Supporting your organisation through corporate support.



James Beeby 26th November 2010



What I'll talk about today

- Types of company support
- What's best for you?
- Strategic pharmaceutical support
- Avoiding the risks
- Some opportunities
- Any questions?



How companies can help

Do they want something back from you?

Strategic, business focused partnership

Do they simply want to help?

Philanthropic, uncommitted relationship



Philanthropic partnerships

- Donation for a project you are doing
- Once given, the only restriction is that you do the work
- Important factor the number of people helped
- Often through initial application process or contacts



How can we get them?

- Look at the work you are doing
 - How many people are helped
 - What is the long term change
 - How much does it cost
- Look at your contacts
 - Do they have money to give?
 - Are the interested in stroke?
 - When can they give?



Strategic partnerships

- A partnership where you share the same commercial goals as a company
- Sponsorship or campaigning
- Important to set the goals at the start
- Sometimes you will do a joint piece of work



How can we get them?

- What campaigns do you have?
- What are your goals?
- Who shares them?
 - Some partners will fund your growth and administration
 - It is in their interests for you to be strong



Pharmaceutical and healthcare sectors

- The ultimate strategic partnerships for you
- Keen interest in the development of stroke organisations
- Their goals:
 - To increase influence in key markets
 - To grow their brand presence
 - To grow their business



Case study

- Boehringer Ingelheim
 - Large pharmaceutical with HQ in Germany
 - Important new treatment for AF coming up
 - Keen on grow their presence with the medical community
 - Keen to grow awareness of AF amongst the general public
 - Keen to change policy around AF

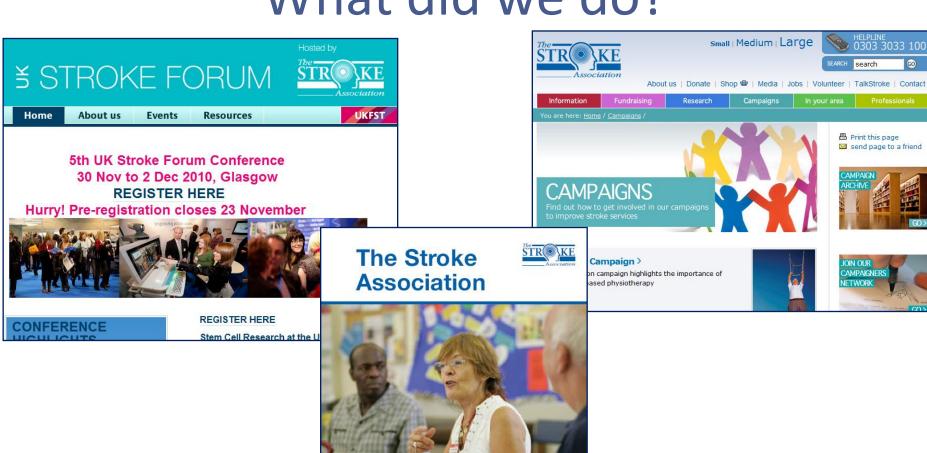


Why?

- Because...
 - —The more people know about AF
 - —The more people know about them
 - The more healthcare professionals know about AF and its treatments
 - The more prescriptions will be made
 - —The more they will sell!



What did we do?



12598 Clarity approved by Plain English Campaign



Why has it worked?

- We have spoken about our joint goals
- We have built a relationship
- We have only asked them to support activities that are relevant to them
- We feed back on activities
- We understand their business



Things to think about

- Regulations the pharmaceutical sector is very regulated
 - You cannot promote drugs to the public
 - You must declare all income from companies
 - You must keep your own independence
- How do you feel?
 - If it feels like you are being 'bought' be careful.



Joint working

- Sometimes a company will give you money to do a project which they are keen on
 - Ensure it is something that benefits you
 - Ensure that you make more money than you spend
 - Be clear about the objectives
 - Be clear in feeding back to them.



Opportunities

- One Mission One Million
 - Fund announced for activities to promote Atrial
 Fibrillation
 - Organisations across the world can bid for it
 - You would receive money to undertake a project
 - Information in your packs
- More information: <u>www.heartofstroke.com</u>
- Deadline for projects 31st December



Other opportunities

- GE Healthcare
 - Interested in scanning / thrombolysis
- Sanofi-aventis
 - Also interested in atrial fibrillation
- Bayer
- MSD
- Allergan



Any questions?

