

# T-KASH

(Transition— Knowledge And Skills in Healthcare)

## Sponsorship Opportunities



*Understanding genetics together*



# Introduction

## About Alström Syndrome UK

Alström Syndrome UK (ASUK) was established in 1998 and is a registered charity providing information and support to individuals and families affected by Alström Syndrome (AS) and to the service providers working with them. ASUK works in partnership with Birmingham Women's and Children's Hospital and the Queen Elizabeth Hospital, Birmingham to deliver a highly specialised service, funded by NHS England. As a patient led organisation, the needs and wishes of people affected by AS remain at the heart of everything we do. We aim to; provide personalised support, raise awareness, conduct pioneering research and enable better treatments and monitoring through the AS multi-disciplinary clinics.

ASUK also co-founded Breaking Down Barriers in partnership with The Sylvia Adams Charitable Trust.

## About Breaking Down Barriers

Breaking Down Barriers is a network of over 60 organisations providing support to people affected by rare and genetic conditions. We work together to learn, develop and share good practice. Promoting equity, diversity and inclusion is at the centre of what we do. Our Experts by Experience Advisory Group help us to understand the lived experience of people from diverse and marginalised communities who are affected by rare and genetic conditions. We create safe spaces for learning and collaboration, deliver training and run a community outreach project. We unite and strive for equitable access to services and support for all.



## *An invitation to partner*

Ask yourself, do you want to make a difference and improve support for young people who are affected by rare conditions? Your organisation could also be seen by millions of new people... well, read on to find out how we can make this happen!

The Breaking Down Barriers (BDB) network is at an exciting stage of development with the T-KASH (Transition-Knowledge And Skills in Healthcare) resources. We are giving organisations who are aligned with our inclusive ethos the opportunity to be part of this journey by sponsoring one of the T-KASH logos!

We have already had interest in T-KASH from NHS Trusts, local councils/authorities, schools, and charities who are wishing to utilise these vital resources to support all young people throughout all stages of transition.

We would like to emphasise that with all our sponsorship packages, we would like to work with your organisation to support your needs as well as you supporting us with our work around transition. We are eager to collaborate and utilise the skills of the Expert by Experience Advisory Group and team to support you and your organisation to be inclusive moving forward. Whether you are from a research organisation looking for guidance and development of resources around the correct language to use, or whether you would like to adapt the T-KASH resources to be personalised to your own healthcare setting, we can guide you through this.

*“I’m speechless...you have captured everything we have been trying to explain about transition in one easy to follow resource.*

*I can’t believe you have pulled it together in such a format!”*




*...Charity representative*

# So, what is T-KASH?

T-KASH (Transition - Knowledge and Skills in Healthcare) are FREE resources which were originally created in 2015 by young people from the Alström Syndrome UK (ASUK), Hear My Voice Youth Forum. The resources are designed to support young people, families, and healthcare professionals, to help everyone understand the transition journey and the things that are important to young people.

At the end of 2022, we began the process of updating the T-KASH resources to ensure they are inclusive and represent the needs of young people within the rare disease community. With the support of the BDB Experts by Experience Advisory Group and our youth and young adult advisors, we have updated T-KASH and created brand new resources, including an animation that we hope will be used throughout the BDB network and beyond.

## The resources aim to:

-  Draw attention to the knowledge and skills young people may be able to develop to manage their healthcare, while having the best life possible
-  Prepare young people/families for identifying and coping with change at key points in their lives
-  Supporting young people to plan for their future and cope with their eventual transfer/settling into adult services

The T-KASH resources are based around 12 logos that identify key areas of a young person's life. These logos can be used in any health/speciality or education setting e.g. Hospital, GP, or school to signify different aspects of transitional care. Transition in health covers all aspects of a young person's life and supports them as they mature and enter adulthood.




# How will sponsorship benefit YOU?


These newly developed resources and animation will be launched from the **11<sup>th</sup> September 2023** and we would like as many organisations as possible to be part of this exciting campaign...

Through sponsorship, your organisation will be seen by **over 20,000 new users per month** on the ASUK and BDB websites and with thousands more viewing on social media. We will help promote your organisation far and wide!


The BDB network includes over 60 organisations working to promote Equity, Diversity and Inclusion, and each have their own far-reaching audiences to tap into. Collectively this is millions of new people seeing your work!


## The benefits of sponsorship:

 By proactively supporting these resources, your organisation will have the opportunity to be seen by individuals, families, and healthcare professionals and the wider rare disease community, both in the UK and internationally.

 Raising your profile; The BDB Network and Alström Syndrome UK are both respected and trusted patient led organisations and this gives you the opportunity to raise your profile both in the UK and Internationally.

 You will be thanked on ASUK's and BDB's social media during launch week and after the event.

 The T-KASH animation will be launched on social media and Gold Sponsors who complete their sponsorship forms before the **30<sup>th</sup> June 2023** will be thanked for their support in the credits.

 You will proactively be seen to be encouraging and supporting ASUK and BDB in its quest to improve the health and wellbeing of children and young people throughout all stages of transition.



# Sponsorship packages available

We have an exciting range of sponsorship packages for your consideration.

Each T-KASH logo will have the opportunity for one Bronze, one Silver and one Gold sponsor.  
We also have 'Supporter' sponsorship opportunities too...

## Bronze

All Bronze Sponsorship packages cost £1,000 and include:

Company logo will appear on the Alström Syndrome UK and Breaking Down Barriers websites [www.alstrom.org.uk](http://www.alstrom.org.uk)  
<https://breaking-down-barriers.org.uk/t-kash-transition-tools/>

Choice of one T-KASH logo to sponsor (*available on a first come, first served basis*)

Link to your organisation's website from both the ASUK/BDB website

Recognition on media publications and publicity information regarding T-KASH during launch week from the 11<sup>th</sup> September 2023

Logo will be displayed and personal thanks will be given during the launch webinar on the 13<sup>th</sup> September 2023

Recognition in ASUK and BDB e-newsletter and in the charities Winter 2023 newsletter which is distributed throughout England, Europe and internationally



Recognition on social media sites; Twitter, Facebook and Linked-In

Most importantly, being satisfied that your contribution is helping support children, young people, and their families with rare conditions.

## Silver

### Silver Sponsorship Package - £2,500








#### All of the Bronze benefits as well as:

-  Campaign on social media during launch week to highlight your work
-  Interview with the creators of T-KASH and your organisation, exploring the ways that we can support each other's work

## Gold

### Gold Sponsorship Package - £5,000

#### Include Bronze and Silver benefits as well as:

-  Company logo will appear on the credits of the T-KASH animation (*if form is completed by the 30<sup>th</sup> June 2023*)
-  You will prominently appear in the Gold Sponsorship section of the T-KASH website which will describe in more detail the work of the company and contact details
-  ½ page article in the charities Winter 2023 newsletter about your work
-  Individual links to your organisations website from our social media channels
-  If you are interested in using the T-KASH resources, we can work with you to personalise these resources for your organisation
-  EDI personalised training package for your organisation
-  Working with you to highlight your work through specific campaigns

## Supporter

We also offer 'Supporter' Sponsorship opportunities for only £500

This is to sponsor the overall T-KASH project, rather than a specific logo.


### Benefits include:



Company logo on the T-KASH section of the BDB and ASUK website



Recognition in publicity, particularly during the launch week



Company will be thanked during the launch webinar



## Bespoke Packages

We also have Bespoke Packages available, which will utilise our skills and resources to support and guide your organisation. Please get in touch to find out how we can work together on these opportunities.

## Deadlines

To be part of this exciting campaign, all sponsorship forms need to be completed by the **4th September 2023**.

Gold Sponsors, who would like their logo to appear in the T-KASH animation, will need their forms to reach us by the **30<sup>th</sup> June 2023**.

**The sooner you get in touch, the sooner we can work together and start spreading the word!**

**Thank you for considering sponsoring the T-KASH project.**

**Your sponsorship will enable this important work to continue now and into the future.**



**Let's Get it Right for Young People!**



**Alström Syndrome UK**

Strength for today, hope for the future



*Understanding genetics together*



Please feel free to contact Catherine Lewis to discuss these sponsorship opportunities or bespoke packages further, her virtual door is always open.

Email: [Catherine.lewis@alstrom.org.uk](mailto:Catherine.lewis@alstrom.org.uk)

Website: [www.breaking-down-barriers.org.uk/t-kash-transition-tools/](http://www.breaking-down-barriers.org.uk/t-kash-transition-tools/)

**Donations no matter how large or small really do make a difference!**