

resources for autism



Fundraising Pack

All the information you need to
make your fundraising efforts a success

Welcome

It's wonderful that you're interested in supporting Resources for Autism by fundraising. With your help, we can change the lives of thousands of families across the country who are struggling with autism.

Around 1 in 100 people in the UK have a diagnosis of autism. Some have difficulty with understanding social rules and the nuances of conversation, leading to isolation and loneliness; others are completely non verbal and need daily support for simple tasks which the rest of us take for granted.

You might have a personal connection to autism with a friend or family member who is affected. Perhaps you just want to make a difference and contribute to a good cause. Whatever the reason, you can rest assured that every penny you raise will be put into providing practical and effective care for those that really need it. We offer one to one support, autism specific play and youth groups, adult social confidence and support groups, siblings groups and a Reach Out service that trains volunteers to help out at home.

Inside this pack you'll find everything you need to start your own fundraising activity, from stories to inspire creative ideas to advice on how to spread the word and get others involved. Have a look towards the back for a sponsorships form and information on how to send in your money.

Now you're part of the team, do stay in touch! We're here to offer any help we can with your activity whether that's by helping you organise it, promote it or come along and help out on the day. We love to hear your stories, see your pictures and celebrate your successes on our website and social media. Gavin from our fundraising team is always on hand to help and you can call him on **020 8458 3259** or email **twiggy@resourcesforautism.org.uk**.

Best wishes,



Dolyanna Mordochai, CEO



Thanks to you

Carlain started one to one support when he was six years old. His autism was causing delayed development, he was non-verbal and still in nappies. Looking after him has been very challenging for mum who suffers from muscular skeletal problems and gets tired very easily.

A Resources for Autism support worker, Aster, began working with Carlain for two hours each week. She used autism specific strategies to encourage him to communicate. Starting with symbols, they worked towards associating humming noises with what he wanted, then slowly transitioning to actual words in games and activities.

Carlain is nine years old now and has received one to one support for three years. The change is remarkable; Carlain speaks very well in a beautifully calm and expressive voice. He has just started at a new school and is settling in well. He even wants to learn new languages, starting with French. Although it can still be challenging, he can complete his homework every week and share his needs with those around him.

Mum has been able to use the time that Aster is there to rest and spend time with her other son. Although she still worries about Carlain, she is more confident than ever about his future.

“Carlain is a special child. I can’t leave him with just anyone, I’m not sure they’d be able to cope. Aster has helped him so much, I was so worried he’d never be able to hold a pen or talk. It’s a massive difference. A massive difference.” -

Marie, Carlain’s mum



Emma realised her daughter had autism when she was two and couldn't communicate in the same way as other children her age. She would spend hours staring at her own hands rather than interacting with the world around her. Sasha would pull her own hair out and self-harm; she would bang on the radiators for hours and scream.



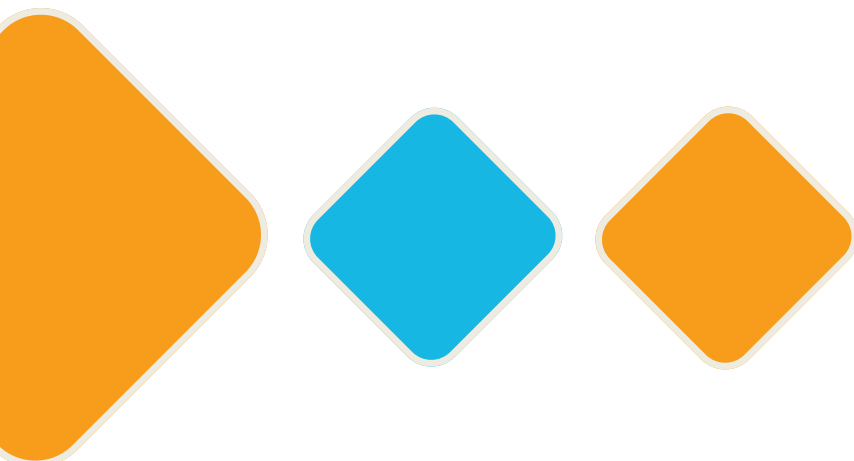
As a single mother and carer, Emma would spend all day, every day at home looking after Sasha with no one to help. Sasha's behaviour and outbursts made going outside, even to the shops for food, almost impossible. Even going to the toilet or making a cup of tea would be an ordeal as no one could watch Sasha and she couldn't be left alone.

"It's hard to explain that sense of isolation and loneliness to someone who hasn't experienced it, feeling trapped inside and having no time at all to yourself. Before I had Sasha, I wanted to travel the world and start my own business as a wedding planner but I couldn't do that or anything else anymore."

Emma began to despair and didn't see a future for the two of them. When things were at their worst, she wanted to end it. She planned to go to the very busy dual carriageway near their house and walk into the incoming traffic. She was going to take Sasha with her.

This is when a social worker referred Emma and Sasha to Resources for Autism. It was arranged for Chloe, a support worker experienced with autism to visit two times a week and work with Sasha on her behaviour and speech. Emma could use this time safe in the knowledge that her daughter was being cared for safely and she was no longer alone.

"Although I was nervous to leave Sasha in someone else's care, it really was the light at the end of the tunnel for me. Chloe's visits gave me the respite I needed to make it through those difficult months, and I can honestly say I'm here today because of that support. It really saved my life, and my child's."



You can make a difference

£5 buys a book to support parents of a newly diagnosed child with autism

£10 will buy a sensory item designed to engage a child with autism

£100 buys specialist equipment for a young person's autism club

£300 will fund the direct costs of a volunteer for a year

Feeling ambitious?

£1,050 provides ongoing specialist training for six support workers

£2,500 will fund an autism specialist play worker for a year

£14,382 covers the annual cost of a confidence group for adults

Our Heroes

Danny Garaway has fundraised for Resources for Autism twice: busking in Greenwich Market and then running the London marathon where he raised over **£1,000**



“We started busking to say thank you for the help my friend’s daughter received from Resources for Autism. People began coming up to us to say thank you for what we were doing and telling us their stories. Until then, I had no idea just how many people are affected by autism. I was humbled by the thank-yous and they spurred me on to run the London Marathon, something I’ve always wanted to do.” - **Danny Garaway**



Lee Thomas and Lisa Webb organised a 48 hour fishing match. They brought together teams from Essex and Yorkshire for an event including a BBQ and raffle that raised **£455**

Ready, steady, go!

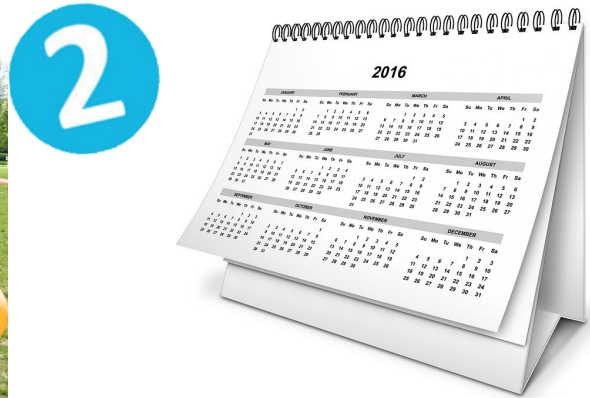
The hardest part is knowing where to begin. Here's the plan:



1

Create your idea

Find the perfect fundraising activity for you, something you'll find fun and enjoy telling all your friends and colleagues about.



2

Choose the date

You've got the what, now choose the when. Give yourself plenty of time for planning and raising donations.



3

Spread the word

Contact us to let us know you are planning on fundraising, then invite others to take part and donate. Post about what you're doing and why you're doing it here, there and everywhere. Facebook, twitter and even your local newspaper are great places to start.



4

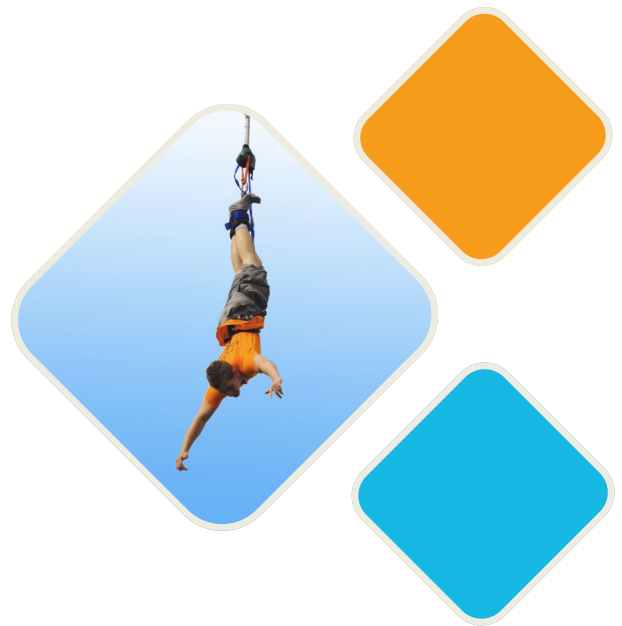
Get stuck in!

All that's left is to get started, host the event and have some fun! Whether you're running a race or a bake sale stand, encourage as many people as possible to donate to Resources for Autism.

What's the big idea?

Whether you're a social butterfly or a independent go-getter, there's a fundraising activity for you. Find some inspiration below!

- **Abseiling**
- **Art Auction**
- **Battle of the Bands**
- **Bake Sale**
- **Barn Dance**
- **BBQ**
- **Bingo**
- **Bungie Jumping**
- **Board Game Night**
- **Book Sale**
- **Bonfire Night**
- **Bring and Buy**
- **Busking**
- **Car Boot Sale**
- **Car Wash**
- **Carol Singing**
- **Cocktail Night**
- **Comedy Show**
- **Community Gardening**
- **Cycle Ride**
- **Dinner**
- **Disco**
- **Dress Down Day**
- **Easter Egg Hunt**
- **Egg and Spoon Race**
- **Face Painting**
- **Fancy Dress**



- **Fashion Show**
- **Fireworks**
- **Five-a-side**
- **Fun Run**
- **Garden Party**
- **Gym Challenge**
- **Head Shave**
- **Jelly Bath**
- **Karaoke**
- **Kiss-a-thon**
- **Magic Show**
- **Marathon**
- **Murder Mystery Party**
- **Musical**
- **Nature Walk**
- **Pantomime**
- **Paragliding**
- **Pub Crawl**
- **Pub Quiz**
- **Raffle**
- **Sky Diving**
- **Speed Reading**
- **Sponsored Swim**
- **Swear Box**
- **Treasure Hunt**
- **Tug of War**
- **Video Game Tournament**
- **Waxing**
- **Wheelbarrow Race**
- **Wine Tasting**



Hints and tips

Give yourself time

It takes a while to organise an activity and get the word out. Pick a date when lots of friends and family can support you and join in.

Ask people to use Gift Aid

For every £1 donated, charities can get an extra 25p without costing your supporters any extra.

Ask your employer to match fund

Companies are happy to support charities and many will already have matched funding policies.

Ask after the event

Around 20% of donations on platforms like Just Giving are made after the event. Keep asking!

Set a target

Having a total to aim for helps promotion and encourages more donations.

Contact us!

Don't hesitate to get in touch if you need some resources or have any questions on **020 8458 3259**.



Get the word out!

Friends, family, work colleagues and social media

The people closest to you will be the most eager to support your event. You can link them to a Just Giving donation page or just invite them to attend on the day. Your work place might do a matched funding scheme and double your money!

Notice boards and shop windows

Community notice boards near to you and your event are an ideal place for a poster to tell people about your fundraising. Churches and supermarkets often have spaces just for this.



Contact your local media

Local newspapers (and even radio stations) can be great ways to spread the word.

- Find out who to contact—the information will usually be on their website. The “Contact Us” page is the best place to start.
- Give them a call. Often, the best way to tell your story is to talk to the journalist directly, they know what they need to put together an interesting piece about your event. Or...
- Write a press release. You can find templates online or get in touch with us and we’ll write one for you!
- Take a photo if possible, this can really bring your story to life and increase its chances of being published.

Collection Tins

Adopting a collection tin is an easy way to fundraise hundreds of pounds in your community and only takes a few minutes of your time each month.

Find the perfect spot

Your local cafes, pubs and shops make great homes for collection tins. Don't be afraid to think of unusual places, anywhere where people are likely to have change or a few coins left rattling in their pocket. Just ask the manager and get set up.



Looking after your tin

About three months is usually long enough kind passers-by to fill a collection tin. Pop along and see how it's doing. When the time is right, bring it back home to RfA (It's important that the seal isn't broken until it's on our premises) and count up how much your community has raised to help those disadvantaged by autism.

Join the team

We'll provide you with a sealed tin and a badge that identifies you as a Resources for Autism fundraiser. You can look after as many tins as you like, but we recommend between one and six. Contact us on **020 8458 3259** and tell us you'd like to adopt a tin.

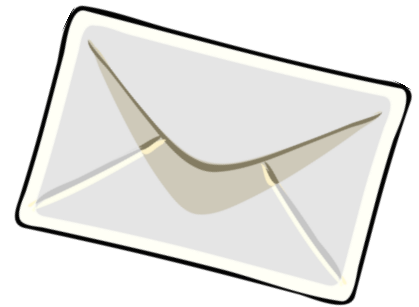


Sending your funds

It's easy to pay your donations in. Please follow these guidelines to send the money you have raised to Resources for Autism.

Pop a cheque in the post

Cheques made payable to Resources for Autism can be sent by post to: **Resources for Autism, 858 Finchley Road, London, NW11 6AB**. Please complete the paying-in form on the following page and include it in the envelope.



Make a fundraising page on JustGiving

Head along to [justgiving.com](https://www.justgiving.com) and you can set up your own page. It will collect money from your supporters directly and take all the hassle out of collecting your sponsorship. Plus, it's easy to share the page on facebook and other social media!

Bank Payment

You can also make a direct payment by BACS from your bank or internet banking. Use these details:

Resources for Autism
Sort code: 55-70-13
Account no: 16395514



Resources for Autism provide practical support to people with an autism spectrum condition and their families and you can help

Please sponsor me (name).....

To (event).....

In aid of Resources for Autism

If I have ticked the box headed Gift Aid, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Resources for Autism to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full Name (First name and surname)	Home address (Only needed if you are Gift Aiding your donation, Please don't put your work address here)	Post code	Amount £	Date paid	Gift Aid ✓



Total donations received	£
Total Gift Aid donations received	£
Date donations given to Resources for Autism	

Please note: For Resources for Autism to claim the extra 25% donation via Gift Aid this form must be returned with the money donated



Contact our fundraising team: twiggy@resourcesforautism.org.uk

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