



**autism**  
west midlands

# Fundraiser Pack

## How you can get involved

# Thank you for choosing to support AWM

Thank you so much for choosing to fundraise in support of Autism West Midlands in our vital work for autistic children and adults. Every penny you raise will help to transform the lives of people around the West Midlands!

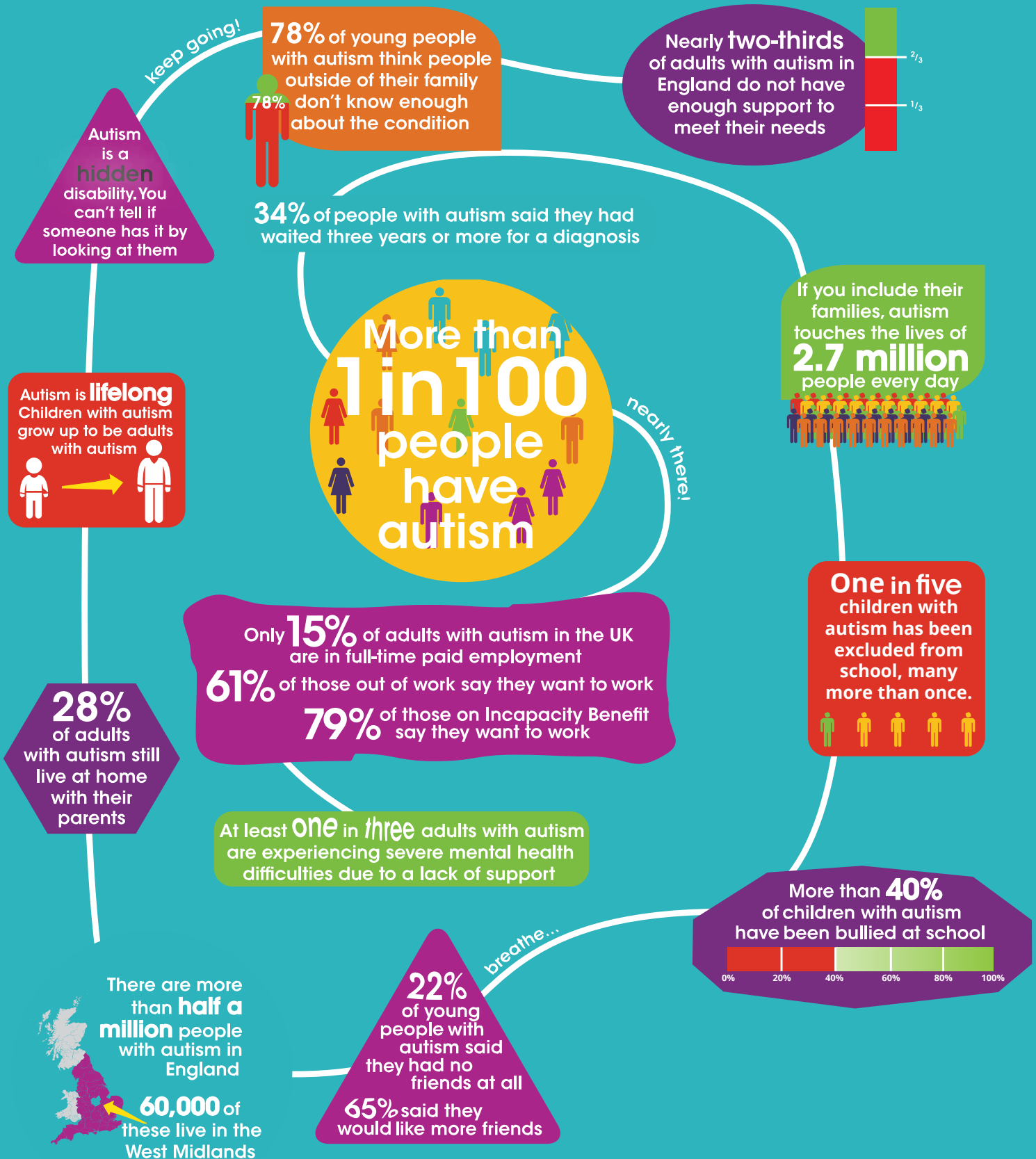
There are more than half a million autistic people living in the UK, an invisible and misunderstood disability. **60,000 live in the West Midlands.**

We are the leading charity in the West Midlands for people on the autism spectrum. We use our expertise to enrich the lives of autistic people and those who love and care for them. Our passionate, expert staff and volunteers work across all age groups and abilities, providing direct support.

Inside this guide, you'll find a range of ideas, tips and guidance on how to kick-start your fundraising. From our top tips on spreading the word about your event to our fundraising guidelines -we've got you covered! We've also included some fundraising inspiration to spark your creativity.



# Autism: Visualising the facts



# Events

We offer support for all fundraising events including cake sales, game and comedy nights, raffles, tea parties, dance events, skydives and marathons!

If you have a fundraising idea you want to discuss please do not hesitate to call us on **0121 450 7582** or email **[fundraising@autismwestmidlands.org.uk](mailto:fundraising@autismwestmidlands.org.uk)**.

If you would like to hold your own event, we are here to offer you any support and advice you might need along the way. We have a range of promotional materials that may be useful for your fundraising event including badges, donation buckets and t-shirts.

We can also publicise your event in our newsletter or on our website. Simply email your event details to

**[marketing@autismwestmidlands.org.uk](mailto:marketing@autismwestmidlands.org.uk)**



# A-Z of Fundraising Ideas

- A** Aerobics marathon; Auction; Art show
- B** Bring & Buy sale; BBQ; Butler for a day
- C** Cake sale; Car-boot sale, Coffee morning
- D** Dinner dance; Darts marathon
- E** EBay auction; Exhibition
- F** Fancy dress party; Fast for lunch; Fire-walking
- G** Garden party; Gnome throw
- H** Homemade goods; 'Hair-raising' hair day
- I** Ice-cream frenzy; Ice & snow theme dance
- J** Jumble sale; Jive or Jazz night
- K** Kart race; Karaoke night; Kite-flying competition
- L** Ladies/Lads only night; Litter pick-up
- M** Mystery coach trip; Music night; Magic show
- N** Name the Toy; Nature trail; Non-uniform day
- O** Out of Africa ball; Orienteer challenge
- P** Poster competition; Parachute jump; Pool night
- Q** Quiz night; Quit smoking; Quiff competition
- R** Raffle; Really wild run; Rounders; Rapping comp
- S** Swimathon; Slimathon; Sing-along
- T** Tombola; Teddy bears picnic; Three-legged race
- U** Unwanted gifts sale; Unicycle race; U do a dare day
- V** Vintage wine tasting; Veggie BBQ
- W** Who's that baby; Welly chuck; Walkathon
- X** Xbox videogame tournament; Xmas bazaar/card sale
- Y** Youth club disco; Yoga marathon; Yo-yo competition
- Z** Zany clothes day; Zoology mastermind; Zzzzz - sponsored snooze

# Fundraising Inspiration

## Fundraising on your own

- 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
- 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.
- Pennies add up to pounds so why not request a home collection box to save up your small change.

## Fundraising at school

- Everyone loves to dress up (or down). Charge £1 (or donation of your choice) to ditch the blazers, ties and shirts. Why not challenge everyone to wear one purple item to match AWM's brand colour?
- Whether it's Christmas, Easter or summer, it is always the perfect time to organise a fun fair. Organise a raffle or tombola and some carnival games. Ask local businesses to donate some prizes!
- At your annual sports day event, include a parent and child challenge and ask parents to donate to enter. Providing refreshments can turn into an opportunity for people to donate too!

## Fundraising at work

- 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!
- 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.
- Organise a photography competition, choose a theme and ask everyone to submit their entries with a donation. Once they are all in, stick 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.

# How your fundraising helps

**£10**



Could pay for an autistic child to attend a stay and play session. These sessions give children the chance to do what they do best – play.

**£15**



Is what it costs to run our Information Advice Line for one hour. Providing and listening ear and vital support to those who are affected by autism.

**£20**



Could help pay for a family to attend an advice session. These sessions help families that have reached a crisis point & offer a helping hand to build a stronger future.

**£25**



May give a sibling of an autistic child the chance to attend a sibling workshop. Sibling workshops allow children to learn more about autism & provide a great opportunity to share their feelings.

**£50**



Could provide a 1:1 specialist support session to a family with an autistic child. This would help them develop long term coping strategies, improving their day to day lives.

**£100**



Could fund a 6 week training course for a parent. This course will help families to understand autism, ask questions they may have and meet other parents.

# Our top fundraising tips



## Get Creative

The first step to fundraising is choosing an idea. Whether you're looking for a baking challenge, want to put your hobbies to use, or just bring everyone together for a team exercise, there's something for everyone!

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## JustGiving

Once you have decided on your fundraiser, its now time to get the word across and set up your JustGiving page. Instructions to set up a JustGiving can be found here:

<https://www.autismwestmidlands.org.uk/support-us/fundraising/justgiving/>

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## Share your Fundraiser

Share your donations page with friends and family so they can support your fundraiser! Share your page on social media to make as much noise as you can to let everyone know what you're doing and why!

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## Recruit & Keep Going!

Get your friends and family involved to help raise money and promote the cause. Remember, the more people involved, the more money raised! Whatever you choose to do, be positive and go for it! We're sure you'll make amazing memories too.



# Fundraising Guidelines

## Health & Safety

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

## Food Hygiene

If you will be serving refreshments at your fundraiser, take great care when prepping food. You may need a food hygiene certificate to do this. Find out more at: [www.food.gov.uk](http://www.food.gov.uk)

## Responsibility

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.

## Raffles & Lotteries

There are some laws relating to raffles & lotteries, full guidance is available from your local authority or the Gaming Board. For more information visit: [www.gamblingcommission.gov.uk/](http://www.gamblingcommission.gov.uk/)

## Licenses

You may need a license 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 licensed. Collecting money or selling items in public places also requires a license. Find out more here: [www.gov.uk/browse/business/licenses](http://www.gov.uk/browse/business/licenses)

# How to Pay in the Money you Raise

## By post

If you would like to pay individual donations via post, cheques should be made payable to **'Autism West Midlands'** & sent to:

**Fundraising, Autism West Midlands, Kings Norton Business Centre, Imperial Court, Sovereign Road, B30 3ES**

Please make sure to include your contact details so we can say thank you!

## Online

If you set up an online fundraising page on JustGiving to raise money, then you don't need to do anything further. The funds from your page will come directly to us!



**Now that you have got all the information on fundraising, all you have to do start planning your event and making it a success!**

**Thank you again for your support, from all of the individuals and the families that we work with.**

**Together we can work towards our vision of a world where autistic people are universally understood and accepted as equal citizens.**

**For more information about our services and events please visit [www.autismwestmidlands.org.uk](http://www.autismwestmidlands.org.uk)**



Registered Charity No. 517077

Registered Company No. 1953344 (England & Wales)

Registered address: Kings Norton Business Centre Imperial Court, Sovereign Road Kings Norton, B30 3ES