THE idiopath FOUNDATION CIC

SPONSOR PACK · CREATING CPR-READY COMMUNITIES

Fund CPR where you live and work.

Sponsor free CPR sessions for community groups in the East Midlands and beyond, near your staff, customers and families.

Why we do this.

In 2024, Rob had a sudden cardiac arrest at home. He survived because Ruby knew CPR. Every session we run is led by a survivor and the person who saved him.

Fewer than 1 in 10 people survive a cardiac arrest outside hospital in the UK. Immediate CPR and early use of a defibrillator (AED) can more than double those chances. What stops most people stepping in is the fear of getting it wrong.

The Idiopath Foundation CIC exists to remove cost as a barrier. We bring free CPR and AED awareness sessions to schools, youth clubs, grassroots sports teams, residents' groups and community centres. Local businesses fund them.



HOW SPONSORSHIP WORKS

From your funding to a CPR-ready community.

Five simple steps

1. **Choose your level** and sign a short agreement with The Idiopath Foundation CIC.
2. **We invoice you.** Payment is due within 30 days.
3. **Choose where it goes.** Nominate communities or groups, or let us take sessions to where need is greatest. We confirm each group and share the dates with you.
4. **We deliver** one-hour sessions within the agreed window, each reaching around 15 people.
5. **We report back** with verified figures and survey results.

What a session looks like

One hour of hands-on CPR practice for everyone, and a demonstration of how to use a defibrillator (AED). Led by Resuscitation Council UK certified Basic Life Support instructors. Nobody needs any experience. We bring the equipment; the host provides the venue.

Your money is protected

It is used only for the sessions in your agreement. Funding for a named place or group is kept for that place or group. If sessions can't all be delivered in time, we agree with you to extend the window, deliver them elsewhere or refund the difference.

WHAT EVERY SPONSOR GETS

- A digital partnership certificate
- Acknowledgement on our website and agreed social media channels
- Launch and completion announcements
- An internal news story to share with your employees
- The chance for a few of your employees to observe or join a session, with the host's agreement

WHAT WE MEASURE AND REPORT

An anonymous survey at the end of every session covers confidence to recognise a cardiac arrest, start CPR and use an AED, and awareness of the nearest defibrillator.

Your reports cover sessions delivered, people trained, communities reached and the survey results. You receive anonymised results only, and we use photos and quotes only with consent.

1,000+
people trained in CPR by Rob and Ruby in 2026

1 hour
per session, around 15 people each time

<1 in 10
survive a cardiac arrest outside hospital in the UK

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SPONSORSHIP LEVELS

Choose your level.

Every level includes the recognition on page 2. All sponsorship is paid to The Idiopath Foundation CIC by invoice, due within 30 days.

LEVEL	AMOUNT	SESSIONS	PEOPLE REACHED	REPORTING YOU'LL RECEIVE
Session Supporter	**£250**	1	About 15	Completion email with headline results and a short story or quote
Community Partner	**£500**	2	About 30	Completion email with headline results and a short story or quote
Lead Community Partner	**£2,500**	10	About 150	Six-month summary and a final report
Regional Impact Partner	**£5,000**	20	About 300	Short quarterly update and a final report with a case study
Tailored	**£10,000+**	By agreement	By agreement	Quarterly updates, an annual report and an impact presentation

Good to know

- The Idiopath Foundation CIC is a community interest company, not a charity, and is separate from The Idiopath Limited.
- Sessions follow our safeguarding and health and safety policies. We are insured with Markel: £5m public and products liability, £10m employer's liability and £1m professional indemnity.
- Either side can end the agreement with 30 days' notice. Sessions not delivered are refunded or, by agreement, delivered elsewhere.

Become a corporate sponsor.

We'd love to talk to you about the communities you want to reach.

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