

# NOT ALL SUPERHEROS WEAR CAPES



**ASK 10 LOCAL  
BUSINESSES  
FOR €200  
= €2000**

Do you need help to search for your school's

## SUPERHERO?

Ensuring well-targeted early interventions for our children is the cornerstone for nurturing vulnerability into resilience.



**SUPERCALM**  
Sensory Wellbeing Solutions for Children



[supercalmsensoryproducts.com](https://supercalmsensoryproducts.com)

# NOT ALL SUPER HEROS WEAR CAPEES



SUPERCALM's range of sensory supports will make a lasting impact on the educational journey for ALL students especially those with extra needs such as Autism, ADHD, Down Syndrome, Dyspraxia, Dyscalculia, Dysgraphia, Dyslexia, Learning Delays, Sensory Processing Disorder, Anxiety, Tourettes and developmental conditions.

A lack of timely interventions can lead to severe long term impacts on students.

**ACADEMIC STRUGGLES:** Students may experience ongoing difficulties in academic subjects, leading to lower achievement levels.

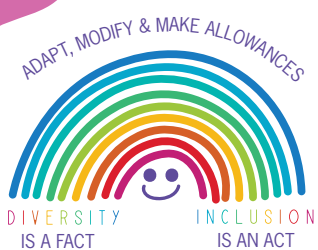
**LOW SELF-ESTEEM:** Persistent academic and social challenges negatively impacts a student's overall sense of self-worth.

**SOCIAL ISOLATION** Unaddressed challenges can result in social difficulties, as students may struggle to connect with their peers leading to depression and mental health crisis.

**BEHAVIOURAL ISSUES:** Untreated challenges can manifest as disruptive behaviours, as students may struggle to communicate their needs effectively or cope with frustration and stress.

**POTENTIAL FOR UNEMPLOYMENT:** Academic and social challenges can affect employability, limiting career options and contributing to higher rates of unemployment in adulthood.

**MENTAL HEALTH CRISIS** Persistent challenges without intervention can contribute to the development or exacerbation of mental health issues, such as anxiety or depression.



**SUPERCALM**  
Sensory Wellbeing Solutions for Children



## TOP TIPS TO FIND SPONSORS



# GOING CORPORATE = LONGER PROCESS

Seeking a corporate sponsorship requires commitment! finding the right contact requires determination. If successful, the application can be a lengthy process however the funding available can be life changing for the school, students and staff for years to come.



**TOP TIP:** Reach out to parents who may be employed by a 'local' large organisation who have an employee sponsorship program for community development.

## 'CRO' CORPORATE RESPONSIBILITY OFFICER

They are dedicated to ensuring a company has a positive impact on local communities and the environment. Raising public awareness of a company's social responsibility commitments through marketing. Conducting research into best practice. Writing and actioning a company's social responsibility strategy.

## PHILANTHROPY GROUPS

We'd highly recommend contacting the local Lions Club, Rotary Clubs or Philanthropy Ireland. Similar to the corporates their focus is making a sustainable impact within their community.



## TOP TIPS TO FIND SPONSORS



# QUICKEST OPTION = START LOCAL

## 1 WHO would be the best type of businesses to approach



- An owner that is invested & living in the community.
- The final decision maker is accessible for a quick yes/no decision.
- Businesses that benefit from mass market appeal e.g Dentist, Solicitor

**NEVER** make assumptions on who will or won't support the school always just ask the question! It's a numbers game, contact as many local businesses as possible at the same time.

## 2 WHAT message will capture a sponsors interest?

Highlight the important role they can play in:

- **SOCIAL RESPONSIBILITY** supporting ALL students' equal right to an education regardless of their ability or financial means.
- **CONTRIBUTING** to a universal learning environment. A sensory pathway, adapted furniture or a sensory room can significantly enhance the learning opportunities for students with special needs/hidden disabilities.
- **EMPOWERING** students for the long term to develop essential life skills promoting wellbeing among the wider community.

How the sponsored equipment contributes to creating a more conducive and **ENRICHED LEARNING** environment for all students and staff.

**A WIN WIN SCENARIO** as any financial contribution supports the local customers perception of valuable **COMMUNITY ENGAGEMENT**.

**ASK 10 LOCAL BUSINESSES FOR €200 = €2000**





- Be very clear about the **SPECIFIC DIFFICULTIES** experienced by students with special needs.

- Highlight the longterm negative **IMPACT** for students with special needs when they are denied access to:

- access to an early intervention diagnosis
- access to professional therapists
- access to professional support recommendations
- emotional regulating equipment
- assisted technologies

Using **REAL-LIFE** examples will make your case emotionally resonant. Include photos of the school, students & staff.

- Clearly articulate how the proposed sponsorship will directly contribute to **IMPROVED EDUCATIONAL & MENTAL WELLBEING** outcomes for students with special needs, their families and the wider school.
- Provide a **DETAILED COST BREAKDOWN** of how the school proposes to spend the funds. Include photos of those products. See **SUPERCALM** google drive.
- Express gratitude and emphasize, if desired, their contribution will be publically **ACKNOWLEDGED** with a permanent wall plaque, promoted on school social media channels etc.
- Adhere to any specific guidelines or formatting requirements provided by the local business or philanthropic organisation.



### 3 HOW to get in touch ?

- We recommend **HAND DELIVERY** or **POSTING** your proposal.

*Email will not be as effective, post will be opened, emails can be ignored.*

- Add a personally addressed note for the decision maker & some chocolate!
- Designate staff/PA who can **FOLLOW UP**, persistence is key.

*Do not wait to be contacted, you are not their priority.*



# POTENTIAL SPONSORS

## LOCAL SMALL/MED BUSINESSES

- Pharmacy
- Doctor Practice
- Vet Practice
- Medical Centres
- Opticians
- Dentist
- Butcher
- Bakery
- Gym
- Solicitor
- Credit Union
- Accountants
- Crèche
- Auctioneer
- Farmer
- Physio Clinic
- Architect

**ASK 10 LOCAL  
BUSINESSES  
FOR €200  
= €2000**

# POTENTIAL SPONSORS

## LARGER ORGANISATIONS

- Pharmaceutical
- Food/Drink Production
- Manufacturing General
- Technology
- Finance
- Consultancy
- Philanthropy Groups

**NOTE: TYPICAL  
ORGANISATIONS  
REGULARLY ASKED  
TO FINANCIALLY  
SUPPORT A  
LOCAL CAUSE  
OR TEAM**

- Local Pubs
- Petrol Stations
- Convenience Stores
- Credit Unions
- Car Garages

- Solicitors
- Insurance Co.
- Accountants
- Popular Restaurants
- Fast Food Shops

Use google maps  
to help find local  
businesses by  
industry



Identify businesses that have a  
**LOWER COMMUNITY PROFILE.**  
These businesses are less likely  
to receive requests for  
sponsorship.



**SUPERCALM**  
Sensory Wellbeing Solutions for Children



[supercalmsensoryproducts.com](http://supercalmsensoryproducts.com)





Dear [Business Name],

**What If we told you that you have the power to help our children with special needs achieve a brighter future ?  
Is this a cause your business would like to support ?**

Sadly you might be aware without the appropriate staff training, emotional regulation tools and sensory equipment our students with disabilities, such as autism, dyslexia, dyspraxia and sensory challenges etc, are encountering unique challenges that places them at a real disadvantage in our school environment.

This has a long term impact on their ability to learn, interact socially and develop important life skills on a daily basis.

[Your School] is striving to build a more inclusive educational experience for all our students. We are aiming to raise [amount] to invest in SUPERCALM [product] and [product]. Your contribution will ensure our students have consistent and effective resources, empowering them with the equal opportunity they deserve to thrive.

Product 1 €

**SUPERCALM PRODUCT**

- SEE GOOGLE DRIVE FOLDER  
FOR PHOTOS

Product 2 €

**SUPERCALM PRODUCT**

- SEE GOOGLE DRIVE FOLDER  
FOR PHOTOS

Your support is pivotal in making a lasting impact on their educational journey. A lack of timely interventions can lead to severe long term impacts on students.

### **Academic Struggles:**

Without early intervention, students may experience ongoing difficulties in academic subjects, leading to lower achievement levels.

### **Social Isolation:**

Unaddressed challenges can result in social difficulties, as students may struggle to connect with their peers due to communication or behavioural issues.

### **Low Self-Esteem:**

Persistent academic and social challenges may contribute to a decline in self-esteem and confidence, impacting a student's overall sense of self-worth.

### **Behavioural Issues:**

Untreated challenges can manifest as disruptive behaviours, as students may struggle to communicate their needs effectively or cope with frustration and stress.

### **Potential for Unemployment:**

Academic and social challenges can affect employability, limiting career options and contributing to higher rates of unemployment in adulthood.

### **Negative Impact on Mental Health:**

Persistent challenges without intervention can contribute to the development or exacerbation of mental health issues, such as anxiety or depression.

### **Family Stress:**

Families may experience increased stress and strain in supporting a child with unaddressed challenges, impacting family dynamics and relationships.

Thank you for considering this meaningful partnership. Together, we hope to create a more inclusive and **prosperous community**.

Sincerely,

[Your Name]

[Your Title]

[Your Contact Information]





Dear [Decision Makers Name],

I hope this letter finds you well. We are reaching out to [Business Name] with a view to creating a more inclusive educational environment for students facing unique challenges in our school.

At [Your School], we have a diverse group of students, each with their own set of abilities and challenges. Many of our students are faced with conditions such as autism, dyslexia, dyspraxia, and sensory challenges etc, which require specialised support for their development.

Without the appropriate staff training, emotional regulation tools, and sensory equipment, these students encounter hurdles that place them at a **real disadvantage in our school environment.**

The impact of these challenges goes beyond the classroom, affecting not just their ability to learn but to interact socially, and develop crucial life skills on a daily basis. We believe that by addressing these unique needs in early childhood, we can create a more inclusive educational setting that fosters growth and success for every student.

[Your School] is currently embarking on a fundraising campaign to raise [€ amount] to invest in [ X number] of key SUPERCALM sensory solutions. These solutions aim to support students in the development of key learning skills and provide a structured emotional regulation framework that will benefit not only our current students but also for many academic years to come.

Product 1 €

Product 2 €

## SUPERCALM PRODUCT

- SEE GOOGLE DRIVE FOLDER  
FOR PHOTOS

## SUPERCALM PRODUCT

- SEE GOOGLE DRIVE FOLDER  
FOR PHOTOS

Your support is pivotal in making a lasting impact on their educational journey. A lack of timely interventions can have severe life long:

### **Academic Struggles:**

Without early intervention, students may experience ongoing difficulties in academic subjects, leading to lower achievement levels.

### **Social Isolation:**

Unaddressed challenges can result in social difficulties, as students may struggle to connect with their peers due to communication or behavioural issues.

### **Potential for Unemployment:**

Academic and social challenges can affect employability, limiting career options and contributing to higher rates of unemployment in adulthood.

Supporting early intervention nurtures our most vulnerable to strive for independent living, empowers our innovative researchers, inventors, developers, scientists and entrepreneurs of the future.

**Thank you for considering this meaningful partnership. We hope together, we can create a more inclusive and prosperous community.**

Sincerely,

[Your Name]

[Your Title]

[Your Contact Information]