

# Supporting your organisation through corporate support.



James Beeby 26<sup>th</sup> 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 they 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?

Hosted by  
**STROKE FORUM**  
The **STROKE** Association

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# 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: [www.heartofstroke.com](http://www.heartofstroke.com)
- Deadline for projects – 31<sup>st</sup> December

# Other opportunities

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



# Any questions?