



Nominate your charity to be The Creative Shootout's

# CHARITY OF THE YEAR 2025

**Theme:** Hidden Disabilities

**All we need from you is just 250 words on why creativity will be important to your charity in 2025. That's it! Entries close end of day, 31st July 2024.**

Of the 16 million disabled people in the UK, 80% have a hidden disability. And cases of non-visible disabilities have risen by two-thirds in the last five years, according to 2023 data<sup>1</sup>, with the biggest rise within mental illnesses.

Diagnosis takes longer for hidden disabilities too, often underappreciated even by medical professionals. However, whether temporary, situational or permanent they have a significant impact on the daily lives of those they affect.

So for 2025, The Creative Shootout's theme is **Hidden Disabilities**.

With over 900 disabilities currently categorised as 'hidden disabilities' there are thousands of charities across the UK working in this area. These charities might support cancer patients through their diagnosis or provide help to people with conditions such as endometriosis and Crohn's disease. They might help educate around autism and ADHD - or drive awareness of lesser-known conditions such as dysautonomia.

We want to unleash the creativity of the UK's best any discipline marketing agencies (whether integrated, advertising, digital, social, PR, brand, experiential etc) to support the vital work these charities do.

So, we're inviting any charity that works to support, champion and protect those with a hidden disability to enter to be The Creative Shootout's Charity of the Year 2025.

<sup>1</sup> Cool Crutches & Walking Sticks analysis of DWP data

Here's what some of our incredible charity partners have said about their involvement in The Creative Shootout:

**Helen Walker**, Chief Executive of Carers UK, says; "Being The Creative Shootout's chosen charity has been a hugely significant thing for Carers UK. Having the UK's best creative talent laser focused on us for several months is something we could never have imagined. And getting to collaborate with the agency MullenLowe, essentially for free, along with some of the UK's biggest media partners like Clear Channel, Sky Media and The Guardian, has been game changing for us – as well as for millions of unpaid carers across the UK. We are hugely grateful to everyone involved".

**Mary McGrath MBE**, former CEO of FoodCycle says; "Being a part of the Creative Shootout has been an exceptional opportunity for FoodCycle. Not only was the event fun, it was fascinating and inspiring to see so many creative ideas and the enormous amount of effort that all of the agencies had put in to their entries and pitches."

**Sian Sutherland**, Co-founder of A Plastic Planet said: "The Creative Shootout came to us at a time in our life when we needed to break through into the public's conscience. Both the profile we received and campaign that we went on to stage with the winning agency really helped us do that – and the whole 'live event' was just an incredible experience. This live format should be the basis for any awards programme."

**Matt Downie MBE**, CEO of Crisis adds; "The Creative Shootout is an award like no other. Getting the best creative brains in the UK to focus their attention on your charity is humbling and energising, and we're grateful to the whole team."

**To be considered for The Creative Shootout Charity of the Year 2025, we need;**

- **Up to 250 words on why creativity will be important to your charity in 2025**
- **And then, if you're successful, a commitment to run the winning campaign (that you will develop with the winning agency – or a variation of it) sometime between February to September 2025**
- **A minimum £10,000 fee 'prize' from you for the winning agency. Please note; the winning agency will work with you and stage their winning campaign for you in 2025 (with a lot of their time given 'for free'), but some contribution for their time is respected and needed**
- **Content and social support from your team**
- **Access to corporate / media partners for support**
- **Ambassador and celebrity support. This is usually in the form of a camera interview for our promotional showreels, as well as presence at the Live Final in London on Thursday 30th January 2025**
- **A pledge to evaluate the success of the campaign and come back and tell us about it at next year's Live Final in 2026**

**Email your 250-word entry to us at [hello@creativeshootout.com](mailto:hello@creativeshootout.com) by close 31st July 2024.**

**From there, the top three charities will be invited to meet with us in August. One charity will be chosen as The Creative Shootout's Charity of the Year 2025.**

**Good luck!**

**And if you have any queries, please drop us a line at the above email address.**