

SHADE THE UK



SPONSORSHIP PROSPECTUS

2026 V0

Our vision



Shade the UK's mission is to have zero deaths from overheating, and a UK where everybody can live, work and thrive in hot weather. And that goal has never felt more urgent.

Over the last five years, the UK has experienced a 40°C heatwave, record-breaking summer temperatures, and increasingly frequent periods of extreme heat. Thousands of people have lost their lives to heat-related causes, while many more have experienced impacts on their health, wellbeing, education and livelihoods.

We are not the hottest country in the world. Yet we remain one of the least prepared when hot weather arrives. We believe this can change. We believe many heat-related deaths are preventable.

And we believe every community should have access to practical advice, trusted information and support before a crisis occurs.

Seeking funding



We are seeking a small number of strategic partners who share our vision of a UK where everybody can live, work and thrive in hot weather.

Strategic partners will play a vital role in helping Shade the UK move from a successful initiative into a lasting national organisation.

We are particularly interested in discussing multi-year partnerships starting from:

£50,000–£100,000+ per year

This will enable us to build capacity, plan with confidence and maximise long-term impact.

If your organisation is interested in helping shape the future of heat resilience in the UK, we would love to start a conversation.

Why now?

Something remarkable has happened over the past few years. The conversation around heat has changed.

We are hearing from people struggling to keep their homes cool. Teachers are asking for guidance on protecting pupils. Healthcare professionals want training and resources.

Housing providers, community organisations and local authorities are seeking practical support to prepare for hotter summers.

At the same time, we are being contacted by people across the UK who want to volunteer their time, skills and expertise to help tackle the growing challenge of extreme heat. The need is clear. The willingness to help is clear too. What is missing is the capacity to connect the two. There remains a significant gap between the demand for adaptation support and the funding available to provide it.

We believe Shade the UK is well positioned to help bridge that gap.

Despite receiving no core funding, Shade the UK has become one of the UK's leading voices on heat resilience and climate adaptation.

Working alongside our sister company Love Design Studio, local authorities, community organisations, researchers, practitioners and volunteers, we have delivered impactful, nationally recognised work.

This investment would allow us to

01

Start to build the framework for a coordinated national volunteer network.

02

Increase support for schools, community organisations, housing providers and vulnerable groups.

03

Develop and expand practical guidance, training and adaptation resources.

04

Raise awareness of heat risks and solutions through public engagement and campaigns.

05

Create the long-term organisational capacity needed to respond to growing demand.

06

Deliver public engagement and communications initiatives.

07

Provide governance and organisational development.

08

Understand and strengthen our impact.



Our ambition is to secure at least £200,000 of sponsorship over the next 6–12 months to establish the foundations of a national organisation dedicated to helping the UK adapt to extreme heat.

This investment will enable us to build the infrastructure, evidence base and delivery capacity needed to respond to growing demand, while creating a platform capable of attracting further long-term funding and support.

Our goal is not just to deliver a series of projects. It is to build the UK's long-term capacity for heat resilience and adaptation, ensuring that communities, organisations and vulnerable groups can access the guidance, support and resources they need as temperatures continue to rise.

Many climate adaptation projects are funded for a short period before the expertise, relationships and momentum they create are lost. Shade the UK is taking a different approach.

We are building a lasting platform for action on heat, bringing together research, community engagement, practical guidance, volunteer mobilisation, training and public awareness under one organisation.

By investing in Shade the UK, funders are not just supporting individual projects. They are helping build the UK's long-term capacity to adapt to one of its fastest-growing climate risks.

Shade the UK has reached an important moment in its journey. Over the last five years, we have demonstrated that there is demand for practical support on overheating and heat resilience. We have shown that people care about the issue, that organisations are seeking guidance, and that communities want to become better prepared for hotter weather. What we have not yet had is the long-term funding needed to build the infrastructure required to respond at scale.



Here are some the initiatives and projects Shade the UK have been involved with to date:

- Shade Islington workshops in schools
- 40 Degree Stories storytelling project
- Shading for a Resilient Future exhibition
- Keeping Kids Cool Conference
- Heat Adaptation Guides
- Heat Health Training programmes
- Provided evidence to the London Assembly
- Delivered the Holborn Liveable Neighbourhood Heat Resilience Study
- Contributing to ATTENUATE and ARCADE

Our impact and outreach



Podcasts

Head of Climate Action and Public Health, Polly on the Open City podcast.



Broadcast

Polly representing Shade the UK on BBC News.



Policy

Giving evidence on overheating in homes at the London Assembly at City Hall.



Features

Interviews on the impacts of extreme heat with journalists across the country.

& many more...





The following work can be delivered as we reach key sponsorship milestones. Each funding tier unlocks additional capacity and capability, enabling us to increase our impact and scale our work across the UK.

£25,000+

Measure and grow our impact

Commission and publish the first Shade the UK Impact Study and Impact Report.

This will allow us to better understand our impact, demonstrate value to funders and partners, and unlock further long-term investment.

£50,000+

Mobilise volunteers

Recruit a dedicated Volunteer Coordinator to organise, train and provide the resource to support a growing national network of volunteers.

This role will enable us to respond to increasing interest from people wanting to contribute their time and expertise to the cause.

£100,000+

Support vulnerable communities

Provide practical adaptation advice, training and technical support to schools, care homes, housing estates, healthcare settings, community organisations and public spaces used by heat-vulnerable groups.

Expand 40 Degree Stories into a new 40 Degree Solutions programme focused on practical adaptation.

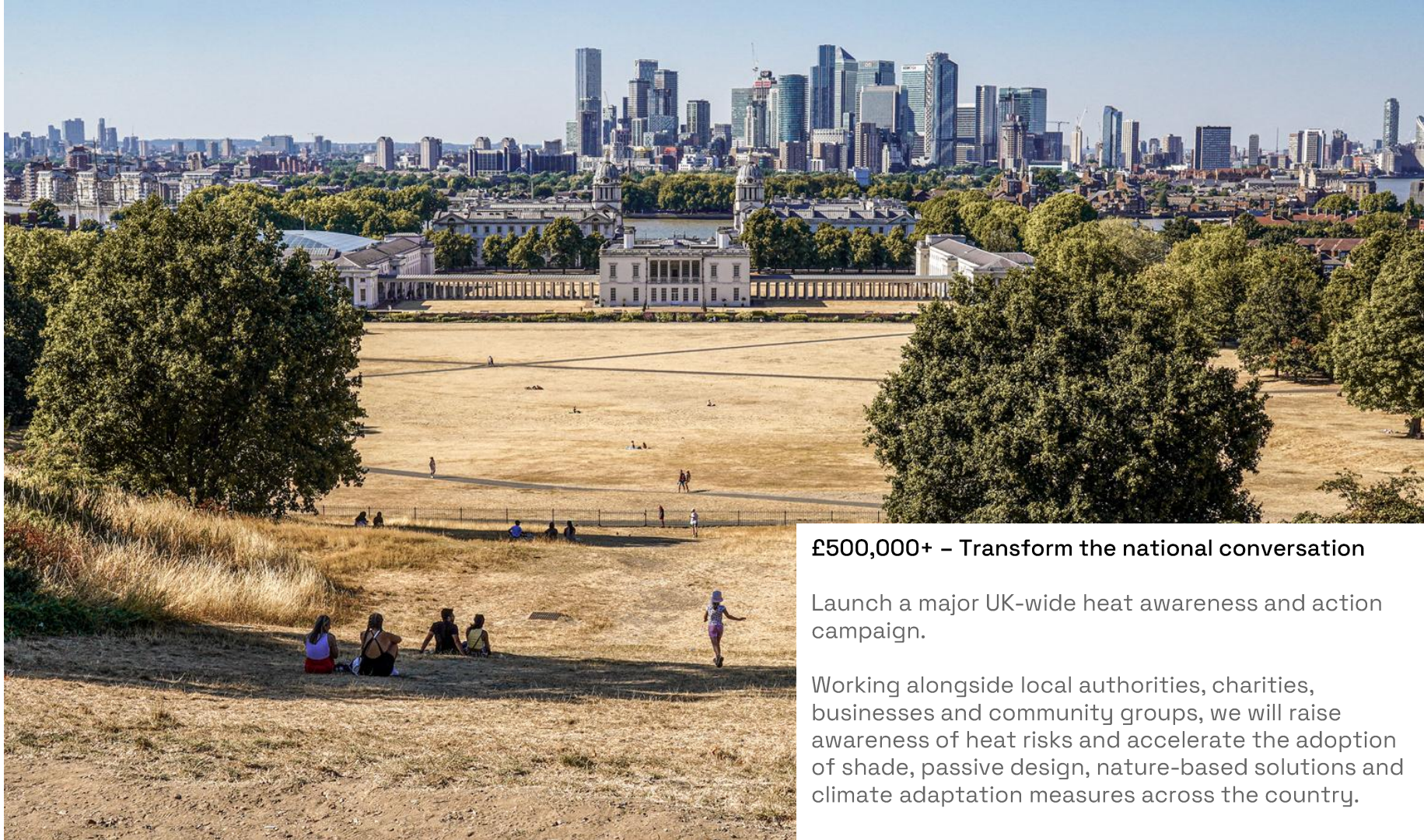
£250,000+

Build a national support network

Recruit additional community engagement capacity and establish a structured support network capable of helping communities before and during periods of extreme heat.

This would allow Shade the UK to become a trusted national source of adaptation support, guidance and community action.





£500,000+ – Transform the national conversation

Launch a major UK-wide heat awareness and action campaign.

Working alongside local authorities, charities, businesses and community groups, we will raise awareness of heat risks and accelerate the adoption of shade, passive design, nature-based solutions and climate adaptation measures across the country.

Sponsors and donors can expect to receive

Brand Visibility and Recognition

01

Logo placement on the Shade the UK website.

Recognition within the annual Shade the UK Impact Report
Participation in future campaigns, events and initiatives.

Partnership opportunities on selected projects.

ESG, Social Value and Community Impact

02

Demonstrable climate adaptation impact.

Employee volunteering opportunities.

Support for ESG, CSR and social value objectives.

Meaningful engagement with vulnerable communities.

Collaboration Opportunities

03

Opportunities to co-create campaigns and initiatives.

Access to adaptation expertise and thought leadership.

Participation in a growing movement focused on practical climate resilience.

The challenge is no longer proving that heat is a problem.
The challenge is building the capacity to respond.

With the right support, Shade the UK can help thousands more people adapt to a hotter future, strengthen communities across the country, and move the UK closer to a future where nobody loses their life because of overheating.

If you would like to discuss sponsorship, donations or strategic partnerships, we would love to hear from you.

Contact

info@shadetheuk.co.uk

Donate

www.shadetheuk.com/donate

Support our crowdfunder

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SHADE

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