

→ **IOA Foundation C.I.C.**

Institute of Accessibility

AccessFirst Initiative

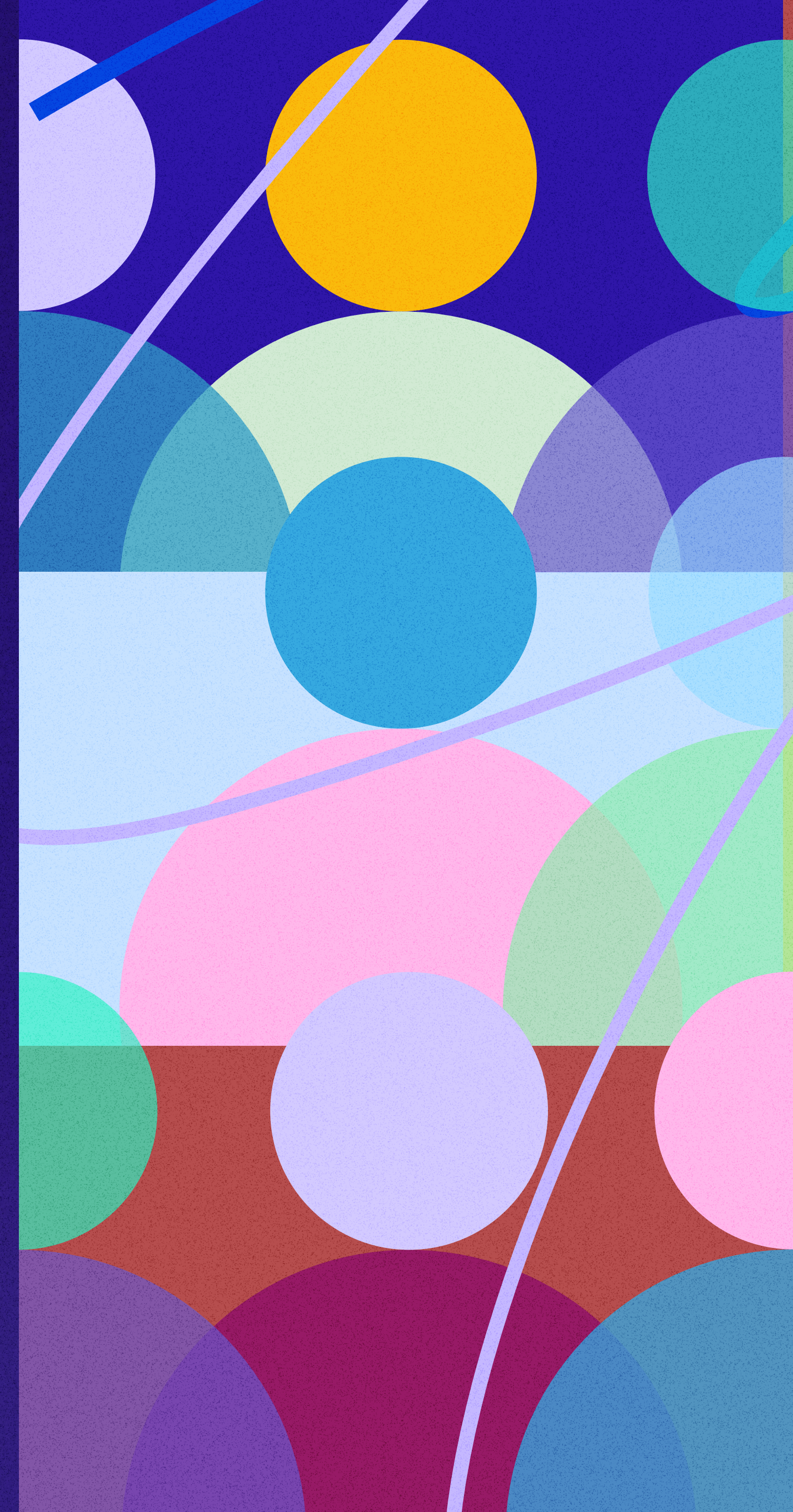
Alclusio & Hey AI Platforms

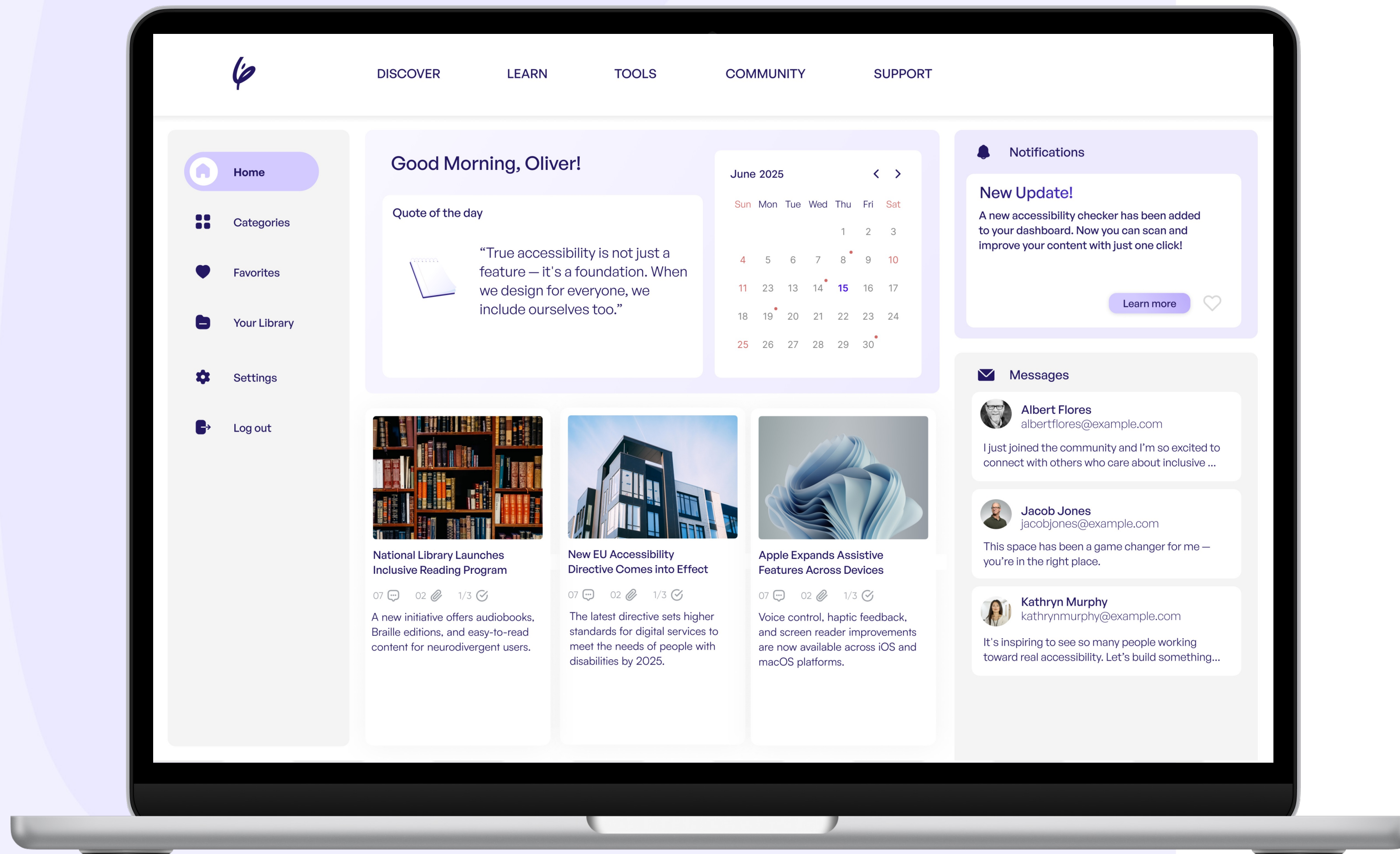
Community Outreach Programme

Becoming a Sponsor

# Who We Are

The **IOA Foundation** was established to tackle fundamental barriers faced daily by over a billion of people around the world, encouraging a more accessible and inclusive society. The Foundation originated from Christopher Hamilton's unique ability to identify how individuals of all ages and abilities interact with their environments. Christopher's perceptive understanding and observational skills enable him to innovate thoughtfully, recognising precisely how technology can be harnessed to serve diverse demographic groups effectively and inclusively.





Structured intentionally as a **Community Interest Company**, the IOA Foundation prioritises clear community benefits and transparency. This structure ensures the Foundation's profits and resources are continuously reinvested in its core mission: enhancing global accessibility. It also provides tangible benefits to supporters, who can clearly demonstrate their commitment to social responsibility and inclusive innovation through meaningful partnerships.

# Three Key Initiatives

## 01

### **Institute of Accessibility**

Advocating for accessibility standards, developing training and accreditation programmes and advocacy globally.

## 02

### **The AccessFirst Initiative**

Developing and establishing a recognised global benchmark for accessibility compliance with our AFI Certified programme, creating tangible benefits for organisations and consumers alike.

## 03

### **Alclusio & Hey AI**

Developing innovative technological solution to enhance daily accessibility through personalised assistance and comprehensive accessibility data.

IOA FOUNDATION

# Meet Our Key Team Members

Our foundation is driven by a passionate team, each bringing unique expertise, insight, and innovation to our mission. Click on their names below to connect and learn more via their LinkedIn profiles.



**Christopher Hamilton**  
**Founder & CEO**

Strategic direction, innovation leadership, and organisational vision for accessible technology and inclusive design.



**Samantha Morgan**  
**Co-Founder & Head of Innovation**

Leads technological innovation and strategic partnerships.



**Craig Pickles**  
**Director of Strategic Execution**

Leads strategic operations and delivery across the IOA Foundation's core initiatives, ensuring scalable, impactful execution.

IOA FOUNDATION

# Meet Our Key Team Members

Together, alongside a dedicated team of specialists, thought leaders, and spokespeople, the IOA Foundation C.I.C. is uniquely positioned through lived experience, professional expertise, and relentless passion to champion global accessibility standards and make meaningful improvements to the lives of countless individuals worldwide.



**Steve Tyler**  
**Director of Accessibility  
Standards & Advocacy**

Drives global advocacy efforts and develops rigorous accessibility standards and best practices.



**Amy Williams**  
**Head of Strategic  
Partnerships & Sponsorships**

Cultivates and nurtures relationships with sponsors and partners committed to positive social impact.



**Dr. Angelika Gruber**  
**Chief Operating Officer**

Guides the IOA's international operating model and legal affairs. With expertise in law, compliance, and strategic operations, she drives the IOA's global reach and measurable impact.



# Our Mission and Vision

Our mission is to create a world where accessibility barriers are removed, empowering every individual to participate fully and equitably in society. We envision a future where inclusive design and innovative technology seamlessly integrate into daily life, fostering true independence and equality. By collaborating with communities, organisations, and individuals, we strive to lead transformative change that ensures accessibility and inclusion become universal standards.

How to address accessibility?



The IOA Foundation C.I.C. takes a holistic, integrated approach to accessibility, uniquely combining education, certification, and cutting-edge technological innovation. Unlike organisations that focus narrowly on single issues or sectors, our structured methodology, supported by the **Institute of Accessibility**, the **AccessFirst Initiative**, and the **Alclusio & Hey AI Platforms**, addresses accessibility comprehensively. By empowering both individuals and organisations, we create sustainable, systemic change that actively removes barriers across all aspects of daily life and business.

# Our Three Core Pillars

## Institute of Accessibility

The IOA Institute serves as a global advocate for accessibility excellence, promoting best practices and driving the adoption of inclusive design standards worldwide. Through specialised training, accreditation programmes, and impactful advocacy, the Institute empowers organisations and professionals, enabling them to confidently and effectively harness accessibility at all levels.

## AccessFirst Initiative

AFI Certification sets a globally recognised benchmark for accessibility, helping businesses clearly demonstrate their commitment to inclusive practices. Achieving certification builds trust with consumers, enhances organisational reputation, and promotes universal compliance with accessibility standards, delivering tangible benefits for both businesses and customers.

## Alclusio & Hey AI

Alclusio and Hey AI, powered by IBM WatsonX, form an ethical AI ecosystem delivering adaptive support. Alclusio serves as the verified data core, while Hey AI evolves into an agentic AI, offering empathetic, self-directed assistance that removes barriers and enables inclusive, dignified living.



THE URGENT NEED FOR ACCESSIBILITY

# Why It Matters

**over 1 billion**

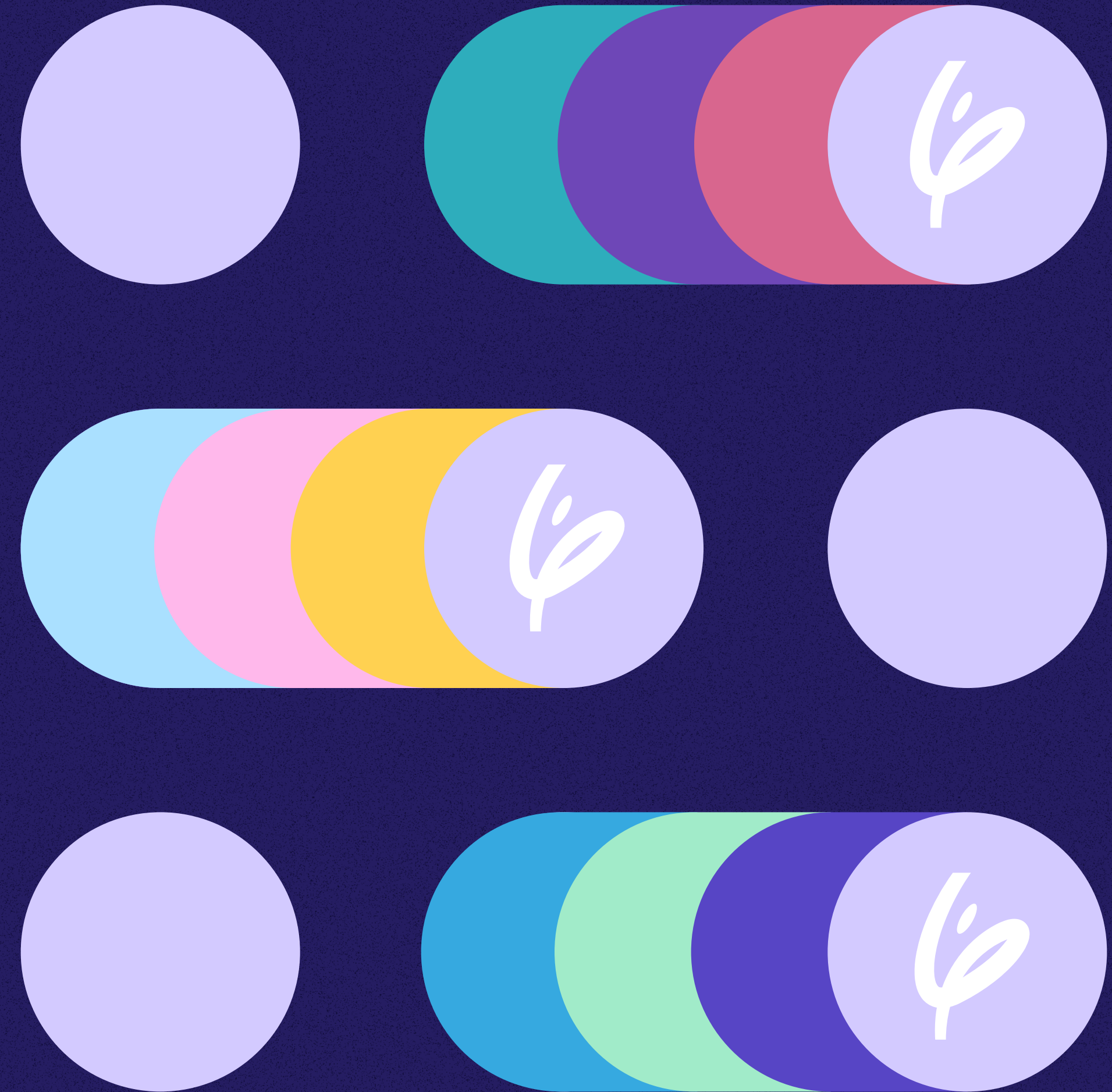
people worldwide currently experience significant barriers to accessibility and inclusion.

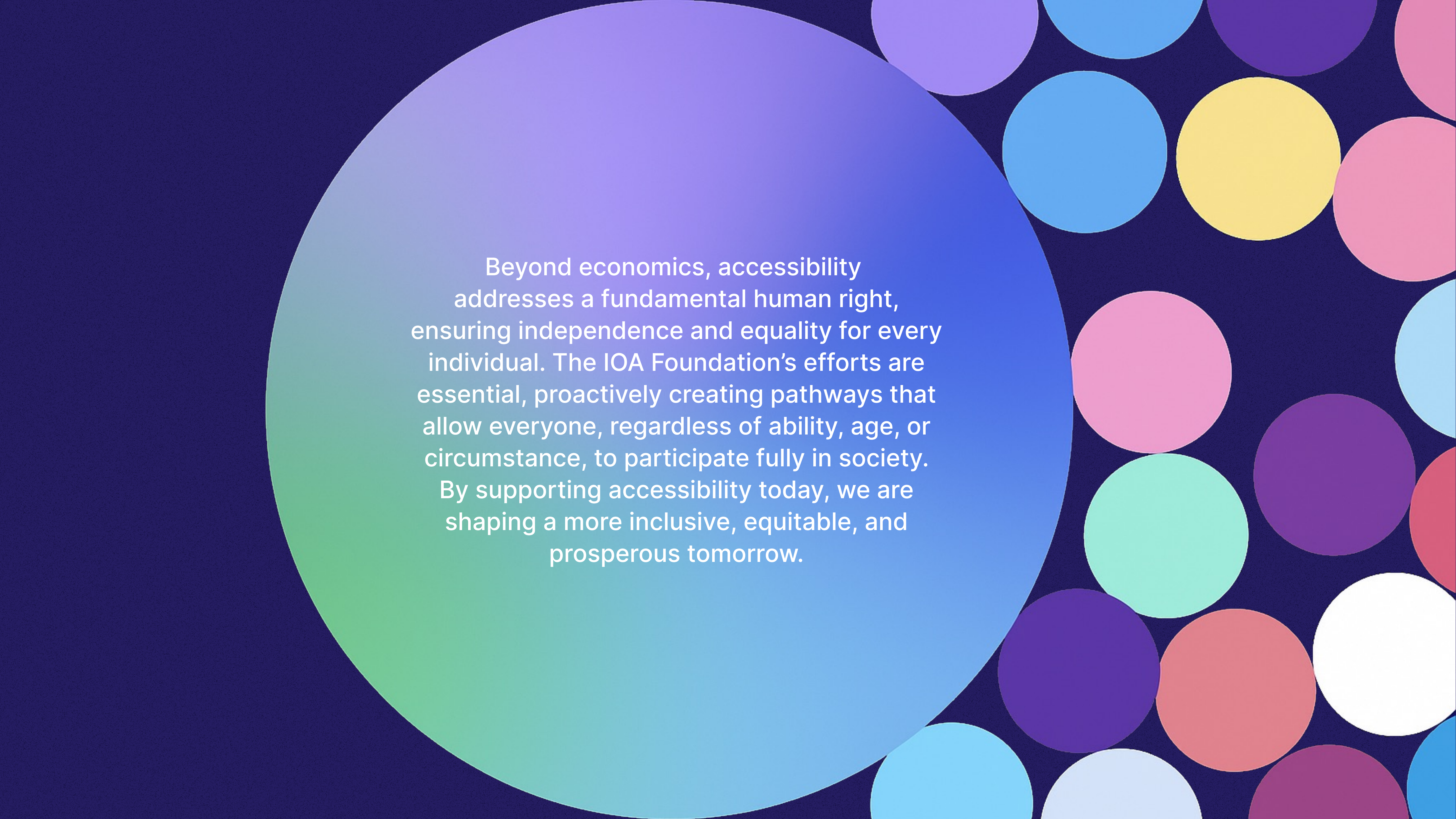
**£274 billion**

is the estimated annual spending power of people with disabilities and their families in the UK alone.

Businesses and communities that prioritise accessibility see clear economic benefits through:

- **expanded markets**
- **improved brand reputation**
- **stronger customer loyalty**





Beyond economics, accessibility addresses a fundamental human right, ensuring independence and equality for every individual. The IOA Foundation's efforts are essential, proactively creating pathways that allow everyone, regardless of ability, age, or circumstance, to participate fully in society. By supporting accessibility today, we are shaping a more inclusive, equitable, and prosperous tomorrow.



IOA FOUNDATION

# Our Approach and Impact

The IOA Foundation's approach is distinctly practical, designed to deliver tangible, measurable outcomes that transform communities, businesses, and lives. Each initiative, be it training through the Institute of Accessibility, certifying accessibility standards via AccessFirst, or enhancing daily life through our innovative Alclusio & Hey AI Platforms, creates lasting impacts, promoting independence and inclusion.

# From Strategy to Results



## Transforming Lives and Communities

Our initiatives directly empower individuals, creating meaningful opportunities for people who face barriers daily. Scholarships, outreach programmes, and targeted support services provide genuine pathways to personal development, education, and financial independence.



## Enabling Businesses to Thrive

The AccessFirst Initiative equips businesses not only to comply with global accessibility standards but also to unlock new markets, enhance consumer trust, and demonstrate genuine corporate social responsibility, delivering tangible economic and social benefits.



## Stories of Real-World Impact

From students with disabilities accessing higher education thanks to our scholarships, to businesses reporting increased customer engagement and loyalty after achieving AFI Certification, our success stories underline the powerful impacts of our initiatives.



# Sponsoring the IOA Foundation



## Drive Growth

Companies prioritising diversity and inclusion often outperform peers, experiencing enhanced innovation and customer engagement.



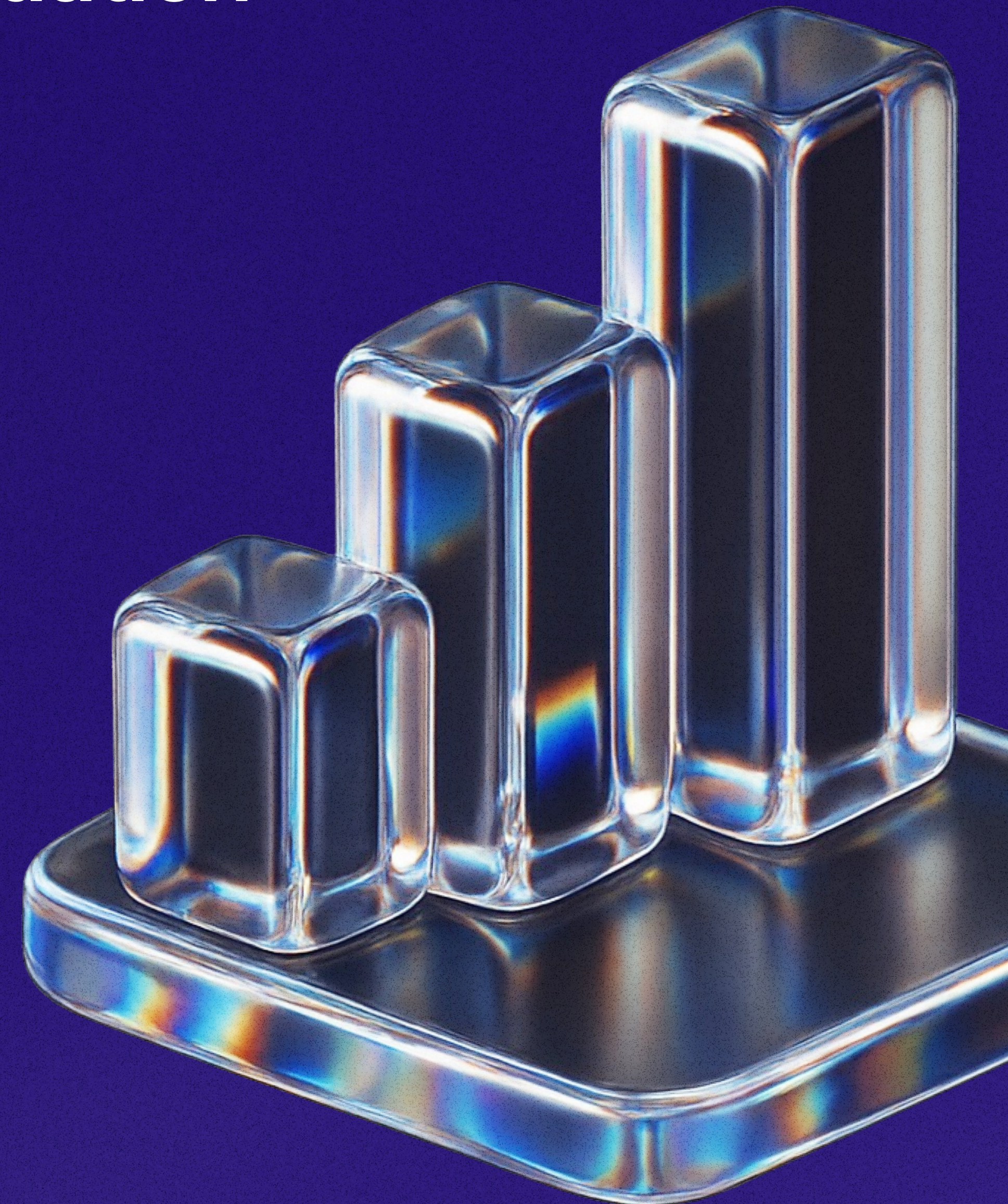
## Enhance Trust

Aligning with inclusive initiatives strengthens stakeholder relationships and builds brand loyalty.

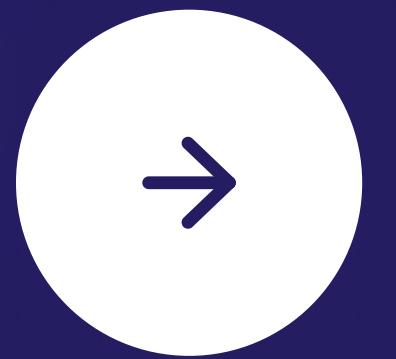


## Demonstrate Leadership

Position your organisation at the forefront of inclusive innovation, setting the standard for ethical and accessible practice. Sponsoring the IOA Foundation signals a bold commitment to social impact, influencing industry, policy, and public trust.



# Ensuring Financial Integrity and Transparency



To safeguard the trust placed in the IOA Foundation C.I.C. by sponsors, donors, and stakeholders, we have established an **Independent Audit Committee (IAC)**.

Comprised of external experts and impartial members, the IAC meticulously oversees how funds received through sponsorships, donations, and retained earnings are allocated and utilised.

# Key Responsibilities of the IAC include:

- Regular independent reviews of the Foundation's financial practices and expenditure, ensuring funds are managed responsibly and ethically.
- Providing clear reporting and accountability on the impact and outcomes of sponsored programmes, initiatives, and investments.
- Ensuring that all financial activities align precisely with the Foundation's community-interest objectives, reinforcing stakeholder confidence.
- This approach ensures absolute transparency and responsible stewardship, positioning the IOA Foundation as a trusted, accountable partner for all supporters and beneficiaries.

# How to Engage and Support

We will seek strategic partners to help us scale meaningful and measurable impact. By the end of **2027**, our work is projected to reach over **500k** individuals, influence policy across **27** regions, and facilitate **270** community accessibility initiatives. We shall be driven by innovation, evidence, and powerful collaboration. By partnering with us, your organisation will become part of a movement that is set to deliver data-backed outcomes, global influence, and profound community transformation.



# Investment Opportunities

TIER NAME	INVESTMENT LEVEL	PURPOSE
VISIONARY PARTNER	£3M – £5M	IOA-WIDE INFLUENCE AND LEGACY LEADERSHIP
TRANSFORMATION PARTNER	£750K – £2.5M	LEAD SPONSOR OF LANDMARK PROGRAMMES OR INNOVATION PLATFORMS
FOUNDATION PARTNERS	£100K – £749K	KEY CONTRIBUTOR TO STRUCTURAL GROWTH AND LONG-TERM SUSTAINABILITY
ACCESSIBILITY DONOR	£25K – £99K	SUPPORTER OF TARGETED ACCESSIBILITY INITIATIVES FOR PROGRAMMES



OPPORTUNITIES

## Partnership & Sponsorship

Each partnership is designed to deliver quantifiable impact, supporting programmatic expansion, community development, and policy-shifting change, while aligning with your organisation's strategic values and ESG priorities.



### Strategic Sponsorships

Align your brand with our impactful initiatives and events, showcasing your authentic commitment to accessibility.



### Collaborative Partnerships


Engage directly in innovation, training, advocacy, and community support, bringing your expertise and resources to foster inclusivity.

# We`d love to have you onboard

For more information or to discuss how we can collaborate effectively:

 [partnerships@ioa.foundation](mailto:partnerships@ioa.foundation)

 <https://ioa.institute>

 Amy Williams, +44 (0) 7837 962392