

# thinking business.

Together with  
**wilson  
partners.**



## Maidenhead United Football Club Thinking Business Newsletter December 2023

Welcome to our 'Thinking Business' newsletter!

Last year we were excited to announce that long-time club partner, Wilson Partners had extended their support of Maidenhead United by becoming our Business Development partners. We were also thrilled to announce Wilson Partners as one of 11 new shirt sponsors as we unveiled our ground-breaking partnership with suicide prevention charity CALM (Campaign Against Living Miserably).

As part of our partnership, Wilson Partners is also sponsoring our 'Thinking Business' networking events which this season are taking place in January, February and March.

### Thinking Business Networking Events

**23rd January:** MUFC vs  
Ebbsfleet United.

**20th February:** MUFC vs  
Southend United.

**12th March:** MUFC vs  
Hartlepool United.

Tickets including a three course dinner  
in the Alan Devonshire Suite are £50pp  
+ VAT.

Please contact  
[commercial@maidenheadunitedfc.org](mailto:commercial@maidenheadunitedfc.org)  
for more information

# Thinking Business Events

*So, what are our Thinking Business Networking events?*

Always hosted on a Tuesday for a home game, our Thinking Business Networking events are a great opportunity for local business people to come together, network, enjoy a three course meal and some refreshments and take in a match in a relaxed and informal environment. Thinking Business is sponsored by Maidenhead based accounting, tax and Corporate Finance firm, Wilson Partners Limited and has been running for a number of years.

**“This is one of my favourite networking events as it’s so relaxed and after a catch up with some local business folk, a good meal and a couple of refreshments we get to watch some sport! What’s not to love?”**

Our next three events are:

- / 23rd January vs Ebbsfleet United.
- / 20th February vs Southend United.
- / 12th March vs Hartlepool United.

Tickets are £50 per person + VAT, this includes three course meal and reserved match seating

If you have any questions on the ‘Thinking Business’ Event, please do not hesitate to contact [commercial@maidenheadunitedfc.org](mailto:commercial@maidenheadunitedfc.org)



## Maidenhead United in the Community

In the spirit of the season, our recent Christmas Volunteer gathering was a great success! There were lively discussions about our exciting plans for 2024. Among the highlights are initiatives such as providing free training for our dedicated volunteers, organising a "Bring A Friend" meeting to potentially welcome new faces, and offering Walk Leader training for those keen to guide community walks. Of course, festive delights such as mulled wine, mince pies, and Christmas nibbles were enjoyed by all.

As we reflect on our accomplishments, we are reminded of the positive impact our volunteers have had on the Wellbeing Team's referrals from the NHS and Social Prescribing. We continually seek passionate individuals to join our cause, supporting community members in the RBWM area.

The heartwarming feedback we've received from our community members speaks volumes about the positive changes in their wellbeing and mental health. In fact, one of our referrals experienced such a transformative journey that they've not only improved their own life but have also transitioned into volunteering and is now guiding one of our community walks.

If you are interested to know more about becoming a volunteer please contact Angela Gomes [angela@maidenheadunitedfc-community.org](mailto:angela@maidenheadunitedfc-community.org)



# Join the Campaign Against Living Miserably

In summer of this year we were thrilled to announce a new sponsorship deal that saw 11 local businesses coming together as our shirt sponsor and funding much needed exposure for suicide prevention charity CALM.

*"This was a first for the football club and through a variety of initiatives this year it is already so rewarding to see and hear the stories, as to how we are helping individuals in our community and the power of football to start a conversation, that may make all the difference.*

*We thank our CALM partners and in enabling us to make this difference."*

**Sian Lancaster, Commercial Partnership Manager at Maidenhead United.**



## About CALM

CALM stands together with everyone who is struggling with life, no matter who they are, where they are from or what they are going through. They do it through their life-saving services, national campaigns, and by building communities. Anyone can feel suicidal. So CALM is there for everyone. From advice on their website about issues people might be facing; through to free, confidential chats with their helpline staff, online or on the phone – they are here for anyone who's struggling, every single day of the year. No matter what.

Their helpline and webchat are open 365 days a year, offering practical suggestions for all of life's problems – whether that's anxiety, relationship concerns, health worries, money worries or suicidal thoughts. Their staff answer a call every 59 seconds – they listen, talk, and help people struggling with life to make a plan so they can begin to look to the future.

*"We're really excited to be part of this ground-breaking initiative that gives CALM much needed exposure both in our local community and on a wider scale. The aim, ultimately is to prevent people from suffering in silence and help many people and their families get the help they need, when they need it. And at a time when external pressures are having an impact on our community and society as a whole."*

Allan Wilson, Managing Director, Wilson Partners Ltd.

[www.thecalmzone.net](http://www.thecalmzone.net)



## About Wilson Partners

We're a group of business enthusiasts, who just happen to be accountants! Whether you're a clients, prospective client or thinking of working for us, we're here to help you realise your ambitions!

One of the leading accounting, tax and Corporate Finance firms in the South East, we combine the financial expertise, experience and accessibility of our talented team with a deep understanding of our clients to help achieve their goals, we also do the same for our people and it's why we were recently awarded 2 stars and 'Outstanding' following a Best Companies survey!

With offices in Maidenhead, Cambridge, Sevenoaks and South Africa, we are ambitious for ourselves, our people and our clients. Each one of us is dedicated to challenging, inspiring and supporting our clients to live the lives they want and enjoy the success that will benefit those they care about and the wider community.

Whether you're a business owner looking for a new partner to add a different dimension to your business, or if you're thinking of moving jobs and want to add a different dimension to your career, we'd love to hear from you.

[info@wilson-partners.co.uk](mailto:info@wilson-partners.co.uk)

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[wilson-partners.co.uk](http://wilson-partners.co.uk)

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## Our Partners 2023/24 Season



## Our Partners

### Maidenhead Advertiser

The Maidenhead Advertiser serves as a vital cornerstone in the community, acting as a hub for local information and a catalyst for community involvement. It delivers comprehensive coverage of local news, sports, local government, events, and issues that ensures residents are well-informed and connected, fostering community cohesion and empowering individuals to actively engage in Maidenhead's civic life and holds those in authority to account.

Beyond its role as an information source, the Maidenhead Advertiser provides essential marketing services for local businesses. Alongside its print-based solutions it has developed a suite of innovative digital marketing solutions, specifically tailored for the needs of its clients. These solutions can be used for general marketing activities, where there could be a need for targeted online advertisements and social media promotions, or for specific needs such as looking to fill a vacancy for which the Maidenhead Advertiser has developed a proven recruitment solution.

In its dual capacity as both an information hub and a provider of marketing solutions the Maidenhead Advertiser remains an indispensable asset, significantly contributing to the well-being and vitality of the community it serves.

If you would like to learn more on how the Maidenhead Advertiser can help, please email [advertising@baylismedia.co.uk](mailto:advertising@baylismedia.co.uk)

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# Our Partners



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Tel: 01628 532003 | Email: [chris.boyd-leslie@oasisgraphic.co.uk](mailto:chris.boyd-leslie@oasisgraphic.co.uk)



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