including skydives, marathons and epic bike rides. We put the charities logo on our email footer, and match funded every donation. It was a real team effort, so much fun, and we raised an incredible amount! I couldn't have been prouder."

Over the two years, Talbot raised more than £150,000 so PSPA can continue our vital work.

Can you be like Kelly and nominate us today?



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Registered charity number England and Wales 1037087 and Scotland SCO41199.

BUSINESS AND CORPORATE SUPPORT



WHY PSPA?

PSPA is the only UK charity dedicated to creating a better future for everyone affected by two rare neurological conditions called Progressive Supranuclear Palsy (PSP) and Corticobasal Degeneration (CBD).

Our work is important because people with PSP & CBD do not receive timely diagnoses or adequate support and care. In fact, 60% of people living with the conditions are initially misdiagnosed.

With your support, we believe we can improve diagnosis for the 10,000 people living with PSP & CBD, saving time, resources and helping people get the care they need faster.

There are many ways you can support our important work. From fundraising to volunteering, this leaflet is a gateway to explore this journey.

An affiliation with PSPA can offer:

A connection with a national UK charity and placement in front of our supporters, including:

- approximately 4,000 web users a month
- More than 10,000 magazine subscribers
- over 15,000 social media followers.



HOW WE CAN WORK TOGETHER AND MAKE REAL CHANGE

- **Charity of the year** - Nominate us as your Charity of the Year and raise funds for PSPA with our support.
- **Make a donation / matched giving** - Make a corporate donation to help us continue our crucial work. Donations are deductible for corporation tax. Or match fund the personal fundraising or donation of an employee.
- **Payroll Giving / Give as you earn** - Asking employees to donate a small amount monthly is a convenient and tax-effective way to give regularly, costing you less to give us more.
- **Networking group opportunities** - Join our ever-growing business network group to connect with other PSPA supporters and showcase your own business.
- **Employee fundraising and volunteering** - Support employee fundraising and offer opportunities to improve your employees' skillsets.
- **Sponsorship** - Sponsor a PSPA service or publication to gain new reach and support people directly affected by PSP & CBD.
- **Gifts in kind** - Offer in kind donations such as office space, goods or employee time to enable us to work more effectively.
- **Collection tins** - Simple and effective! Place collection tins in your office or business to raise funds and awareness for the charity.

REASONS TO GET INVOLVED

- **Tax benefits** - Under the Gift Aid scheme businesses can obtain tax relief when donating money to the charity.
- **Staff motivation, involvement and training** - Fundraising and volunteering helps team spirit and morale, and can provide new skills in a friendly and supportive environment.
- **Brand enhancement** - Working with us increases support from your clients and credibility to your company.

HOW PSPA WILL SUPPORT YOU

- **Advertising / PR opportunities** - We will ensure you get the opportunity for exposure and promotion of your support, including press releases or targeted campaigns.
- **Social media collaboration** - Regular posts and updates to our community regarding your organisation, and how you are supporting the charity across various social media platforms.
- **Support and encouragement** - We will support you in your fundraising efforts. We have supporting materials to make your fundraising simple and fun, and our dedicated team are on hand to support, or even get involved with events!