

wetoo!

Scottish Charity Number: SC045895

# ADVERTISING PROPOSAL



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booking your space, work with us.

**We Too!**, originally Me Too!, is a charity based in North East Scotland offering families who have children with life long disabilities the chance to access experiences, which are often inaccessible to them without, individually driven adjustments and support.



Set up by a local parent frustrated with the lack of information and sessions suitable for her disabled son, who would ask "What about me too?" She set about pulling all the information together in one place to share with her community.

With £500 of savings, the first "Me Too!" magazine was distributed to 6000 families in Aberdeen City in April 2015.

Overwhelmed with the positive response to the magazine and, realising the need for this in the community,

Me Too! gained charity status in September 2015 so that the organisation could be open and transparent with all it's customers and it's journey. Still now, the organisation continues to grow and develop to the needs of it customers.







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# THINGS TO BE PROUD OF

Winner of 7 Awards to date and only launched in 2015, we continue to be parent-led and driven by the needs of our community and the desire to reverse the inclusion model, where Relaxed Sessions are predominately for ASN participants, but in fact anyone is welcome as long as they are aware of the sessions they are participating in.



Campaign of the Year  
WeToo! Dream Night Series



Queens Award for Voluntary Service 2020



Social Enterprise of the year 2018



Enterprising Communities Awards 2017



Shortlisted for MPower Award



Big Awards 2027



Services to the Community Award 2018



ACVO Emerging Social Enterprise 2016



Associate for SCVO (Scottish Council  
Voluntary Organisations)



Associate for Charity Excellence



OSCR Registered Charity



We Too! Are proud to be  
a living wage employer



Short listed for a TREND Award 2016



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QUARTERLY

# MAGAZINE

Published on a quarterly basis, within each issue we aim to inform and empower parents/carers with what's on relaxed sessions, parent support & training, sign posting financial help and support and, informative topical articles written by people with lived in ASN experience.

**wetoo!**

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Aberdeen City Council  
Aberdeenshire Council  
Aberdeen City Libraries  
Aberdeenshire Libraries  
Smugglers Cove, Codonas  
Sport Aberdeen  
Shopmobility & AbleDeen  
Aberdeen City Community Centres  
Children with Disabilities Team  
Children And Mental Health Services - City Hospital, Aberdeen  
Innoflate  
Jump In Trampoline Park  
Reset Aberdeen - Gaming Cafe  
Aberdeen Science Centre

**thank you!**

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## From the Chief's Desk...

### Ho ho hold the expectations this Festive Season!

Christmas can look very different from the television adverts for many of us. Within this edition we wanted to explore and recognise that although you may feel isolated with how your family celebrates Christmas there are, in fact, many of us in similar situations that you may realise - chicken nuggets for Christmas lunch anyone? Looking through our parent-to parent section on p21 I'm sure will raise a wry smile or two of recognition for many of our readers as well as hopefully picking up a few tips to try also.



It's always lovely to have a Dad write with his experiences and tips and within this edition it was wonderful to hear from John Morrison on how he prepares for families coming together over the festive period who may not see each other regularly - both your own family and the visiting family. Helping manage expectations and create an environment of understanding and compassion can be challenging when fraught with family dynamics and festive stress. John has some great ideas and tips to share with you on pages 4-5.

Linda-Jo's article on pages 10-11 also captures this beautifully with her article for this edition. Stepping out of perceived expectations and valuing quality over quantity is certainly what I needed to hear this year! I am thrilled to once again have her contribute to this edition as a local parent and look forward to more collaborations into 2023 and beyond.

Ultimately, making positive memories with your loved ones and building your own traditions around this to create a calm, fun festive period is all that truly matters.

Also, for many of us, finances and the increased cost of living is never far from many of our minds. "Doug on The Dosh", has been such a success on our social media pages that I am delighted to have "Ninja Doug" join us also as a regular columnist within the magazine. You can see all his fantastic frugal festive tips on pages 6-8.

Within the world of We Tool we have also welcomed 3 of our newest Ninjas to welcome you into Ninja HQ within Aberdeen Trinity Centre. Offering a unique city centre space for parent/carers to be able to drop in to receive information, signposting and support. The centre is open from Monday to Saturday between 10am and 2pm. The Ninjas have already done an incredible job there putting groups and sessions in place, details of which you can find on the back page. We are looking forward to working alongside many partners to use the space and ensure we are providing the best customer service possible. They have all passed my personal test for coffee making which is no mean feat! Please drop by and say "hello" and enjoy the lovely sensory corner away from the bright lights and noise of the shopping centre.

I do hope that however you build your family festive period with as much or as little activities around the holidays as you wish; that it's right for you and your loved ones to make positive memories to reflect on as your children grow.

Wishing you all a very Merry Christmas and Happy New Year on behalf of all the Ninjas.

Till Next Time *Phionna*



**30,000+**



**Readership of the We Too! magazine-**

It's the only magazine of it's kind in Scotland! Distributed free to parents/ carers and professionals in North East Scotland. Widely distributed throughout Aberdeen and Aberdeenshire via our 325 distribution partners.

Some examples of these include:

- **Primary schools and academies in Aberdeen City**
- **Aberdeenshire academies and most Shire primary schools**
- **Various NHS Sites**
- **City and Shire Libraries**
- **Sports Centres**
- **Codonas**
- **Aberdeen City Community Centres**
- **Innoflate**
- **Airhop Trampoline Park**
- **Aberdeen Science Centre**



**We Too! magazine impact**

"We always look for it! The We Too! magazine is the first resource I go to when I'm looking for activities to attend with my family. Without the magazine, it is difficult to find events and activities that provide the sensory supports, understanding, and relaxed environment we need. The We Too! magazine has given us the confidence to try new things, knowing that the organisations listed truly understand our needs and make inclusivity a priority. It has become an essential tool in planning meaningful, accessible experiences for our family."





SO MUCH MORE THAN A MAGAZINE

# RELAXED SESSIONS

**Relaxed definition: Feeling happy and comfortable because nothing is worrying you**

When asked why accessible sessions weren't offered, an unexpected conversation became the catalyst for the many relaxed sessions we now see within the community. The answer would be "We would love to but don't know how" The solution "What if **We Too!** trains your staff?" The decision "Lets go for it!"

Working with Codona's, **We Too!** delivered ASN/Customer Service Training and hosted the first Relaxed Session at Smugglers Cove Soft Play. This allowed 18 families to come together in a safe and compassionate space to play, connect and socialise. Small sensory adjustments and a visual guide reduced anxieties before and during the session and, allowed friendships to be established organically. Since then, we continue to work with many organisations across our region and deliver and, support over 100 relaxed sessions every month.



# RELAXED SESSIONS







# RELAXED SESSIONS

**WHY NINJA'S?** Because if you were a anxious 10 year old, would you rather ask for a Support Worker or a Ninja?





SUPPORT OUR CHARITY, WHILST PROMOTING YOUR BUSINESS TO OUR COMMUNITY

# ADVERTISING RATES

## Take an Advert with Us and Everybody Wins!

By advertising with We Too!, your business gains direct access to a targeted, sought-after market within a one-of-a-kind publication that reaches both traditional and online audiences. Your support helps empower We Too! to continue producing the magazine, which has become a lifeline for many of our readers.

We Too! is a trusted brand, and advertising with us builds confidence in potential customers through positive association. Together, we can make a meaningful impact –while your business connects with a loyal, engaged community. Join us and help us continue making a difference!





# ADVERTISING RATES

## STRAIGHT FORWARD OPTIONS

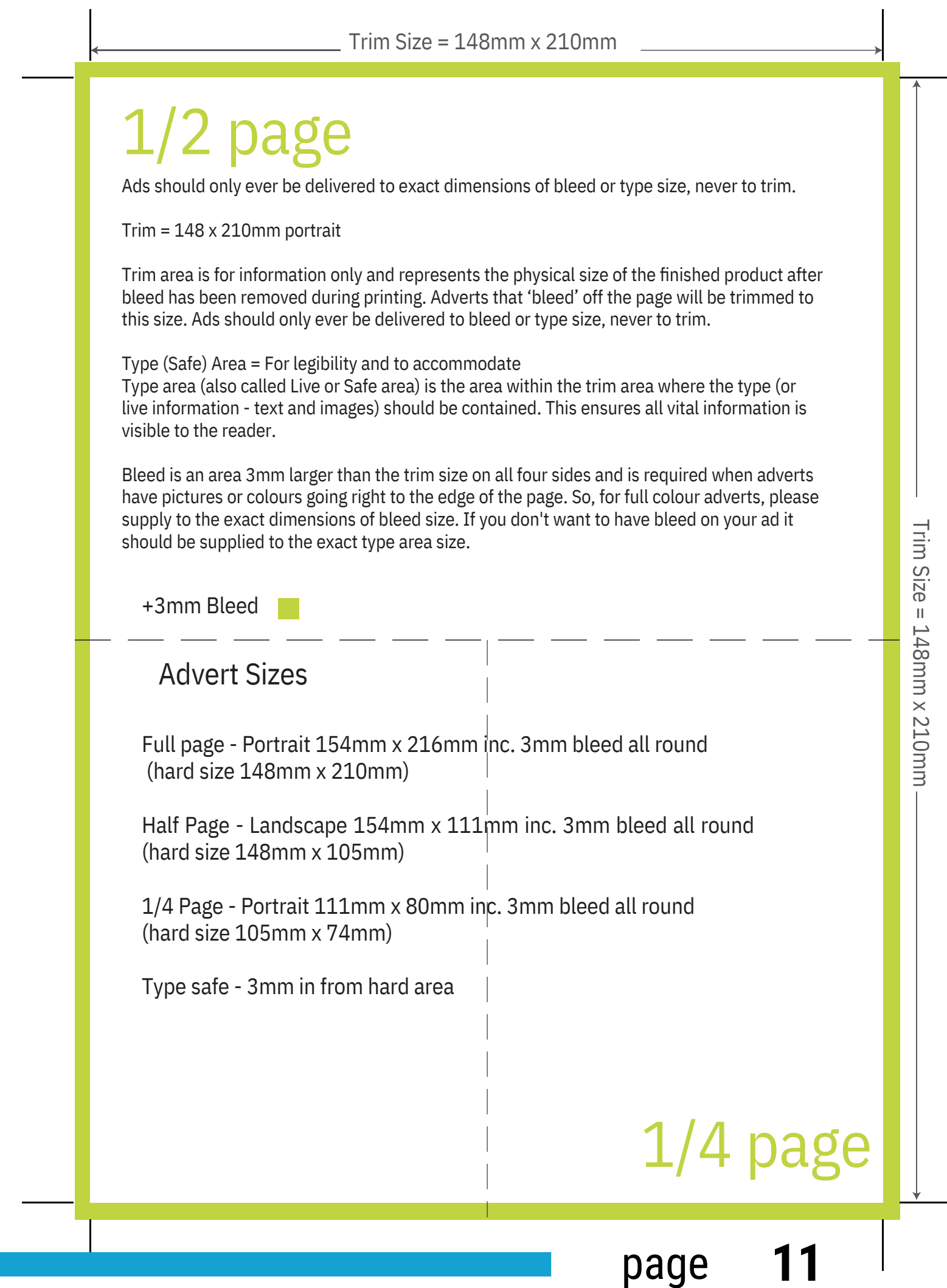
**FULL PAGE..... PER ISSUE £400**

**HALF PAGE..... PER ISSUE £250**

**QUARTER PAGE..... PER ISSUE £150**

**20% Discount when you book 4 issues**

There is no VAT as we are below the threshold.





05

# SOCIAL MEDIA

SPREAD YOUR MESSAGE TO OUR FOLLOWERS

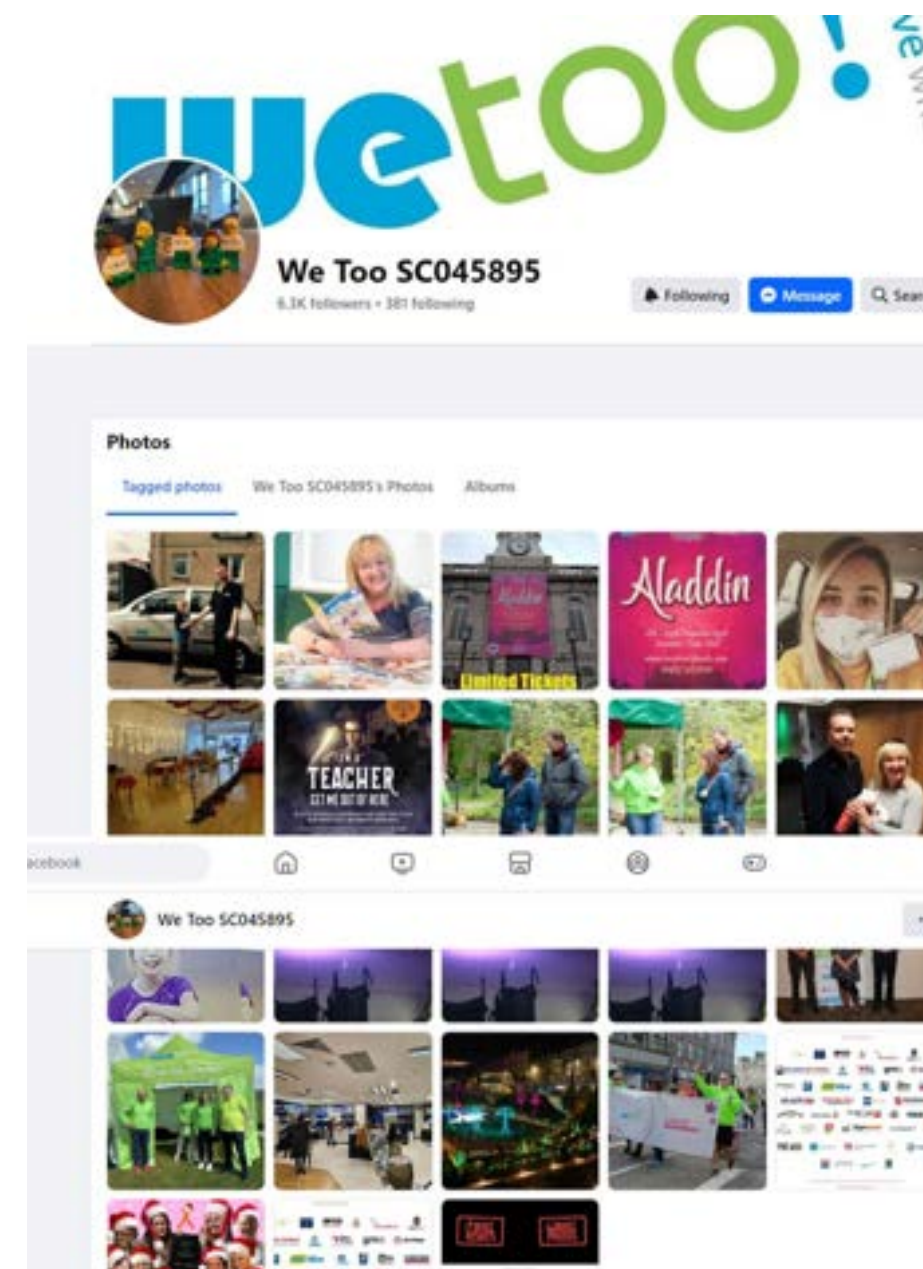
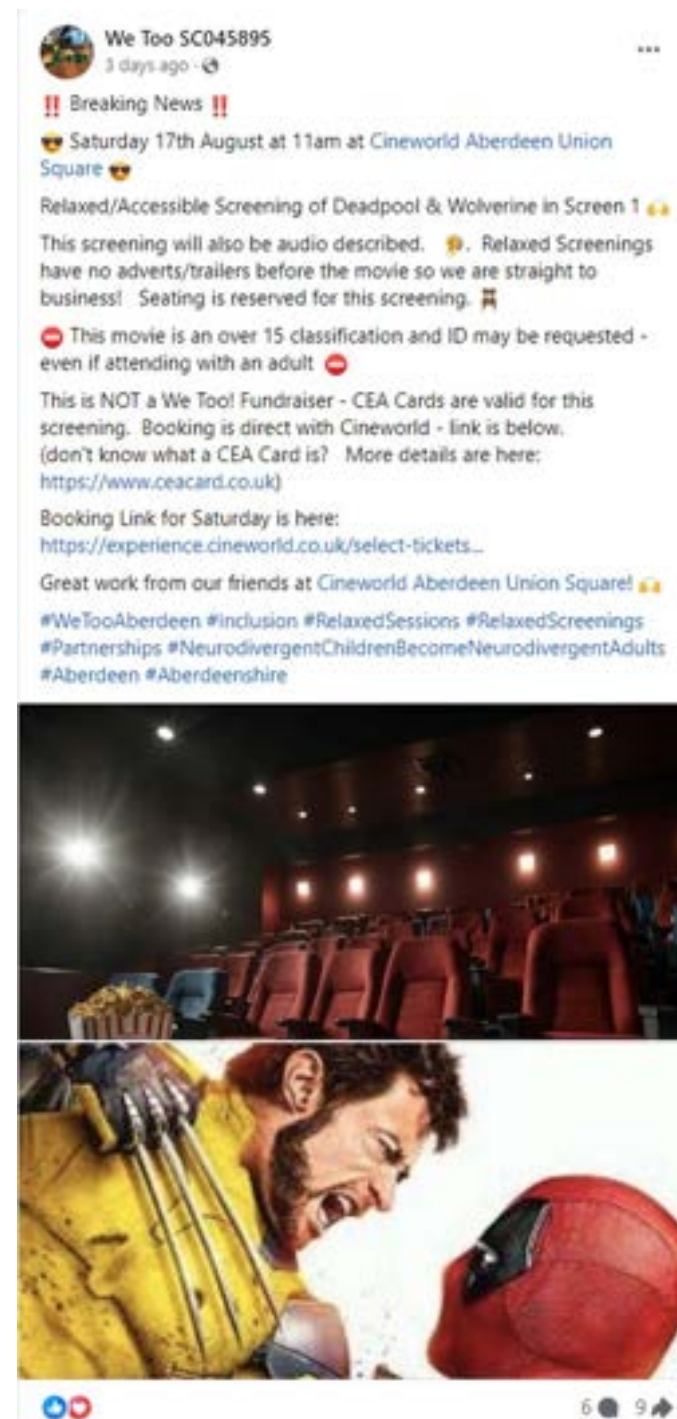
**Included with any magazine advert**

Our Social Media can reach up to 95,000!

We Too! gives you three social media articles, one per month covering the whole magazine period, Providing valuable online interaction with our customers.

**BOOK A SOCIAL MEDIA POST**

Spread your message to our social media audience from just £50! Reach out to our targeted readership and respond directly.





# SENSORY FIRST AID TRAINING

## We Too! Training with Cheify

Do your staff know how to spot an overwhelmed teenager? Or what to do in the event of sensory overload or underwhelm? At We Too!, we understand the challenges faced by individuals with sensory needs, and we're here to help your team provide the support that's needed.

Our Chief Ninja offers Sensory First Aid training for groups of up to 30 staff members, equipping them with the skills and knowledge to respond with confidence and compassion. This training focuses on promoting understanding, inclusion, and providing practical strategies to support individuals in distress.

Special Offer: This training is available at no additional cost when you commit to a 4-page advertising package with We Too!.

Investing in both advertising and Sensory First Aid training can help your team feel more confident and prepared while fostering a welcoming, inclusive environment for all. Contact us today to learn more!



# HOW TO BOOK

GROW YOUR BUSINESS WHILE SUPPORTING WE TOO!!



## DEADLINES

SPRING: 17/02/25 copy deadline - 17/03/25 issue release  
SUMMER: 26/05/25 copy deadline - 23/06/25 issue release  
AUTUMN: 01/09/25 copy deadline - 29/09/25 issue release  
WINTER: 10/11/25 copy deadline - 08/12/25 issue release



## QUESTIONS

We welcome questions, feedback, ideas! We can arrange a call or virtual meeting at a good time for you to discuss working with you. If you are local, we can meet.



## CONTACT

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**THANK YOU**

The background features abstract geometric shapes. A large blue triangle is positioned in the upper right corner. Below it, a light gray triangle points upwards. At the bottom, a green shape, resembling a hill or a wide triangle, spans across the width of the page.