



Corporate Brochure

Business Partnership Opportunities

How businesses can help us

We have a variety of options including Corporate Partnership opportunities, sponsorship, donations and much more!

A message from our CEO

As CEO of Popham Kidney Support, I am incredibly proud to present our brochure to your business. When we started the charity in 2013, we did not envisage how great the need for our services would be and the growth in developing them to support all those affected by kidney disease in Wales.

With over 10,000 people affected by kidney disease in Wales and the traumatic affect it has on the individual and their families, the demand for the services we provide is increasing year on year. It is our goal to continue to develop our services so that every person regardless of age, sex, race, or religion can receive the emotional, physical, and financial services we provide.

Our flagship programme, for which we were awarded the King's Award for Voluntary Services, is our Peer Support Service. Our future goal is to recruit, manage and maintain a team of over 100 volunteer Popham Peer Mentors. These volunteers provide one to one support and group support through our Kidney Café initiative. We are looking to grow our Kidney Café support groups so we have one in every Welsh council ward by 2028. In addition to this, we want to ensure everyone can gain access to our patient grant programme, counselling, education programmes and activity support groups such as our exercise for health group.

As I am sure you can appreciate, providing and developing these services costs money. We do not receive funding from the government, however, we have been very fortunate to receive part grant funding to run our Peer Support Services and have gained the support from community fundraisers.

This brochure sets out our Corporate Partnership Opportunities. We are keen to work with businesses that share our values. There are small and large opportunities to suit all business sizes and we hope that we can encourage you to work with us. We welcome the opportunity to meet you and your team to discuss how our partnership offer can suit your business needs.

Pick up the phone today, we look forward to welcoming you to the Popham Corporate Team!



Joanne Popham

CEO, Popham Kidney Support



Interested in one of our Corporate Partner Packages?

E: enquiries@pophamkidneysupport.org.uk **T:** 0333 2001 285 **W:** pophamkidneysupport.org.uk

Corporate packages

A. Charity of the Year

By choosing Popham Kidney Support as your Charity of the Year, you can make a direct impact on the lives of kidney patients while engaging your team, customers, or community in a shared cause.

We will work with you to create a tailored agreement to suit your business and our charity's needs with its own target, and progress towards a goal that's meaningful to you.

As a result of this agreement, you'll receive exclusive opportunities for your participation, including recognition, resources to support your fundraising, and special thank-you gifts. This could include but is not limited to the following:

- Logo on our website
- Business Bio on our website
- Link to your business on our website
- Charity branded products
 - T-Shirt ■ Hoodie ■ Pens
 - Wrist Bands ■ Trolley Dolly's ■ Mugs
- Certificate of appreciation
- Plaque of appreciation
- Cheque presentation
- Business literature at our events
- Talks about the charity and kidney disease to employees
- A sponsored brick on our wall at the Children's Kidney Centre in Cardiff
- Entry to external and internal events/races
- Press releases
- Blogs
- Social media posts
- Nominated charity ambassador from your business and our charity
- Presentations/talks to our volunteers
- Editorial/advert in our quarterly newsletter

There are many ways that funds raised from corporate partnerships can help us:

£500 funds one patient grant, supports a child and family to attend a wellbeing day, and trains a person affected by kidney disease to become a volunteer Peer Mentor.

£1000 educates our volunteers annually.

£2000 runs a Kidney Café support group for a year.

£3000 funds our volunteers quarterly education days.

£5000 supports an annual awareness campaign.

£10,000 funds the development of our Peer Support Service.

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B. Brand Partner

- **Donate a percentage of sales:** Contribute 10p or a fixed amount from every product sold to support kidney patients, helping fund vital services and research.
- **Offer a free service:** Provide a free service, such as consultations or products, to those we support, ensuring they receive the care they need.

C. Become a Friend for Life

- **Make regular donations:** Contribute a monthly, quarterly or annual donation to provide ongoing support for kidney patients, ensuring that essential services and programmes are available year-round. Your consistent support will help us plan and make a lasting impact.
- **Attend events:** Join us at our fundraising events, awareness campaigns, and community gatherings. Your participation not only helps raise funds but also spreads awareness about kidney health, fostering a sense of unity and collective action within our community.

D. Sponsorship Opportunities

See the Annual Events Calendar and email ava@pophamkidneysupport.org.uk to receive that specific event brochure.

E. One-off Donation

A single donation, big or small, can make a significant difference in the lives of those affected by kidney disease. Your generous contribution will directly support our programmes, services, and vital research. Every donation helps us provide essential care, raise awareness, and fund life-changing initiatives for kidney patients.



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Why support us

The Charity has a simple aim to provide children, youths and adults with kidney disease, their families and carers in Wales to lead a better quality of life.

Our values are committed to:

- empowering patients to believe in themselves to improve their quality of life with the resources available to them.
- supporting patients to see the benefits of leading an active and full life.
- demonstrating integrity in all aspects of its work.
- showing accountability to all its beneficiaries, stakeholders, and supporters.
- demonstrating the utmost respect, it has for the NHS professionals it works alongside and its beneficiaries within the community we support.
- acknowledging values of every individual in the community it supports where all views and expectations are heard and respected.
- taking serious responsibility to serve the patients and care givers within its community
- taking pride in its overwhelming optimism in its decision-making.
- maintaining positive working partnerships with all its stakeholders to achieve its aims and objectives to meet its beneficiary's needs.
- advocating honesty and transparency in its reporting, monitoring, and evaluating all work undertaken.
- being inspiring as it makes continued improvements on its services and charitable work for the direct benefit of their beneficiaries' ever changing needs.

Benefits for business

A. Brand exposure:

Gain visibility and recognition in our community through marketing materials, social media channels and event promotions.

B. Corporate citizenship:

Demonstrate your commitment to giving back to the community and supporting important causes that matter to your customers, clients and employees.

C. Networking opportunities:

Connect with other local businesses, community leaders, and stakeholders who share a passion for making a difference in kidney healthcare.

Your support, no matter how big or small, will make a meaningful and lasting difference to the lives of those affected by kidney disease in Wales. Together, we can make a lasting impact and create a healthier future for all.

Thank you for taking the time to consider partnering with our charity.

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Benefits for Popham Kidney Support

Popham Kidney Support, Wales will be in its 12th year in 2025. We have worked tirelessly to achieve our aims. Since 2013 we have been able to fund various projects that improve the quality of lives of kidney patients throughout Wales.

Your support would help us to:

- Support more kidney patients
- Improve the emotional wellbeing of patients and families
- Work in partnership with Health Boards throughout Wales
- Work alongside increasingly over-stretched psychology departments
- Support more families to cope with their family member's prognosis, treatment and life changing condition
- Support more patients to achieve a work life balance
- Improve the health and fitness of more patients
- Recruit more volunteers to support more patients
- Provide financial support and advice
- Grow our award-winning Peer Mentor service

The above is just a summary of some of the benefits this service provides.

If you require further information about partnering with us, please do not hesitate to contact us.



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Annual Events Calendar

FEBRUARY

Paul Popham
Running Club
10th
Anniversary

MARCH - APRIL

Kilometres
4 Kidneys

MARCH

World
Kidney Day

APRIL

London
Marathon

MAY, JUNE & JULY

Swansea Bay
Summer 5k
Series

JUNE/JULY

Annual
Golf Day*

OCTOBER

Orange 4
October

DECEMBER

Supporters
Annual
Christmas
Celebration

EASTER & CHRISTMAS

Annual
Children's
Day Out

MARCH 2027

Popham Kidney
Support - 15th
Anniversary

QUARTERLY

Volunteer Education,
Development & Network
Days

Volunteers - Peer Mentor
Skills Training Course

*Request sponsorship brochure.

Why not take advantage of the **Corporate Partner Packages** we offer and associate your business with one of our annual events?



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Email: ava@pophamkidneysupport.org.uk or call: **0333 2001 285**

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