

Partner with us.
Supporting independence.
Changing lives.



Together, we can help people living with muscular dystrophy stay stronger, more independent, and connected for longer.



- Support a local charity
- Bring your staff together
- Grow your brand and create financial benefits



About us...

Who we are

Every week, people living with muscular dystrophy lose physical abilities they will never regain. Specialist physical therapies can help slow this decline, but access through the NHS is extremely limited.

The MD Support Centre exists to fill that gap. Last year we delivered life-changing support to over 700 people, helping them remain independent for longer.

We cannot do this alone.

We provide free, ongoing physical therapies and support, helping individuals maintain:

- **Mobility**
- **Independence**
- **Physical and mental wellbeing**

We are a unique charity in the UK offering long-term specialist therapies for people with neuromuscular conditions.

Why our work matters

More than 110,000 people in the UK live with a muscle-wasting condition, yet access to specialist physical therapies remains extremely limited. For many, the support they need to maintain strength, mobility and independence simply isn't available through the NHS.

Without that support, everyday tasks can become increasingly difficult and independence can gradually be lost. We exist to fill that gap, helping people live well for longer, but we can only do so through the generosity of our supporters.

In the words of one of our service users, Frank,

“**MD Support Centre is my NHS. They have provided me with bespoke tailor-made Osteopathy, Physiotherapy, Pilates, and community, from which my family, friends and I have benefited. They have educated me to understand what is happening with my body, how to alleviate pain and discomfort. They are amazing.**”



Our impact...

Making a real difference

Each year, we support over 700 adults and their families across the Midlands and beyond, providing over 6,500 hours of support that:

- Slows muscle deterioration
- Maintains independence
- Improves confidence and wellbeing
- Enables people to remain active and engaged

We keep growing year on year as demand for our services outstrips what we can offer.

Keeping people in work

A key impact of our work is helping people stay in employment for longer, maintain their daily function, and reduce their reliance on health and social care services.

For many, our support is the difference between remaining independent and economically active, or losing confidence, mobility and employment.

In the words of one of our service users, Julie,

“ Thank you for providing such a great service over the past three or four years, without MD support Centre I'll be very lost and very alone and a lot more pain so thank you for what you do for all of us suffering with a rare muscle wasting disease, your centre is an absolute benefit for all of us.”

Partnership success: Wenman

Based in Barford, Warwickshire, Wenman Healthcare is a friendly family-run business that has been helping people maintain their independence since 1983. With more than 40 years of experience, they are trusted by individuals, families, carers, and healthcare professionals to provide expert advice, information, and high-quality mobility solutions for disabled and older people.

We have developed a partnership with Wenman where we promote their products to our service users, helping them access appropriate mobility solutions. In return, Wenman supports us by providing a percentage of each sale as a donation, allowing us to reinvest directly into our services and continue supporting those who need us most.



Why partner with us...

A partnership that delivers impact and value

By partnering with the Muscular Dystrophy Support Centre, your organisation can:

Make a meaningful difference

Directly support people living with muscle-wasting conditions, fund essential specialist services, and help people maintain their dignity and independence.

Engage and inspire your team

Supporting a charity can boost staff morale, pride and loyalty. Research shows that 70% of employees are more loyal to companies that support charities, while nearly half would prioritise an ethical employer over higher pay. A partnership with us can also provide meaningful volunteering opportunities and demonstrate your commitment to inclusion, wellbeing and community impact.

Enhance your brand

Demonstrate clear social impact, strengthen your ESG and CSR commitments, and build stronger connections within your local community.

As a partner, you'll benefit from:

- Recognition on our website and social media
- Permission to use our partnership logo
- Invitations to events
- Joint PR and media opportunities
- Data and impact reporting to support your ESG and CSR objectives

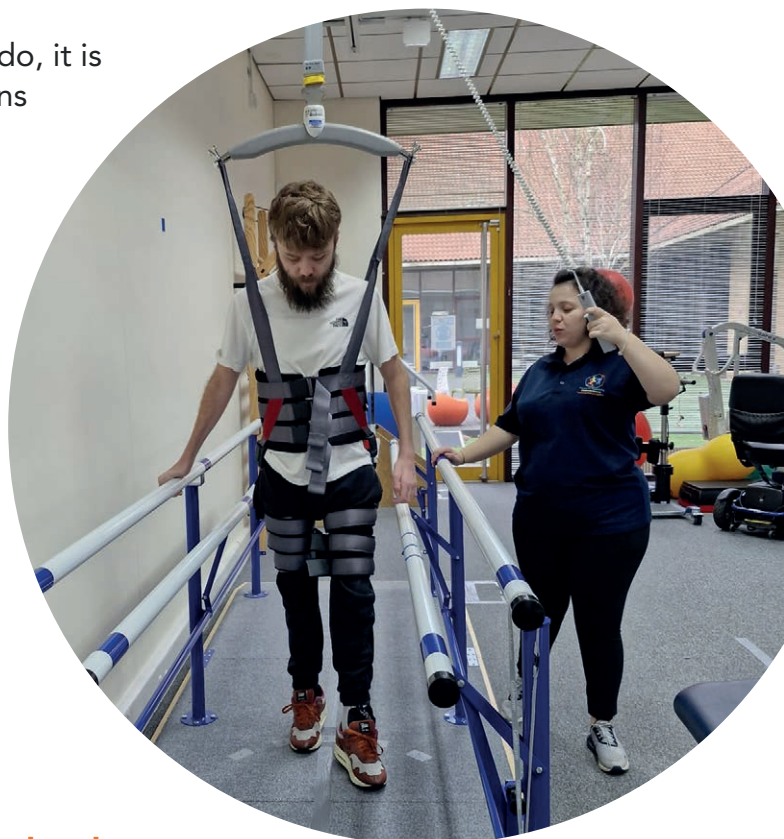
Tax benefits

Corporate giving is not only the right thing to do, it is also tax efficient. In the UK, charitable donations are deducted from company profits before Corporation Tax is applied, further increasing your return on investment.

Companies can claim relief on donations such as:

- Cash donations
- Equipment or stock
- Shares
- Employee secondments

Always seek professional advice, nothing in this pack constitutes tax or legal advice.



Ways to partner...

Flexible partnership opportunities

We tailor partnerships to suit your organisation's goals.

Strategic partnerships

- **Multi-year mutual support**
- **Co-designed programmes that can make your money go further**
- **Service sponsorship** (e.g. therapy provision)

Charity of the Year

- **Employee fundraising campaigns**
- **Events and challenges** – either self-organised or organised through our partners
- **Payroll giving initiatives** – giving your staff a tax efficient way to give at no cost to you.

Sponsorship

- It can be non-financial – donate prizes we can raffle to our community
- **Have brand visibility across our communications to a highly engaged community**
- **Staff team building challenge day that supports us**

Employee engagement

- **Volunteering opportunities**
- **Skills-based support**
- **Workplace fundraising**

What your support could fund

- **£100** – Funds a physical therapy session
- **£2,400** – Supports a year's physical care for an average service user
- **£6,480** – Buys a specialised Theracycle that allows our service users to exercise
- **£11,500** – Expands access to new services by covering the cost of room rental at one of our satellite sites.

Partnership levels:

To help you choose the level of support that best suits your goals and budget, we have created a range of partnership levels that recognise different levels of support and impact.

- **Supporter** – under £1,500
- **Community Partner** – £1,500
- **Corporate Partner** – £5,000
- **Strategic Partner** – £10,000

We can also brand our services. For £2,500 we can brand our monthly Wellness Hubs attended by service users as sponsored by you for a year. For £500 you can be the sponsor of our summer social and for £10,000 you can sponsor our incredibly popular aquatics classes. Please contact us for other sponsorship opportunities.



Let's work together...

A shared commitment to independence

At the Muscular Dystrophy Support Centre, we believe everyone should have the opportunity to live well, regardless of their condition. With your support, we can reach more people in need, develop innovative new services, and ensure that no one faces muscular dystrophy alone.

Start the conversation

We would love to explore how we can work together and help transform the lives of people living with muscular dystrophy.

Contact

Jamie Tennant
Head of Fundraising and Income Generation
jamie.tennant@mdsupportcentre.org

