



FUNDRAISING PACK

HELLO!

Thank you very much for your interest in fundraising for Autism West Midlands! We hope that this pack can get you started and that it will guide you through the exciting times ahead.

Fundraising for Autism West Midlands

Receiving a diagnosis of autism, at any age, is often just one step in a long and challenging journey. Autism West Midlands is here to support anyone who needs a helping hand along the way; a life-line or just a friendly ear to listen, understand and advise.

You can play an important part in helping us to accomplish this. The funds you raise will enable us to support those with autism and their families at every stage of their journey from getting a diagnosis to finding tools and strategies to lead a fulfilling and rewarding life.

The Fundraising Pack

Your fundraising pack includes:

- Top 10 fundraising ideas
- Fundraising guidelines and frequently asked questions
- Sponsor forms and materials to help you reach your goal

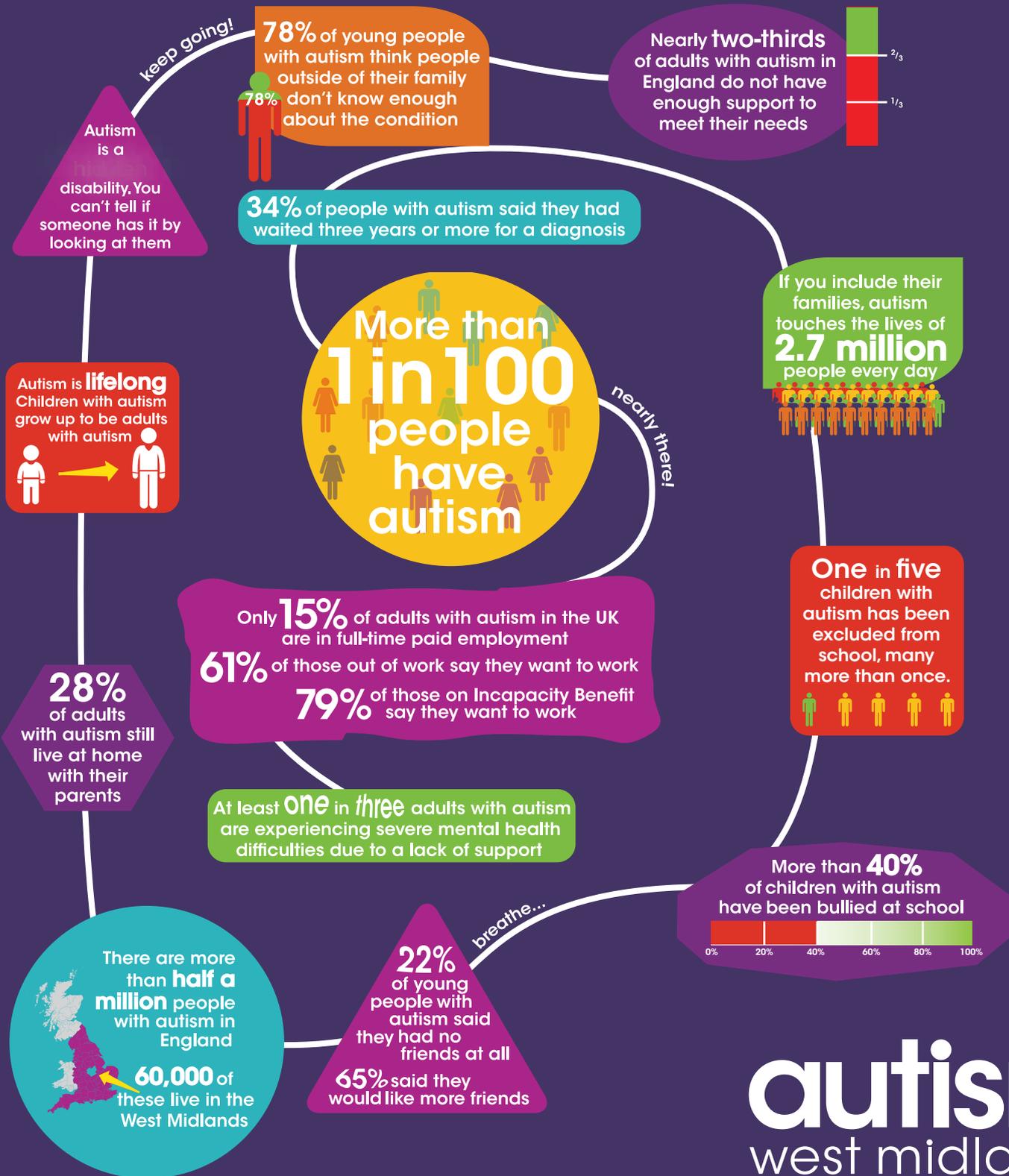
We hope you will find everything you need in this pack to organise a successful fundraising event, but if you have any questions at all please email fundraising@autismwestmidlands.org.uk

THANK YOU FOR YOUR SUPPORT, AND GOOD LUCK!

AUTISM: VISUALISING THE FACTS



Autism is more common than you think.





OLIVER'S STORY

Your donations support children and young people like Oliver to access the tools and support they need to fulfil their potential. Oliver's mum Tracey tells us about the difference this support has made to Oliver's future.

We were on an extremely difficult, stressful and lonely journey. We received the diagnosis in August 2013 and began the statement process immediately with the school. We had little to no understanding of Oliver's condition and no idea how to help him. He hated school and his anxiety levels were extremely high. He would run out of class, hide, and climb trees, and this was just perceived as "naughty" behaviour.

With help from Autism West Midlands we were able to get a statement and get him placed in a school that could help him. We were also given tools to help him such as visual aids including a countdown chart for starting his new school. Without this help Oliver would have most definitely been excluded from mainstream school. He was so anxious and unhappy it was painful to see him struggle.

Although we have experienced some extremely challenging times we would not change Oliver for the world. We are blessed to have him. Having autism in the family has made us better people and better parents. One of the Autism West Midlands logos on their shirts says, "Autism is seeing the world differently", and that is exactly what it is.

We are looking forward to a new year with enthusiasm and hope for Oliver's future. We are working together as a team to help Oliver with his condition and our primary goal is that he is happy and more able to cope with the difficulties his condition brings.

- Tracey, Oliver's Mum -

How you can help:

£5	Parent support group
£10	One hour of helpline support
£20	Five children can enjoy a stay and play session
£50	One-to-one support for a family in crisis
£200	Lets six children attend a youth club



TOP 10 FUNDRAISING IDEAS

There are lots of ways you can raise money for Autism West Midlands but here are our top 10 easy to organise events. You can probably think of many more and we love hearing about the weird and wacky ways you support us. Tell us what you are planning to and send us your photos!

Dress up/down One of the easiest ways to raise money at school or work is to charge everyone for wearing non-uniform. Make things interesting by adding a theme and have a prize for the best and worst dressed!

Cake sale Put your baking skills to the test and organise a cake sale or even a coffee morning. If your baking skills aren't up to scratch why not buy some favourites and ask for donations.

Quiz night Test your general knowledge by organising a quiz night. Charge teams or individuals to enter and give a prize to the brainiest of the bunch!

Be crafty If you or anyone you know has a flair for crafts why not use those skills to raise money. Make cards, knit scarfs, make jewellery or even organise an exhibition of your talents.

Get sponsored Whether you're taking on a sporty challenge or involved in a silly contest, get it sponsored! From shaving your head to a spelling bee or an egg and spoon race, capitalise on the competition and collect up as much sponsorship as you can.

Name that baby We all love a cute baby photo so whether yours are embarrassing or adorable stick them up on the wall and ask everyone to name that baby.

Fun fair Christmas, Easter or summer, it is always the perfect time to organise a fair or fete. Choose between an indoor or outdoor event and organise a raffle or tombola and some carnival games like play your cards right. Ask local businesses to donate some prizes and start selling tickets.

Photograph it Organise a photography competition, choose a theme and ask everyone to submit their entries with a donation. Once they are all in, peg them up in the office or at school as a gallery and ask people to judge the winners. Make a night of it and ask for donations for drinks and nibbles while people view the gallery.

Silly Socks We usually wear our silly socks and terrible tights in April to celebrate World Autism Awareness day but you can do it any time of the year. It's really easy and everyone can get involved, name the date, stick up a poster and pull on those silly socks.

Small change Pennies add up to pounds so why not request a home collection box to save up your small change. You could place one at work too on reception or use it as a swear box!



FUNDRAISING GUIDELINES

We have put together some guidelines to help you plan your event and ensure it runs smoothly. If you need any further information, please just ask.

Register your event with us!
Complete a registration form on our website or call the fundraising team. Simply tell us what your fundraising plans are so we can support you and give you access to our fundraising materials.

1

Advertise your event as widely as possible using posters, newsletters, magazines, websites and social media

2

We ask you to take responsibility for collection tins and buckets and let us know when they are full so that we can organise collection and arrange replacements.

3

Ideally we'd like you to send us the money you have raised within 4 weeks of your event. We know this isn't always possible but please just keep us up to date!

4

Consider the costs of organising a fundraising event. Contact local businesses to ask for their support with raffle prizes and sponsorship to reduce your costs.

5

We can provide you with fundraising materials for your events including leaflets, collection tins and buckets. Let us know in advance if you need any materials and how many tins and buckets you think you might need.

6

If you are taking part in a large organised event we recommend using www.justgiving.com or www.virginmoneygiving.com to collect sponsorship. Your friends, family and colleagues can donate easily; you don't need to collect in lots of cash and Just Giving and Virgin Money Giving pay us directly.

7



KEEP IT SAFE, LEGAL AND FUN

Take a look at our guidelines to help keep your fundraising safe, legal and fun. Autism West Midlands cannot accept liability for any events organised by you so make sure you have all appropriate insurances and licences in place.

1

Health and safety

Consider the health and safety requirements for your event. You should conduct a risk assessment and identify strategies that will help prevent accidents occurring. Consider what insurance you may need for your event and ask if your venue is covered, if in doubt always double check.

2

Raffles and lotteries

There are some laws relating to raffles and lotteries, full guidance is available from your local authority or the Gaming Board. For more information visit www.gamblingcommission.gov.uk

3

Food hygiene

Take great care when preparing food. You may need a food hygiene certificate to do this, find out more at: www.food.gov.uk/safereating

4

Licences

You may need a licence from your local authority before you organise your event. If you are providing alcohol, including live music or showing a film, the event must be licenced. Collecting money or selling items in public places also requires a license. Find out more here www.gov.uk/browse/business/licences



FAQs

You may have lots of questions about fundraising for us, here are some answers to the most common questions but if they don't cover it call the fundraising team on 0121 450 7582 or email fundraising@autismwestmidlands.org.uk

Is Autism West Midlands a registered charity?

Yes. Autism West Midlands is registered with the charity commission, registration number 517077

Do we need to register our fundraising event?

We ask all fundraisers to complete a registration form. Once we receive this we will send you a letter that authorises you to fundraise in aid of Autism West Midlands. By making it official you will have a better chance of receiving support from the community and local businesses. Registration forms can be completed on our website or requested by telephone or email.

Can you supply fundraising materials?

We have lots of materials for you to use that will help brand your event and make it look professional. Once your event is registered with us you can request materials for your big day.

Can I use the Autism West Midlands logo?

You can use the supporter version of our logo on any posters or materials for your event. But we do request a proof before any materials are printed.

Is it ok to contact the press to promote our event?

Yes, contacting the press is a great way to increase the reach of your event. We can supply you with a press release template and more information about our services to send with it.

Can we formally present our donation to Autism West Midlands?

Yes, we are happy to arrange big cheque presentations and photo opportunities with you.

Where do we send the money we raise?

Cheques should be made payable to 'Autism West Midlands' and should be sent to:

Fundraising Department, Autism West Midlands, Ground Floor, Imperial Court, 10 Sovereign Road, Kings Norton Business Centre, Kings Norton, Birmingham, B30 3ES.

Will our donation be acknowledged?

Yes, of course! When we receive your donation we will send you a thank you letter and certificate.