



# Impact report 2026

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Our work and mission

Overview

Clinicians: SameYou's Impact

“At its core, SameYou is about supporting survivors to access innovative emotional, social, and physical rehabilitation as they begin the journey back to themselves.

It is a hand reaching out and saying: We are here. We will support that long road of rediscovery and healing – one person at a time.”

— *Emilia Clarke,  
Brain Injury Survivor and SameYou Founder*

## Why Emilia And I Founded SameYou



*Jenny Clarke MBE  
Co-Founder and CEO*

We all dread the call that changes everything.

14 years ago, my much-loved daughter, Emilia, was fighting for her life after a sudden brain haemorrhage. Nothing prepares you for the panic, helplessness and desperation. The fear of not knowing what would come next or where to turn was overwhelming – and the loneliness of that moment has never left me.

It's why I'm committed to helping others find the support, knowledge and strength they need to navigate life after a neurological trauma. In the six years since we founded SameYou, thousands of people have shared their stories. And a shocking pattern has emerged: lack of information, missing or fragmented services and a deep sense of being left behind.

For most survivors, recovery is uncertain, uneven and under-supported. Too many feel abandoned. But I've also seen what's possible when care is built around the survivor's perspective – when families are informed, supported and empowered to rebuild. That's what drives everything we do.

SameYou was born from our lived experience, mine as both a parent and a brain injury survivor. Although Emilia made a full recovery, our lives were changed forever. Millions of other families have endured the same anguish we did.

Together, we can rewrite the story of recovery – SameYou exists to help make that future a reality.

# Executive Summary

SameYou is a brain injury recovery charity dedicated to accelerating rehabilitation pathways for survivors, helping them to rebuild their lives and return to work. We are rethinking rehabilitation - creating a future where brain injury recovery is accessible for everyone.

## What we do

Despite being a small team of 4, SameYou has brought transformational change by focusing on innovations in how neurorehabilitation is delivered around the world. Survivors are at the core of everything we do, shaping our priorities through their experiences and insight.

## Who we are

Actor Emilia Clarke and her mother, Jenny, founded SameYou in 2019 after Emilia survived two life-threatening brain haemorrhages while filming Game of Thrones. Emilia shared her story in The New Yorker to launch the charity, highlighting that brain injury can happen to anyone - whatever their age - and revealed the shocking lack of support. Thousands of people around the world responded, identifying with her story. Emilia is a Patron of SameYou, while Jenny leads the charity's mission.

## Achievements

SameYou has raised over £3,812,226 since 2019 and works alongside world-leading experts and organisations. This investment has delivered 4 major research projects, a postgraduate certificate in neurorehabilitation nursing, and practical solutions including NHS-run online group programmes, return to work support, educational tools and peer-led initiatives. We've shown how small, targeted investments in pilot programmes can unlock scalable solutions to support millions of people globally.

# Executive Summary

## Brain health and rehabilitation

1 in 3 people will experience a brain injury in their lifetime<sup>1</sup> due to stroke, traumatic accidents, concussion, brain cancer, or haemorrhages. Despite this stark statistic - which is almost as high as cancer diagnoses<sup>2</sup> - survivors often face insufficient access to the full suite of holistic rehab services that are essential for recovery, leading to debilitating mental health challenges<sup>3</sup>, fatigue, long-term disability, social isolation and unemployment.

## What's next

Together, with survivors and their loved ones, clinicians and world-leading partners, we are creating solutions to ensure that survivors can reclaim their lives and their identities and feel confident to return to work. To deliver our impact, SameYou requires urgent funding to achieve these ambitious goals: transforming recovery at scale requires collective action. The charity receives no Government funding and relies on the generosity of donors.

With your support, we'll make sure recovery is a right - and not a privilege - for every survivor.

## Our work

### CLINICAL

Increase access to clinical neurorehabilitation for survivors

### COMMUNITY

Connect people with lived experience to share insights and navigate recovery together

### CONTENT

Provide comprehensive information and education on holistic recovery approaches, and return to work support

Sources:  
<sup>1</sup>University College London; <sup>2</sup>Cancer Research UK; <sup>3</sup>Mental health consequences of traumatic brain injury, Howlett, Nelson and Stein 2021

# Our work explained | CLINICAL

 Increase access to clinical neurorehabilitation for survivors

## Goal

SameYou draws insight from tens of thousands of survivors and their families who are at the heart of everything we do, shaping clinical solutions through their experiences.

## Programmes include

- Neurorehabilitation Online, real-time rehab personally delivered by NHS therapists to groups via video calls
- Research studies to investigate the need
- An online post graduate certificate combining nurse training in both mental and physical neurorehabilitation
- Coming soon: A first-of-its-kind brain injury virtual recovery centre to access support

## Outcome

- 1,200+ survivors have accessed Neurorehabilitation Online
- 4 Research studies commissioned by SameYou led to the piloting of new recovery solutions
- 48 nurses enrolled in neuro nurse training post graduate certificate programme
- A partnership with the world-renowned National Rehabilitation Centre, Loughborough, UK, to provide a safe space to receive specialist emotional and social support immediately after leaving acute hospital or rehab.

# Our work explained | CLINICAL

 Increase access to clinical neurorehabilitation for survivors

## Survivors:

### SameYou's impact | Paul Mylrea



“When I had 2 strokes while working in a high-powered job, it stunned everyone who knew me. I was very fit; swimming outdoors all year, cycling more than 10 hours a week, and a regular gym-goer.

I was amazingly lucky - I was contacted by a specialist team offering Neurorehabilitation Online, physical and cognitive therapy. It was a lifesaver, helping me see that I really could continue to live a fulfilling and fulfilled life.”

## How we drive change:

- Expanded Access: With group therapy delivered digitally, more survivors now receive physical and digital rehab, easing pressure on the NHS and the workforce
- Rehab Awareness: Driving a recovery revolution by championing rehabilitation

## What's next?

### With your support we can...

- Deliver NROL to an additional 1500 patients, costing £250,000
- Provide services at a specialist brain injury recovery centre - £20,000 would pay for professional support and tools
- Full roll-out of Brain Nurse programme following pilot with an investment of £70,000

# Our work explained | COMMUNITY

 Connect people with lived experience to share insights and navigate recovery together

## Goal

After brain injury, survivors and their loved ones often encounter challenges with relationships, mental health and feelings of isolation.

By connecting people with lived experience, it helps to rebuild relationships; feel heard and less alone; combat isolation and foster mutual understanding; enhance support networks and protect mental and physical health.

## Programmes include

- SameChat peer support, connecting survivors and their families in shared experiences with a self-help framework and process
- SameYou Recovery SOFA programme, supporting families through a training and peer mentoring programme

## Outcome

- 70 participants from around the world joined an online peer support programme
- A training programme for volunteers has been created to deliver peer mentor and health coaching at the National Rehabilitation Centre, UK, and Mount Sinai, New York

# Our work explained | COMMUNITY

 Connect people with lived experience to share insights and navigate recovery together

## Survivors:

### SameYou's impact | Kerry Thompson



In 2013, Kerry suffered a ruptured brain aneurysm, just 3 months after her baby was born. "I signed up for SameYou's peer support programme, SameChat. It offers you your very own support group in the

comfort of your own safe environment at a time when perhaps you cannot face, access or are even able to seek support from outside but are desperate to connect and know more about what the hell is happening to you.

"You can turn up as you are and be accepted, understood and celebrated."

## How we drive change:

- Additional Support: Connecting survivors and their families has transformed mental health and recovery
- Immediate help: Survivors can reach trained volunteers for real-time emotional support

## What's next?

### With your support we can...

- Expand our peer support programme by recruiting a neuropsychologist and administrator with an investment of £100,000
- £38,000 would create the training curriculum and equipment for the UK SameYou Recovery SOFA programme

# Our work explained | CONTENT

 Provide comprehensive information and education on holistic recovery approaches, and return to work support

## Goal

Survivors feel like they are ‘falling off a cliff’ after discharge with little or no information on how to look after themselves. Patients need to access information on clinical solutions and knowledge about holistic solutions to address physical, mental and social needs which are not currently offered via the NHS.

## Programmes include

- Recovery@Home resources, providing education and information on brain injury and how to treat the whole person through holistic self-help covering sleep, nutrition, cognitive changes, social and behavioural issues
- Neuro Recovery Directory, a signposting service for survivors and loved ones to access support locally
- Return to Work programme, providing neuropsychological support and job coaches to help navigate the complexities

## Outcome

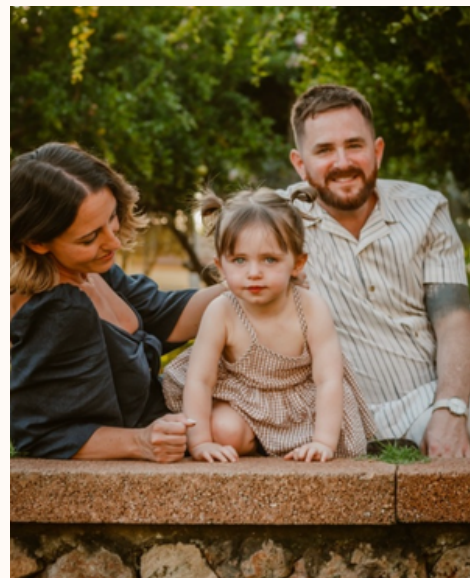
- 60 services listed on our online neuro recovery directory
- 90 holistic tools for self-help recovery at home
- Programmatic return to work support for survivors and their loved ones in partnership with the Big Issue

# Our work explained | CONTENT

 Connect people with lived experience to share insights and navigate recovery together

## Survivors:

### SameYou's impact | Scott Pearshouse



Scott told politicians and business leaders about the challenges of re-entering the workplace after brain injury, as a return to work programme was launched by SameYou and the Big Issue. Speaking at the House of Commons as the organisations kickstarted the

initiative, he said he was about to go back to work after a year's rehab when he was made redundant. He said: "I applied for jobs but getting a role wasn't the hard part; keeping the job while my brain was still recovering was. So for me, it was just focusing on keeping a roof over our heads." Scott, now a Chartered Surveyor, finally told his colleagues about his brain injury after being inspired by Emilia Clarke sharing her story - and he credits this with changing his life.

### How we drive change:

- Recovery Tools: Online resources and support directories accelerate rehabilitation
- Return to Work: More survivors re-entering work, reducing reliance on benefits

### What's next?

#### With your support we can...

- Fund a careers coach and clinical job readiness support assistant for £65,000
- £20,000 would enable the development and curation of content for resources
- £100,000 would build an AI-enabled rehabilitation programme designed to provide brain injury survivors and their families with access to multidisciplinary services directly in their homes.

# The Numbers Behind The Human Cost

**£39k**  
is the cost of rehabilitation per patient  
...delivering savings of  
**£500k** to society  
over that person's lifetime

**4.8m**  
people across Europe would benefit from  
rehabilitation

**Only 40%**  
of people in the UK receive rehabilitation

**Only 35%**  
of major trauma victims  
get back to work

**60%**  
of people who do not receive rehab  
following an acute injury - including  
brain injury - are likely to be readmitted  
to hospital within 6 months

**Head injury is the most common cause of  
death and disability in people aged 1-40 yrs  
in the UK**

Rehabilitating 750 patients per year  
over a 60-year period would return  
£3.3bn into the economy through  
healthcare savings, reduced reliance  
on benefits, and people returning to  
work and contributing taxes

# Partnerships

## COMMUNITY AWARENESS

World Health Organization's World Rehabilitation Alliance  
 UK Stroke Forum  
 Community Rehabilitation Alliance  
 Cochrane Rehabilitation  
 Virchow Foundation  
 Right to Rehab campaign  
 Women's Brain Foundation  
 American Brain Foundation  
 Mind  
 Different Strokes  
 The Stroke Association  
 The National Brain Appeal  
 Maggie's Centres  
 The Bob Woodruff Foundation  
 The Chartered Society of Physiotherapy  
 The Royal College of Occupational Therapists  
 The Royal College of Speech and Language Therapists  
 Senedd Cymru | Welsh Parliament  
 Public Health Wales

## REHABILITATION SOLUTIONS

UCL Queen Square  
 East Lancashire Hospitals NHS Trust;  
 University Hospitals of Morecambe Bay  
 NHS Foundation Trust; Blackpool Teaching  
 Hospitals NHS Foundation Trust and Lancashire  
 and South Cumbria NHS Foundation Trust;

Countess of Chester  
 NHS Foundation Trust; Cheshire and Wirral  
 Partnership; Liverpool Heart and Chest  
 NHS Foundation Trust; Liverpool University  
 Hospitals Foundation Trust; MerseyCare / St  
 Helens and Knowsley Teaching Hospitals;

Mersey West Lancashire Teaching Hospitals NHS  
 Foundation Trust;  
 Warrington and Halton Teaching Hospitals;  
 Bridgewater Community Healthcare NHS  
 Foundation Trust;  
 Wirral University Teaching Hospital;

Mid Cheshire Hospitals Trust.  
 Mount Sinai New York  
 National Rehabilitation Centre  
 University of California San Francisco  
 Sphere Memory and Rehabilitation Team  
 Big Issue



## RESEARCH, TRAINING & COLLABORATIONS

Spaulding Rehabilitation Hospital Boston  
 London School of Economics and Political Science  
 Royal College of Nursing  
 The Royal College of Nursing Foundation  
 The University of Edinburgh  
 University College London  
 UCL Hospitals NHS Foundation Trust  
 Bridges Self-Management  
 The University of Central Lancashire and 4 NHS Hospital  
 Trusts in Lancashire  
 The University of Birmingham  
 The University of East Anglia  
 The University of the West of England  
 The University of Oxford  
 Big Issue  
 Mount Sinai Health System New York  
 The University of Glasgow  
 The Neurological Alliance  
 Nursing Now

# How We Are Financed

SameYou must secure sustainable funding to deliver on its ambition  
**Funding received to date: £3,812,226**  
**2025/2026 target: £550,000**

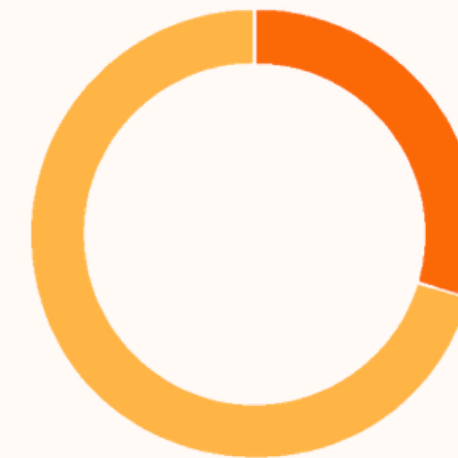
To date  
 2025/2026 projection



**Campaigns and Challenges**  
To date: £3,301,395  
2025/2026 projection:  
£150,000



**Private Giving, Trusts & Foundations**  
To date: £385,831  
2025/2026 projection:  
£350,000



**Corporate Giving**  
To date: £125,000  
2025/2026 projection:  
£50,000

**FUNDERS** Accenture; Avanade; The National Lottery Community Fund; Lyon Trust Home recovery; D'Oyle Trust; Edward Gosling; HollyHock; Adrian Squire; Schroder Trust; Omaze; Tiltify; Visionable; Westscot Finance Limited; Circle Health; The Estee Lauder Companies; Clinique; Estate Insurance Group; Mi Casa Tu Casa; Falmouth Fairfax; PIB Insurance Brokers; Williams Gallagher; AXA XL; Gunnercooke; Mark Robinson... plus numerous generous individuals

# What Clinicians Think Of Our Achievements

“ Having worked in the field of rehabilitation for people with acquired brain injury for over 2 decades, I can say with confidence that including people with lived experience is non-negotiable if you wish to provide the best possible outcomes for the newly injured.  
Care for people with an Acquired Brain Injury is not complete without the crucial work that SameYou is leading. ”

David Putrino  
PT, PhD Professor, Department of Rehabilitation and Human Performance, Icahn School of Medicine at Mount Sinai  
Director of Rehabilitation Innovation, Mount Sinai Health System New York USA

# What Clinicians Think Of Our Achievements

““ The impact of SameYou's work to raise the profile of aftereffects of brain injury has been nothing short of phenomenal. The work with Big Issue and return to work, with rehabilitation programmes online and the constructed conversation programme are all inspirational.

From attending a few events, I have met individuals whose lives have genuinely been changed by the work SameYou has pioneered and will continue to do so.

An amazing charity. ””

Miriam Duffy  
Director National Rehabilitation Centre  
Nottingham University Hospitals NHS Trust UK

# Proving Our Innovations Work



Small team, big achievements



15 NHS group neurorehabilitation online programmes



70 participants accessed group and paired shared experience programmes



60 services listed in the Neuro Recovery Directory



90 educational resources



Return to work support with the Big Issue



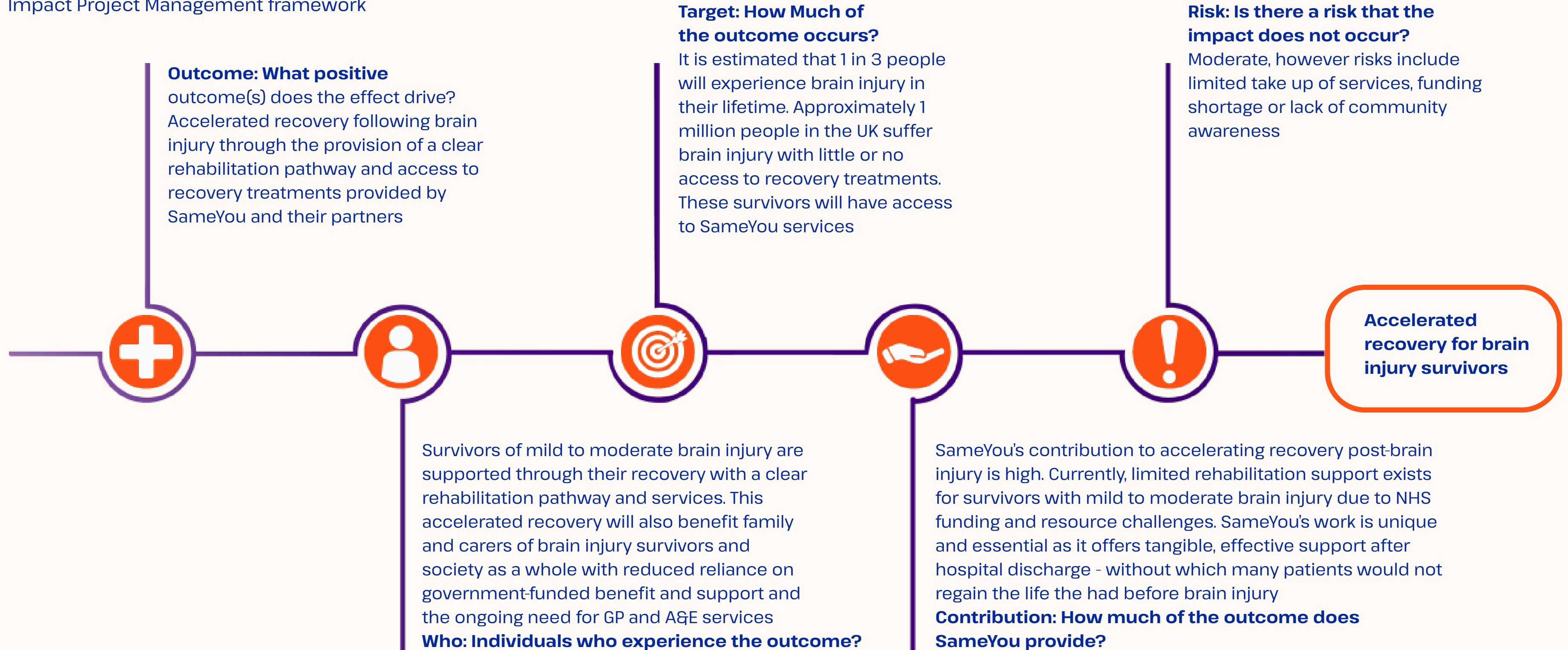
4 major research projects



48 nurses enrolled in Neuro nurse training postgraduate certificate

# SameYou Impact Assessment

The impact has been assessed using the Impact Project Management framework



# Global Recognition



Emilia and Jenny awarded MBEs for services to People with Brain Injuries in the 2024 King's New Year's Honours List



Finalist for the British Diversity Awards 2025



A founding member of the World Health Organization's World Rehabilitation Alliance and External Relations team member



Partner with Cochrane Rehabilitation  
Member of the UK Stroke Forum  
Member of the Community Rehabilitation Alliance



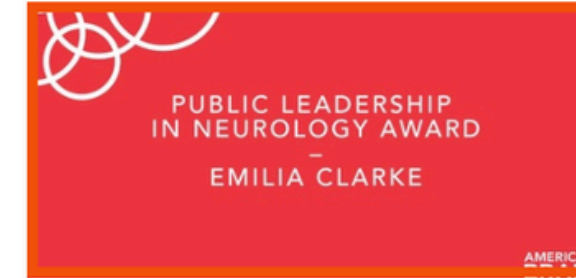
Partner with The Virchow Foundation



Neurorehabilitation Online shortlisted for national award



Emilia an Ambassador of the Royal College of Nursing and Nursing Now



Emilia awarded Public Leadership in Neurology Award from the American Brain Foundation



More than 10,000 survivors and their loved ones have written and interacted with SameYou



Substantial media coverage generated by SameYou and highlighting the unmet need has ignited worldwide awareness, reaching millions. The immediate impact of Emilia sharing her story led to major exposure in 92 countries and hundreds of requests for interviews



SameYou Community: 57,000



Details of all our initiatives available on request :  
[Jennyclarke@sameyou.org](mailto:Jennyclarke@sameyou.org)

