



Be part of our pride

‘I am proud to be a British Paralympian and to represent, in my opinion, the best country in the world at creating opportunities for disabled athletes’

Sophie Christiansen CBE, winner of 13 world and Paralympic gold medals.



Join the British Paralympic Association in supporting our ParalympicsGB athletes and share in their achievements, on and off the field of play.

This is a unique opportunity for you to invest in extraordinary talent, to get closer to the action and, best of all, to inspire a better world for disabled people.

To find out more, please contact our to Head of Individual Giving and Fundraising, Eiko Heffer, on 07458 300 307 or email Eiko.Heffer@paralympics.org.uk



Through the British Paralympic Association, your philanthropy can become world-class

The British Paralympic Association is the UK's largest disability sport charity, responsible for helping our Paralympic athletes travel to, and perform their best at, the Paralympic Games.

As a charity, we can only succeed in this endeavour thanks to the generosity of our supporters. Notably, philanthropic individuals who want to get behind our athletes while also enjoying a unique insight into what is arguably the world's most inspirational sporting event.

By supporting us, you will not only help to give our Paralympians the very best chance to do our nation proud; you'll also be helping to see through our vision, to 'through sport, inspire a better world for disabled people'.

We will achieve this by harnessing the inspirational impact of Paralympic athletes to both challenge perceptions of disabled people and encourage grassroots participation and excellence in disability sport.

By coming on board you can play a valuable role in improving opportunities for disabled people and in one of the most positive ways imaginable.

Please read on to find out more.

'Our first award was in 2003, to help with preparations for the 2004 Games in Athens. Since then, we have made regular contributions and have many standout memories. A particular pleasure for us was when cyclist Crystal Lane won her two medals in Rio, as we had supported her as a student at Loughborough University. In addition, TV coverage of the Games has shown what a positive impact Paralympic sport can have on wider attitudes to disability. I hope the increasingly high profile of the Games will continue to open doors for disabled young people in all aspects of life, particularly in competitive sport.'

Peter Harrison KGCN, CBE, Chairman, Peter Harrison Foundation

Left: A young enthusiast gives volleyball a try at a community sports event; one of the many grassroots opportunities promoted on our Parasport website.



As a supporter, you'll be closely connected to our athletes' success

At the British Paralympic Association, it is our responsibility to select, prepare, enter, fund and manage the Great Britain and Northern Ireland team – collectively known as ParalympicsGB – at the Summer and Winter Paralympic Games.

If you share our love of Paralympic sport and can see its potential to change the world for disabled people, there's a place for you in our Paralympic family.

To engage the public and get them thinking, it's vital that our ParalympicsGB team excels on one of the biggest of all sporting stages. In this case, it's not just the taking part that counts; to grab the attention of the media, our athletes must also win as their success is the catalyst for all that follows.

That's why our mission is 'to make the UK world-leading in Paralympic sport on and off the field of play'.

To achieve this, we have put in place an extensive support framework to maximise the potential of every athlete so they can produce personal best performances – and win as many medals as possible.

This framework is outlined on the following pages.

'The British Paralympic Association has achieved an extraordinary amount in the past 30 years; the greatest highlights being the London Games in 2012 and then ParalympicsGB's first-ever winter gold medal - also this country's first-ever gold in Alpine skiing - in 2014. None of this would be possible without the quite extraordinary encouragement and generosity of our supporters. Not only do you enable us to go from strength to strength, but perhaps more importantly, you help to make our athletes' dreams possible.'

HRH The Earl of Wessex, Royal Patron, British Paralympic Association

Left: Ellie Simmonds OBE swims to victory in the 200m Individual Medley SM6 in Rio, touching in at 2:59.81 to beat the three-minute marker for the first time.



‘You need more than talent and luck to succeed at the Paralympics. It takes years of hard work, dedication and the support of a world-class team.’

Ali Jawad, Paralympic, World, European and Commonwealth medalist

You can help us achieve unparalleled ‘Games readiness’ across the entire ParalympicsGB team

By supporting the British Paralympic Association, you will help us deliver vital aspects of our programme for Paralympic athletes, Paralympic hopefuls and the next generation who are waiting to be inspired.

Recognition and naming opportunities are available, so please let us know if there is any one area where you would like your support to be seen and felt.

- **Multi-sport Preparation Camps in the UK and in the Paralympic Village**

With staff from a wide variety of disciplines, including Nutrition, Sport Science, Psychology, Medicine, Nursing, Physiotherapy, and Strength and Conditioning, to ensure our athletes recover swiftly from a long journey and are quickly ready to compete against the world’s best.

These Preparation Camps are complemented by a number of **sports science and sports medicine conferences** – where leading specialists and practitioners come together to share their knowledge – and by **multi-sport education programmes** to ensure our athletes fully understand the demands of the Games.

- **A bespoke Performance and Medical Centre within the Paralympic Village**

Staffed by an expert multidisciplinary team, including doctors, nurses, physiotherapists, soft-tissue therapists, psychologists and sport scientists. These people understand the complex needs of elite athletes across a huge range of impairments, the adaptive equipment needed by competitors, and the specific challenges each host city presents, including factors such as heat and humidity, which can impact on performance.

- **World class ‘home from home’ support for our athletes**

Including comfortable welcoming spaces, which lessen the impact of being in an unfamiliar environment at such a critical time. There is also room to spend time with friends and family; a useful distraction from the intense Games atmosphere.

Through our **Paralympic Inspiration Programme**, we also take a cohort of aspiring Paralympians to the Games, so they know what to expect from the unique Games environment and are therefore better prepared to reach their potential when their time comes.

Left: Competing in his third Games at Rio, powerlifter Ali Jawad wins his first-ever Paralympic medal, securing silver after lifting a personal best of 190kg.

‘A new generation was given a fresh perspective. See the person, not the chair. Recognise the power of someone’s ability, rather than the limitations of their disability. Celebrate, rather than console. Empathise rather than sympathise.’

Michael Calvin, The Calvin Report, Independent on Sunday, shortly after the London Games in 2012.



These moments when disability is in the spotlight are not just inspiring but potentially world-changing

Since London 2012, the Paralympic Games have captured the public’s imagination and kindled a passion for disability sport that few might have guessed was so ready for ignition.

A record-breaking 2.7 million tickets were sold and Channel 4 broadcast 500 hours of coverage across events, a 400% rise on the 2008 Games in Beijing. And Rio 2016 continued to prove the captivating power of Paralympic sport:

- A Public Omnibus Survey in February 2019 found that three quarters (74%) of UK adults find the ParalympicsGB team **inspirational**. Over half (52%) associate them with being **‘great role models’**, compared to two in five (44%) for Team GB Olympic athletes and just under one in ten (9%) for Premier League footballers. And the vast majority (84%) say that the achievements of ParalympicsGB athletes **have a positive impact on society overall**.

However, despite these promising signs, the disability charity Scope still regularly hears from disabled people who face negative attitudes and discrimination. According to Scope’s figures:

- Two thirds of the British population admit to feeling **uncomfortable** when talking to a disabled person; 62% of disabled people themselves say they are **treated differently** in society as a result of their impairment; and only 40% of disabled people feel that the UK is a ‘good’ place to be disabled.

As the world’s biggest and most positive event placing disabled people centre stage, the Paralympic Games has a big role to play in challenging perceptions, breaking down barriers and ensuring the needs of disabled people are properly met. And by supporting the British Paralympic Association, you can be part of it.

We have developed and now co-ordinate a range of sporting resources and events to promote participation and inclusion across the UK. These include **Parasport**, a single online destination designed to support disabled people in finding and trying out the physical activities that may be best suited to them. And **Get Set**, a youth engagement programme that sets out to raise aspirations, build confidence, develop leadership skills and positively influence young people’s perceptions of disabled people.

Our ParalympicsGB athletes are heavily involved in all of these activities, providing the strongest possible role models to inspire young people - luminaries such as Hannah Cockcroft MBE, Dame Tanni Grey-Thompson DBE, Jonnie Peacock MBE, Sir Lee Pearson CBE, Ellie Simmonds OBE and Dame Sarah Storey DBE.

Left: Another potential recruit to wheelchair basketball; a sport played at every Paralympic Games since 1960.



'To push the boundaries of people's minds and make people go **WOW**. That's why we all get up in the morning.'

Lauren Rowles, who was just 14 at the London Games in 2012 and who went on to win a Paralympic rowing gold medal in Rio

Gold supporters giving £500k+

For you and your family:

- First-hand access to the Paralympic Games, including flights and accommodation
- Invitations to special events with Paralympic athletes and the British Paralympic Association's Senior Leadership Team
- Bespoke experiences with Paralympic athletes
- A choice of recognition opportunities
- Invitations to special events involving our Royal Patron
- Free ParalympicsGB kit
- Early access to Paralympic Games tickets
- Invitations to special Games-related events and celebrations
- Exclusive access to signed ParalympicsGB kit
- The option of recognition within ParalympicsGB publications and on the British Paralympic Association website

Silver supporters giving £100k+

For you:

- First-hand access to the Paralympic Games, including flights and accommodation
- A choice of recognition opportunities
- Invitations to special events involving our Royal Patron
- Free ParalympicsGB kit
- Early access to Paralympic Games tickets
- Invitations to special Games-related events and celebrations
- Exclusive access to signed ParalympicsGB kit
- The option of recognition within ParalympicsGB publications and on the British Paralympic Association website

Bronze supporters giving £10k+

For you:

- Early access to Paralympic Games tickets
- Invitations to special Games-related events and celebrations
- Exclusive access to signed ParalympicsGB kit
- The option of recognition within ParalympicsGB publications and on the British Paralympic Association website

This is an investment you can truly take pride in

At the British Paralympic Association, we have the privilege of inviting Paralympic sports enthusiasts to get closer to the team and to the Games by joining our inner circle of supporters; those who give most generously to support the team's success.

Rewards and recognition are available to those with £10k or more to invest and those in the fortunate position of being able to give £100k or more are invited to attend the Games with us - and to enjoy the experience of a lifetime.

Attending the Games with the British Paralympic Association and the ParalympicsGB athletes gives you total immersion in the Paralympic experience, with VIP access to the all the backstage action as well as a front row seat at all the major events.

‘I was amazed by the intensity of the competition and within minutes, I had stopped noticing the players’ impairments and was wrapped up in the excitement of the sporting contest. The Paralympics is an unequivocal and inspirational success story, combining a feel-good factor with sporting objectives and societal aspirations. It’s a privilege to be part of the Paralympic family while also making a meaningful contribution to something extraordinary and letting the world see disabled people as role models and high achievers.’

Nicholas Cheffings, Senior Counsel at our commercial sponsor, Hogan Lovells, major donor and Chair of the Parallel Club

If you are interested in joining forces with fellow supporters and working together to support our athletes, you may find our recently launched Parallel Club is right for you. This offers invitations to special Games-related events and celebrations, a chance to meet the athlete ambassadors and our Patron, Clare Balding, plus the opportunity to network with fellow Club members, who are each donating £40k over four years.

If you'd like to know more about the Parallel Club, please contact us to request more information.

Come on board now and be part of a growing success story

Over the past 70 years, what started as the brainchild of one man with a firm belief in the power of sport to change lives has grown to become one of the largest and most exciting international sporting events, with thousands of competitors from across the world.

Today, the achievements of Paralympic athletes are greeted with the same level of enthusiasm and support as those of their Olympic counterparts; in some cases more so. And they have also given us some extraordinary memories.

Who can forget...

- **Rio 2016**, when Dame Sarah Storey DBE, C5 track cyclist, picked up gold, surpassing Dame Tanni Grey-Thompson DBE as our most successful ever female Paralympian
- **London 2012**, when Jonnie Peacock MBE silenced the 80,000-strong crowd before going on to win gold in the T44 100m in front of 6.3 million TV viewers
- **Beijing 2008**, when a then 13-year-old Ellie Simmonds OBE became Britain's youngest ever individual medallist, claiming two Paralympic golds and setting a new world record in the 400m freestyle S6

The Games have raised our expectations and given us so much to look forward to in Tokyo... and beyond.

Wouldn't it be amazing to be there, not just as a spectator, but as part of it?



1940

1950

1948

The Paralympic movement is born at Stoke Mandeville

Dr Ludwig Guttmann, the neurologist and neurosurgeon who set up the spinal cord injuries unit at Stoke Mandeville Hospital in Buckinghamshire, holds a competition to coincide with the 1948 Olympic Games in London. 16 injured servicemen and women take part. Since this day Great Britain has been recognised as the home of Paralympic Sport.



1960

The Games take place in Rome

This is later recognised as the first Paralympic Games.

400 athletes from 21 nations take part in nine events. Among them is 32-year-old archer, Margaret Maughan, Britain's first ever Paralympic gold medallist, who would go on to light the Paralympic flame at London 2012.

She recalls how she and her British teammates had to board the plane to Rome via forklift trucks, accessibility being little considered in 1960.



1989

The British Paralympic Association is founded



British Paralympic Association



2008

ParalympicsGB storms up the medal table.

Our team is better prepared and better funded than ever before – and it shows.

ParalympicsGB wins 102 medals, including 42 gold and finishes second only to host nation, China.



1960

1970

1980

1990

2000

2010

1968

Mexico City refuses to host the Paralympics due to technical difficulties

Instead, Tel Aviv hosts – making a huge success of the event.

Later, in 2001, it is agreed that potential host cities must now bid for both games.

1976

The first Paralympic Winter Games are held in Sweden

1988

The Olympic and Paralympic Games are held in Seoul



Seoul becomes the first host city where Paralympians are watched and cheered on by the world through the same lens as the Olympians; a huge milestone.

2000

Ticket sales in Sydney top 1 million, setting a new Paralympic record



2012

London hosts the Paralympic Games to huge acclaim

More than 4,200 athletes from 164 nations take part across 503 medal events.

40 million TV viewers tune in to watch their home Games – the biggest ever Paralympic sports audience in the UK.



2014

ParalympicsGB wins its first-ever winter gold medal in Sochi

Kelly Gallagher and her guide, Charlotte Evans, make history by winning the visually impaired Super-G ski race; the first gold medal on snow for any British athlete in the Olympic or Paralympic Games.



2010



2016

Rio proves to be our most successful ever Summer Games

The ParalympicsGB team reaches second place on the medal table, breaking 49 Paralympic records and bringing home an outstanding total of 147 medals.

ParalympicsGB has seen great success, but the field is becoming increasingly competitive as more and more nations invest in their teams. At the same time, despite many advances in the perception of disabled people since the Paralympic movement was founded, negative attitudes are still far too common – and this presents a significant barrier to disabled people living the life they want to live.

Clearly, whether it's winning medals or tackling harmful attitudes, we can't afford to be complacent.

2019



Today

Become part of this proud history and enjoy an insider's view of the world's most inspirational sporting event by choosing to support the British Paralympic Association

We look forward to hearing from you

‘People have been starting to focus less on the disability and more on the actual sport. I’ve had so many interviews that don’t even mention the backstory of how I became an amputee or whatever. I prefer that – I prefer being on the back pages with the rest of the athletes, not being just a heart-warming story’

Jonnie Peacock MBE,
double Paralympic champion



ParalympicsGB

