



The Neurodiversity  
Umbrella Project



# The Neurodiversity Umbrella Project 2025



Dare to think differently!

ADHD  
Foundation  
The Neurodiversity  
Charity

# Who we are

The ADHD Foundation Neurodiversity Charity is the UK's leading neurodiversity charity, offering a strength-based, lifespan service for the 1 in 5 of us who live with ADHD, autism, dyslexia, DCD, dyscalculia, OCD, Tourette's Syndrome and all other neurodevelopmental conditions.



## Our mission is:

**To advocate for and actively improve the life chances of those living with and impacted by ADHD, Autism, dyslexia, dyspraxia (DCD), Tourette's syndrome, dyscalculia, dysgraphia, and any related physical and psychological health concerns.**

- To create social change by working in partnership with agencies across all sectors to remove the cultural and systemic inequalities for neurodiverse people in health, education, and employment.
- To support businesses in optimising employee performance, recruitment, and marketing through the lens of neurodiversity.
- To provide expert, multidisciplinary services in health and education, across the lifespan.
- To lead by example, showing that it is possible to run a truly integrated service employing best practice, innovative, value for money services for all business sectors.





[Click here to watch the highlight reel!](#)

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**'The Neurodiversity Umbrella Project is a celebration of human potential and endeavour.'**

**Tom Howcroft**

**ADHD Foundation The Neurodiversity Charity**

The Neurodiversity Umbrella Project is a celebration of human potential and endeavour. Our aim is to promote the fact that our brains are as unique as our fingerprints. Whatever your age, race, sexuality, faith, nationality, 1 in 5 of you will be neurodiverse and many will not even know. Many will have more than one of these learning differences, affecting how they process information from the world they live in and how they interact with the people in that world.



# What is neurodiversity?

**Neurodiversity is a term used to describe the naturally occurring variations of the human brain. 1 in 5 people are said to have a neurodevelopmental condition, such as dyslexia, ADHD, autism, dyscalculia, developmental coordination disorder (formerly known as dyspraxia), or Tourette's Syndrome. Different human cognitive capabilities are expressed through unique talents, intelligence and the ability to think differently.**

Some identify as neurodivergent, others identify as neurodiverse; ultimately, we are all human and each one of us is unique in every way. Successful individuals with different minds are “hiding in plain sight” in our offices, laboratories, schools, universities, sports arenas, retail outlets – in fact, just about everywhere.

A Neurodiversity Paradigm challenges the outdated concept of intellect and employability in our education system and business culture. We hope to replace the conventional ‘deficit model’ with a strength-based approach to learning and ability; focusing on what an individual can do. In the 21st century, it is crucial that we take neurodiversity into account, and treat it in the same way as other forms of social diversity.



# What is the Umbrella Project?

The Umbrella Project celebrates the intelligence, ability and talent of every human being. Over the last five years, the ADHD Foundation Neurodiversity Charity has put up installations all across the UK, consisting of brightly coloured umbrellas suspended above streets and public spaces. In 2025 we will bring these uplifting installations to further iconic locations around the UK, Europe and beyond.

As in previous years, we will involve local school children in each installation, asking them to sign and decorate our umbrellas with their gifts, talents and abilities – their super powers. We will also invite UK schools and partner schools across the world to have their own mini Umbrella Project installations, suspended from classroom ceilings, hoping to educate students, school governors and local community leaders on the strengths that neurodiversity can bring.

## Previous locations

Aberdeen  
Bracknell  
Bromley  
Cardiff  
Glasgow  
Heathrow Airport  
Liverpool  
Newark  
Doha, Qatar  
Frankfort, USA  
Geneva, Switzerland  
Gettysburg, USA  
New York City, USA  
Wilmington, USA

## Partners for 2025



# Previous locations

We've had the pleasure of working with businesses, SEMs, BIDs, corporations, and local authorities to bring major public installations to cities around Great Britain. On top of this, we have helped hundreds of schools and small businesses to celebrate neurodiversity with their own mini-installations!





# Case study

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The installations have undoubtedly been a hit with the public and the images have flooded social media raising awareness of the project, city, and the ADHD Foundation across the UK and beyond. The positive message they represent has encouraged people from all walks of life to come into Aberdeen city centre, enjoy all it has to offer and embrace the joy of the eye-catching displays.

**Adrian Watson,**  
Chief Executive



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We have been pleased to see the interest generated in the colourful umbrella project in Aberdeen over the summer. The suspended umbrellas have triggered conversations around homes and workplaces in Aberdeen about neuro-diversity and what it means in our daily lives. Harbour Energy is proud to have supported this wonderful initiative, raising awareness of neurodiversity.



**Mavis Anagboso,**  
Global Head of Diversity,  
Equity & Inclusion





MALONES  
ABERDEEN

MALONES  
ABERDEEN  
GUINNESS  
EXTRA STOUT  
BREWED  
In Scotland

ADP's Foundation  
for Neurodiversity  
Charity

ADP's Foundation  
for Neurodiversity  
Charity

ADP's Foundation  
for Neurodiversity  
Charity

ADP's Foundation  
for Neurodiversity  
Charity

Aberdeen





# The benefits for partners

We are calling on businesses, suppliers, CSR Directors, philanthropists and the general public to support new Umbrella Project art installations in 2025. As a corporate partner, this exciting CSR opportunity will give your brand the chance to engage directly with families, educators, health sector and third sector professionals, as well as our supporters in national and local government. At a local level, we are also looking for sponsorship from small and medium sized businesses to set up neurodiversity umbrella displays in local schools, libraries and offices.

In 2023-24, this project rated over £84 million advertising value equivalency (AVE) and 4.8 billion media impressions, this is set to increase dramatically in 2025. With input from you we can't wait to celebrate the contribution of neurodiverse talent in the creative and performing arts industries.

We are looking for major partners to help us bring this colourful and inspirational project to life in further iconic locations across the UK. Help us to inspire talent, nurture ability, tap into untapped potential and celebrate neurodiversity!

## Previous sponsors:





# Menu

How can you take part in the  
Neurodiversity Umbrella Project  
2024?

## Education setting

**£600 per box  
of 25 umbrellas**

+ Access to 2 live webinars  
and resources



## Business setting

**£600+VAT per box  
of 25 umbrellas**

+ Access to 2 live webinars  
and resources





# Public installations starting from £5000+VAT

Your branding could be placed on every umbrella in your chosen location.



**New: Umbrella archways and umbrella Christmas trees!**





## Bespoke partnership packages

For a range of branding and sponsorship opportunities aligned with your company values, equality, diversity and inclusion aspirations, marketing, and publicity campaigns, contact Tom Howcroft at the ADHD Foundation Neurodiversity Charity. [tom.howcroft@adhdfoundation.org.uk](mailto:tom.howcroft@adhdfoundation.org.uk)



# Schools Colleges Universities



**Many universities, schools and colleges are already lined up to participate in the 2025 Neurodiversity Umbrella Project, all with the shared objective to enable neurodiverse learners to thrive, achieve their potential, and enjoy successful careers. We think it is crucial to increase representation of children and young people who are living with and around neurodevelopmental conditions, creating environments that accept and embrace those who think differently.**

This year, our offer for education settings is better than ever, as we aim to double the number of schools, colleges and universities with umbrella mini-installations. As part of the package, we offer access to exclusive webinars, teaching materials, assembly plans, a communications pack, as well as a box of umbrellas to brighten up your space.

In 2025, we are calling on more universities to take part in the Neurodiversity Umbrella Project helping to enable neurodiverse students to thrive and achieve their academic potential. Displays in university buildings and external umbrella installations on campus create a bold, colourful statement, recognising how integral a neurodiverse workforce is to academia, innovation, enterprise, research, and commercial success.





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“Each child across the school has drawn their face and signed their name inside one of the umbrellas. We spoke about this in assembly last week and I have been amazed at how much the children have remembered, understood and embraced. The assembly presentation you shared with us was really useful and perfectly pitched for primary age children – thank you!”

**Hilltop First School**

“

“The children have absolutely loved this project. They always stop to look at the wall display, and after the assembly on celebrating diversity, there were so many children who felt proud and empowered with who they are. We have also used the umbrellas to take pictures of all the children and have covered a wall with all of them! This has been a really lovely project to be part of.”

**Great Hollands Primary School**

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“Inclusivity is a key part of our community and this is a stunning way to show it.”

**Northcott School**

“

“We are very proud to be part of the umbrella project this year. They look amazing. Thank you for the opportunity to show awareness of neurodiversity within our school community. Diolch yn fawr.”

**Ysgol Gyfun Gymraeg Glantaf**



# Educational Resources

As well as our exclusive assembly and lesson materials for participating schools, we have a range of free-to-access resources. With the help of our service users and funding from our project partners, we create magazines, booklets, and films for young people by young people. These include the excellent Umbrella Gang comic series, produced in partnership with Dekko Comics, and 'Stories That Never Stand Still' which beautifully presents children and young people's personal experiences.









# Clear Channel

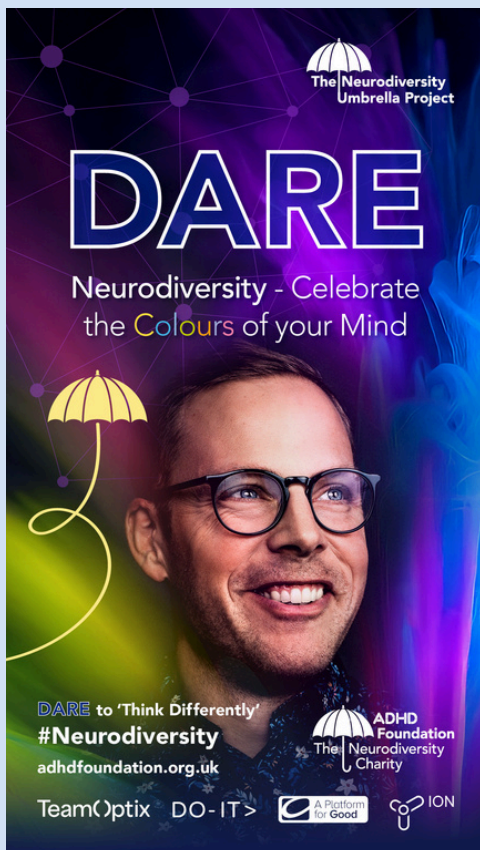
## “Dare to be different”

The 2024 Neurodiversity Umbrella Project received remarkable support from a national electronic billboard campaign, generously funded by Clear Channel.

With a contribution of £250,000 worth of advertising, Clear Channel helped showcase the project across the UK, reaching millions of people through high-visibility locations in cities and towns nationwide.

Electronic billboard campaigns are exceptionally influential because they captivate a diverse audience, including commuters, shoppers, and pedestrians. The scale and visibility of such a campaign amplify the message, creating a powerful ripple effect. By placing the Neurodiversity Umbrella Project at the forefront of public consciousness, the campaign has undoubtedly contributed to challenging misconceptions, sparking conversations, and encouraging organisations to adopt more inclusive practices.

This partnership with Clear Channel not only underscores the importance of corporate support in driving social change but also demonstrates how innovative media solutions can spotlight crucial topics like neurodiversity, inspiring widespread engagement and lasting impact.





The Neurodiversity Umbrella Project

# DARE

Neurodiversity - Celebrate the Colours of your Mind

**DARE to 'Think Differently'**  
#Neurodiversity  
adhdfoundation.org.uk

TeamOptix DO-IT>  

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The Neurodiversity Umbrella Project

Don't carry your school bag for your entire life.

# DARE

to 'Think Differently'

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The Neurodiversity Umbrella Project

Inventors  
Entrepreneur's  
Creatives  
Innovators  
Artists  
Academics  
Adventurers...

# DARE

to 'Think Differently'

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**Dare To Think Differently!**

**Be a part of the 2025  
celebration of Neurodiversity  
with the Umbrella Project!**



[www.adhdfoundation.org.uk](http://www.adhdfoundation.org.uk)



@ADHDFoundation



ADHD Foundation

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