



ABOUT GBWR AND WHEELCHAIR RUGBY

Great Britain Wheelchair Rugby (GBWR) is the national governing body for the game of wheelchair rugby in England, Scotland, and Wales.

The mixed-gender sport has grown dramatically since the 2012 home Games from a domestic league with a single division to one which now has three disciplines: Paralympic wheelchair rugby, wheelchair rugby fives, and three-v-three wheelchair rugby, with multiple divisions and over 35 clubs across Great Britain.

Wheelchair rugby became headline news in summer 2021 when the GB team won gold at the Paralympic Games in Tokyo.



OUR AMBASSADORS



SHAUNAGH BROWN
GBWR Ambassador



MIKE BROWN
GBWR Ambassador



RUPERT MOON
GBWR Ambassador



JASON LEONARD OBE
GBWR Patron

DISABLED PEOPLE ARE TWICE AS LIKELY TO BE PHYSICALLY INACTIVE COMPARED TO THOSE WITHOUT A DISABILITY

We are a small sport but have a huge role to play in ensuring people with disabilities are able to live active lifestyles and thrive.

People need our sport, and we need to help them access it.



The recent success of our hosting of the 2023 European Championship in the iconic Principality Stadium in Cardiff set a new bar for athlete and spectator experience and solidified our presence in Wales.

Wheelchair rugby continues to play a significant role in the rehabilitation of individuals who are recovering from life-changing injuries, or illnesses. For many of our members it is the only team sport they are able to play due to the severity of their impairment, and thus plays an important role in maintaining their physical and mental health.





2023 WHEELCHAIR RUGBY EUROPEAN CHAMPIONSHIP: WALES LEGACY IMPACT

LEVEL 1

WHEELCHAIR RUGBY COACHING COURSES

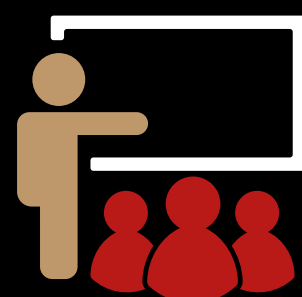


4 REGIONS



5 COURSES

88 NEW COACHES QUALIFIED



PROFESSIONAL RUGBY TEAMS IN WALES COMMITTED TO COMMUNITY ENGAGEMENT

WHEELCHAIR RUGBY SCHOOL RESOURCES LAUNCHED ON THE HWB, REACHING SCHOOLS ACROSS THE WHOLE OF WALES

1,989

PUPILS ENGAGED IN A SCHOOL SETTING



29 SCHOOLS REACHED

1,011

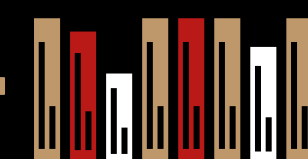


CHILDREN, TEENS, AND ADULTS ENGAGED IN WHEELCHAIR RUGBY ACTIVITIES AT EVENTS ACROSS WALES

58,000

SCHOOLS STUDENTS BENEFITING FROM EMPLOYABILITY SKILLS VIDEOS

250+

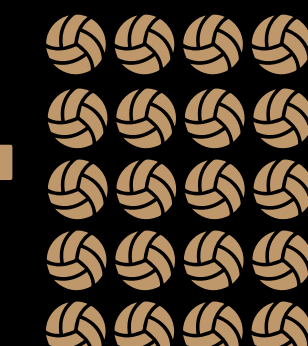


SCHOOLS AND COLLEGES INVITED TO TAKE PART IN CITY4ALL BADGE-DESIGN COMPETITION

250 BUSINESSES ENGAGED WITH LEGACY EVENT



2,000+



CARDIFF REGIONAL BUSINESSES TO BE OFFERED ACCESSIBILITY TRAINING IN 2023



**1.7
MILLION
IMPRESSIONS**



**FIRST EVER
MEDAL
FOR WR
PARALYMPIC
GB TEAM**

**FIRST
GOLD
FOR A
EUROPEAN
NATION**



**TOKYO 2020
PARALYMPIC
CHAMPIONS**



**1 MILLION
VIEWERS
DURING
PARALYMPIC
FINAL**



**430M
NATIONAL
PRESS
REACH**

GB TEAM HISTORY MAKERS



We are excited to present our 28 for 28 campaign.
An ambitious initiative aimed at bringing together
28 partners to support our vision of becoming

**THE SHOWCASE DISABILITY SPORT
IN THE UK BY 2028**

Come with us on this journey to the LA 2028
Paralympics



The cost of living has significantly risen, affecting people with disabilities more than those without¹. People with disabilities are almost twice as likely to be inactive (43%) compared with those without disabilities (23%)².

Wheelchair rugby has the potential to empower eligible individuals with disabilities, but without further support it may be difficult to reach and retain those who could benefit from the sport, especially if costs continue to increase.

¹The underlying disposable income gap between the disabled (£19,319) and nondisabled population (£27,766) was 44 per cent in 2020-21: down from 54 per cent a decade ago, but still hugely significant (The Resolution Foundation, 2023).

² [Sport England Active Lives Adult Survey](#)

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**BUT THERE
ARE ALWAYS
BUMPS IN
THE ROAD...**

By harnessing the collective power of a group who share our passion for inclusion and creating opportunities for people with disabilities, we are:

BREAKING BARRIERS AND BUILDING BRIDGES: ADVANCING INCLUSIVITY

INVESTING IN DREAMS: FUELLING GREAT BRITAIN'S PARALYMPIC AMBITIONS







**OUR VISION IS TO BE
THE SHOWCASE
DISABILITY SPORT
IN THE UK BY 2028**

**OUR JOURNEY
NEEDS
TO CONTINUE...**

BREAKING BARRIERS AND BUILDING BRIDGES: ADVANCING INCLUSIVITY

Inclusivity in disability sports remains a challenge, with physical, social, and financial barriers limiting participation to women/girls and those from ethnically diverse backgrounds.

By addressing these barriers through club education, targeted campaigns, and reducing financial barriers we can pave the way for greater inclusivity, ensuring that individuals of all backgrounds can engage fully in wheelchair rugby.



INVESTING IN DREAMS: FUELLING GREAT BRITAIN'S PARALYMPIC AMBITIONS

Invest in the dreams of Paralympic glory by providing crucial support to Great Britain's wheelchair rugby team.

Elite-level sports require significant resources, and lack of support can hinder not only the team's international success but create barriers to finding and developing the athletes of tomorrow.

By providing the necessary resources, this support will enable the team to compete at the highest level, representing Great Britain with distinction and inspiring the nation with their achievements, and ensuring that those with aspirations to represent their country do not face barriers outside of their own ability.



Our partnership with Socios.com, as part of their community and social impact initiative Socios.com Supports, enabled us to bring together wheelchair rugby players from our domestic and elite squads, and men and women from the Saracens and Harlequins rugby teams to discuss mental health, women's engagement sport, and create a new rules video to educate people on how to play wheelchair rugby.

A great example of collaboration to discuss important topics, and spread awareness of wheelchair rugby, supported by sports pundit and broadcaster Jermaine Jenas, Socios.com Supports ambassador.



HOW WE ALL BENEFIT FROM A PARTNERSHIP

**BE PART OF
SOMETHING
SPECIAL**

**CHANGE
PEOPLE'S
LIVES**

**EMBRACE
PASSIONS**

**MAKE A
DIFFERENCE**

MEET YOUR CORPORATE ESG COMMITMENT

By supporting GBWR, you will be demonstrating your organisation's commitment to social responsibility and making a positive impact in the disability community. This will enhance your company's reputation and build trust with your customers and stakeholders.

Supporting GBWR will enable your organisation to support the achievement of the UN Sustainable Development Goals:

#3 GOOD HEALTH AND WELLBEING
#10 REDUCED INEQUALITIES
#17 PARTNERSHIP FOR THE GOALS

This is an opportunity for powerful storytelling and authentic content that partners can build into their ESG case studies.



NETWORKING OPPORTUNITIES

Access to exclusive networking events three times per year and opportunities to meet with other sponsors/partners and members of the GBWR community.

This will give you the chance to build new relationships and establish connections with other businesses and organisations that share your passion for wheelchair rugby, and hear from members of our community including grassroots players and GB athletes.



EMPLOYEE ENGAGEMENT

We can connect your employees with volunteering opportunities across our clubs, major-events, team building days, and hear from our staff and players about the impact your support is creating.

This will help to foster a sense of community and teamwork among your staff, whilst also giving them the chance to support a vital cause.



28 FOR 28
ROAD TO LA 2028 PARALYMPIC GAMES

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“I go to Tesco where it’s assumed I need help. I come to rugby and it’s refreshing to be somewhere where my disability is an advantage. Even better that no one’s faffing around me, opening the doors, or double doors assuming I can’t get through!”

Cath Pinkey, West Country Hawks



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“When I left rehab I didn’t really want to be a part of the disabled community. It was a bit like being a member of a gang that I didn’t want to be a part of.

Eventually I just gave in and thought that maybe hanging out with other disabled or injured people was the best thing for me to try out. So I went to a club, got involved, and just loved it. It is where I get my cardio and get to let off some steam at the end of the week by just smashing up some people without getting in any trouble for it.”

Aaron Phipps, Tokyo 2020 gold medallist



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“For the last five years I thought that I couldn’t and I can’t do anything.

“Whereas this year I’ve started saying ‘I can’. I travelled down to the women’s day (in Cardiff from Northampton) by myself and stayed over all because of the impact the community has had only me. Playing has not only improved my physical fitness but mentally the community spirit has brought myself back to me again.”

Rachel Culverhouse, Northampton Saints player





JOIN US!

Are you ready to join us on the 28 for 28 journey and be part of this select group of partners helping to make wheelchair rugby the showcase disability sport in the country?

Contact our **CEO, Jason Brisbane** at **28for28@gbwr.org.uk** to find out more about partnering with GB Wheelchair Rugby!



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