

**CIRCULATION  
FOUNDATION**  
The Vascular Research Charity

# LIFE SAVING VASCULAR RESEARCH

## Opportunities for corporate sponsors

Vascular disease is as common as both cancer and heart disease and accounts for **40% of deaths in the UK**, many of which are preventable.

## SAVING LIVES AND LIMBS

[circulationfoundation.org.uk](http://circulationfoundation.org.uk)

# Join us. And let's beat vascular disease, together

---

## Purpose

---

The Circulation Foundation was established in 1992 by vascular surgeons who identified that there was no charity dealing specifically with the vascular system and vascular disease as a whole.

The Foundation exists primarily to raise funds for vital research into the causes, treatments and prevention of vascular diseases. It provides easily accessible, high quality information and ongoing support for vascular disease sufferers and those who care for them.

## Vascular disease – the silent killer

---

Vascular disease can affect any part of the body at any time. It is the most common precursor to coronary heart disease and heart attack, it also causes stroke by affecting the arteries in your neck. One of the most common forms of vascular disease is peripheral arterial disease (PAD), which is when the arteries in your legs are affected. It is estimated that 9% of the population suffer from PAD, which causes painful legs, ulceration and amputation. People with diabetes are five times more likely to develop vascular disease.

Even though vascular disease is so widely prevalent in our society, it is vastly underfunded in the field of medical research. The Circulation Foundation is working to change that by embarking on a focused programme of research which will capture medical scientists and surgeons early in their career and help build a stronger vascular research community in the UK, as well as funding research undertaken by established vascular research teams.

Outside the clinical medical community, vascular disease is still a widely unknown set of diseases even though it affects such a large proportion of people. The Foundation aims to raise awareness of these diseases, their implications and risk factors within the general community and to support patients both online and in a social or treatment setting.

## Scale

---

The Circulation Foundation is a relatively small medical research charity, so every donation makes a BIG difference.

But our ambitions are not small by any means. Our long-term goal is to eradicate vascular disease altogether, through our innovative research programme. But in the meantime, our reach continues to grow as we seek advancements in the treatment of vascular disease and perform a vital function in supporting sufferers and their families with information and making everyone aware of the disease.

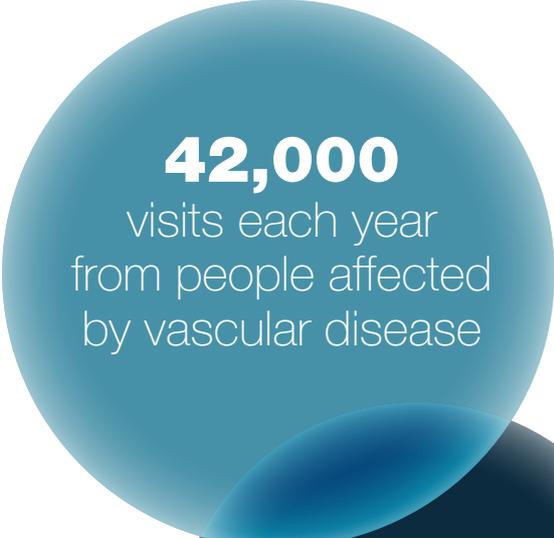
# Reach out to the medical community and sufferers

Our website – the primary source of information has around **42,000** visits each year from people affected by vascular disease.

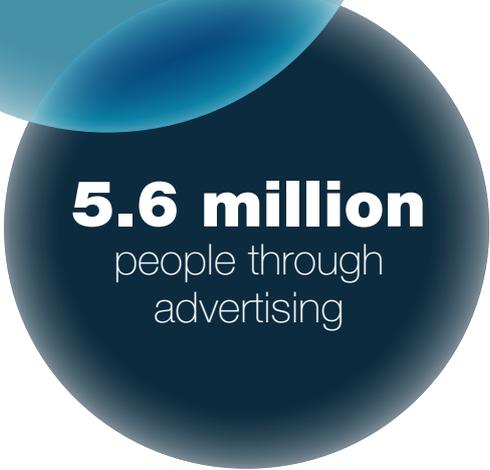
Vascular Disease Awareness Week, our annual awareness campaign, takes place in March. Last year, the campaign reached around **5.6 million** people through advertising, press coverage and regional events at hospitals and in the community.

Our online vascular risk checker, launched in March 2011 helps people determine whether or not they are at risk. To date, **1,631** people have taken the test.

But it's the medical community who play such a prominent role in Vascular Disease Awareness Week and our ongoing work. Thanks to the vascular surgeons, nurses and technologists and other allied healthcare professionals – all **20,981** of them for their ongoing support and promotion of the Circulation Foundation to their patients and peers.



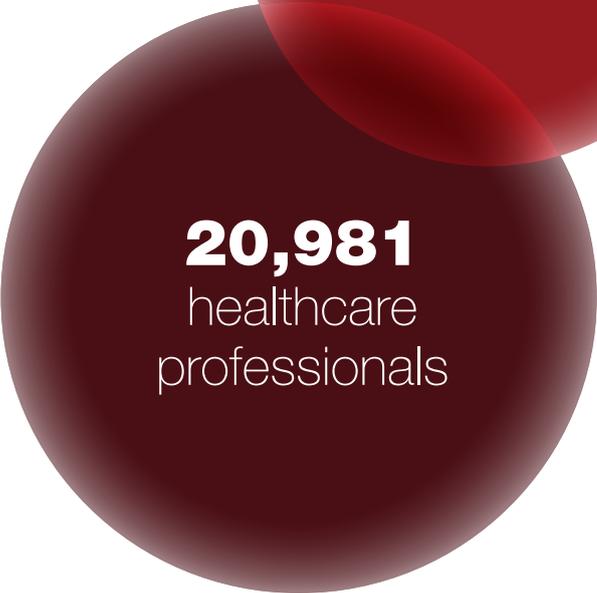
**42,000**  
visits each year  
from people affected  
by vascular disease



**5.6 million**  
people through  
advertising



**1,631**  
people have  
taken the test



**20,981**  
healthcare  
professionals

## How you can get involved

Our corporate partners and sponsors support the Circulation Foundation for many reasons. For some, it's about connecting with medical professionals. For others, it's about aligning their brand with positive health messages, or implementing their CSR policy on an internal, community or nationwide basis.

Whether you have a fixed idea about the way you want to get involved, or you'd like to explore options with us, please call us on 020 7304 4779 to discuss how we might work together.

# Awareness

**We raise awareness of vascular risk through our high profile, annual vascular disease awareness week. Events are held at public venues, health centres and hospitals across the UK, with vascular nurses on hand to offer advice and information to the public. People with diabetes are specifically targeted, as they are five times more likely to develop vascular disease.**

## Corporate events and initiatives

A sponsored event can be anything from a day hike in the woods to a marathon run, swimathon or cycle ride. Or you could hold a cake sale, a tea party or quiz night to raise much needed funds for our vital research programme.

Activity days are a great way of combining fundraising with a staff morale booster and team building days out, like golf and sailing days.

We will help you in any way we can, to plan, promote and brand the event – and of course, maximise your fundraising efforts.

## Payroll giving

An easy way to support the Circulation Foundation, this is a great way of supporting staff who have been affected by vascular disease. Staff are invited to support the cause and management match fund their contribution.

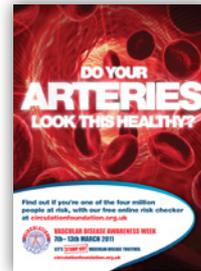
## Sponsorship opportunities

### **Sole sponsor, Vascular Disease Awareness Week 2012 £20,000**

This opportunity is ideal for a company wishing to align itself with healthy lifestyle awareness and health promotion messaging. The theme for VDAW 2012 is 'it could happen to you!' with messaging around the prevalence of vascular disease.

The sponsor logo will be prominent on all materials produced, spanning:

1. Stakeholder toolkit – sent to vascular professionals in 250 Primary Care Trusts, hospitals and vascular units across the UK.



2. Promotional materials – advertising and press releases will carry the sponsor's logo and all copy under our control will feature a sponsor statement.

3. Newsletters - sent to stakeholders, supporters, sufferers and their families during the week will feature a sponsor statement and their logo.



4. Posters, banners and merchandise distributed throughout the week.

## Per Una

George Davies, famously dubbed “King of the High Street” has been our most prolific supporter since 2005. His involvement followed the death of his mother, who had suffered from vascular disease.

In 2007, he designed a range of sportswear for per una and donated 20% of all sales, which amounted to over £120,000.

George has also pledged £25,000 a year for research into vascular disease, named in honour of his mother the Mary Davies Award.

# Information

---

**We strive to improve vascular health through ongoing development of our information literature in print and online. Thanks to the support of the medical community, distribution of our literature will increase from hospitals and health centres, so GP surgeries, as vascular health takes greater prominence in the public health agenda.**

## Sponsorship opportunities

**Peripheral arterial disease  
booklet sponsor  
£12,000**

**SOLD**

PAD is the most common form of vascular disease, affecting an estimated 9% of the population. This booklet is distributed proactively by medical professionals around the UK and in response to incoming requests for information. A digital version is downloadable from our website, which attracts over 26,000 unique visitors a year.

**Information leaflets sponsor  
£15,000**

**SOLD**

Medical professionals often refer patients to the Circulation Foundation for more information, before and after treatment, as we have 22 leaflets on the most prevalent forms of vascular disease, written by surgeons from the patient perspective, so they and their loved ones can learn more about the disease, recovery and prevention.

**Risk checker sponsor  
£10,000**

This opportunity is ideal for a company wishing to align itself with health promotion, healthy lifestyles messaging and/or technology, targeting primarily people aged 50+.

The risk checker was launched at Vascular Disease Awareness Week 2011 and has since been completed by 1,631 individuals.

“We are committed to an extensive program of corporate and social responsibility and are very proud to be working in partnership with the Circulation Foundation.

By working together we can raise awareness of the risks of vascular disease as well as providing products for this clinical speciality that are designed in conjunction with the vascular experts.”

Louise Wall, Client Services Director, Full Support Healthcare

# Research

**Join our vital research programme by sponsoring an award category. with graphics amended to reflect the new look and feel.**

Please help us to continue and evolve our vital work by funding one of our awards. The awards will be named after your organisation or a theme of your choice, in keeping with our high standards and medical ethics.



- Funds of up to £15,000
- For clinical research, community outreach projects, outpatient projects led by nurses and healthcare professionals, or rehabilitation projects for amputees
- Available to vascular and allied health professionals



- Funds of £16,000 to £99,000
- These can be named by the sponsor
- For clinical research
- Available to vascular health professionals



- Funds of £100,000 and over
- Funded over a two year period
- These can be named by the sponsor
- For clinical research
- Available to vascular health professionals

“I partnered with the Circulation Foundation over five years ago, mainly because of the way they provide great service and support patients seeking information about vascular procedures. Their emphasis on the very latest vascular techniques was really important to us at the time, as we were introducing a new technique into the NHS.

The Circulation Foundation’s team and management are friendly, ethical, approachable and professional. Additional benefits of our support is the ability to meet and network with vascular surgeons across the country through their numerous, well planned events throughout the year.

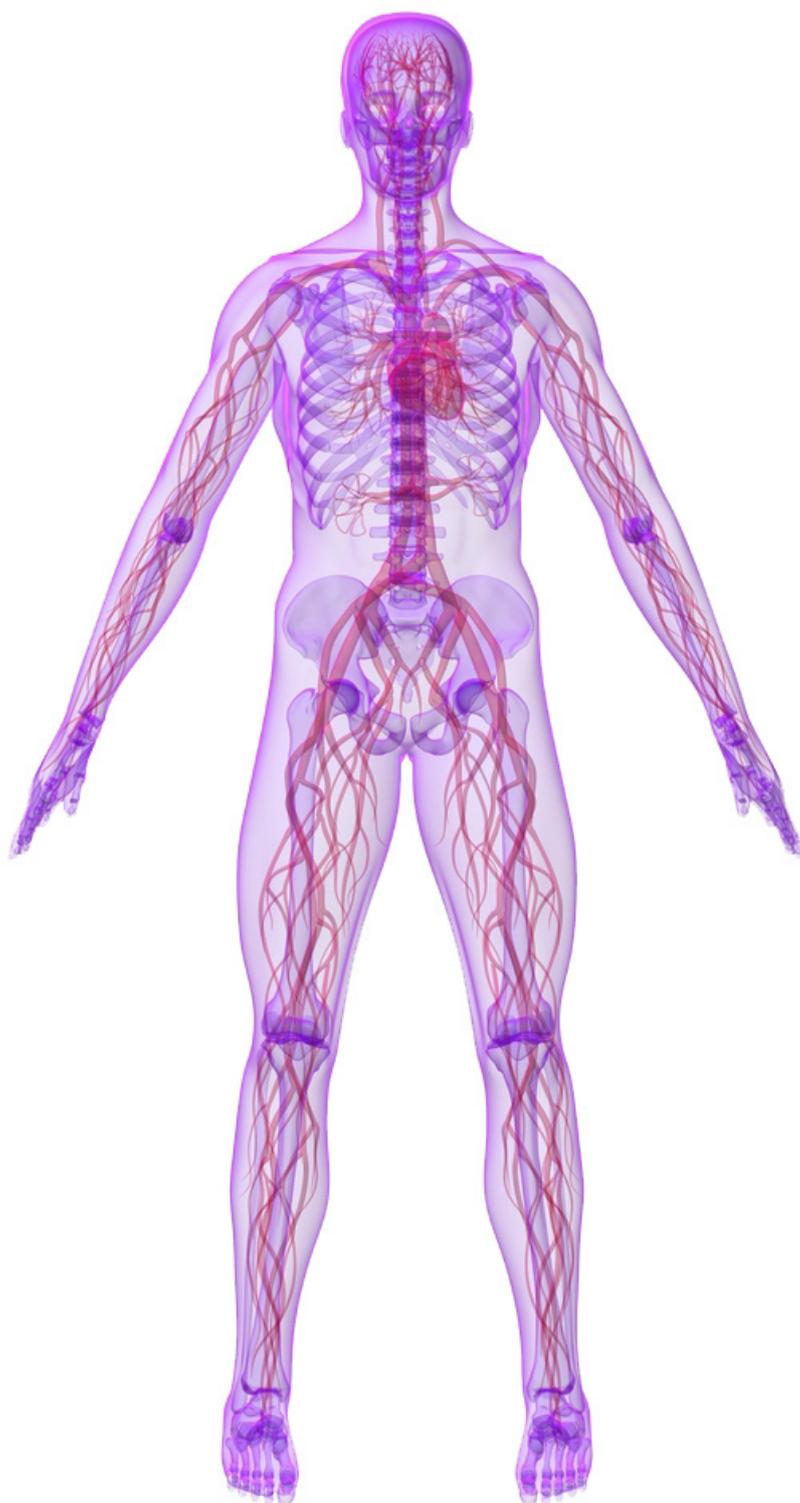
Our financial support was spent wisely, helping vascular surgeons and trainees with research causes as well as improving the quality of information for patients.”

**Michael Branagan-Harris, CEO, Device Access UK Ltd**

# Thanks to our generous supporters to date

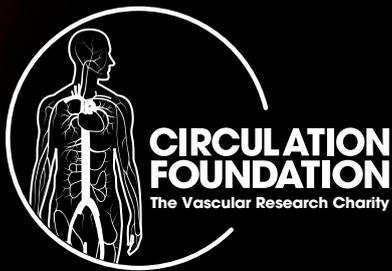
---

Alpha-Seven  
Bupa  
Cambridge Securities  
Capital Pallet Solutions Ltd  
Charity Flowers Direct  
Charity Gift Voucher Marketing  
Cryolife Europa Ltd  
Ecclesiastical Financial Advisory Services  
Edwards Lifesciences  
FirstKind Medical  
FP Marine Risks Ltd  
Full Support Healthcare  
Hilton Motors  
Independant Bookmakers Ltd  
Inland Revenue  
Johnson & Johnson  
Kingston Marine Service Ltd  
Little Pixie Productions  
Lombard North Central Plc  
Mdp (Coulport) Leisure Fund  
Molnlycke Ltd  
Per Una Group Ltd  
Pfizer Ltd  
Reclaim-It Ltd  
Robert Sanderson & Sons Ltd  
Starthere  
Supply Chain Sourcing Ltd  
Tfm Publishing Ltd  
Totton Timber Co Ltd  
Vascutek  
Venture Aspects Ltd  
Vnus Medical Technology Ltd  
W L Gore and Associates  
The Broad Gallery  
Cook Medical  
Medtronic  
Medi UK  
Covidien



We're serious about saving lives  
But this won't happen without your generous support

**Get involved: please call us on 020 7304 4779**



The Circulation Foundation  
35-43 Lincoln's Inn Fields  
London WC2A 3PE  
T: 020 7304 4779  
F: 020 7430 9235  
E: [info@circulationfoundation.org.uk](mailto:info@circulationfoundation.org.uk)

[circulationfoundation.org.uk](http://circulationfoundation.org.uk)

The Circulation Foundation is an operating division of the Vascular Society, a charitable company limited by guarantee, company number 5060866 and registered charity number 1102768