



National  
Autistic  
Society

World Autism  
Awareness Week  
29 March - 4 April 2021

**Workplace**  
fundraising guide for  
**World Autism**  
Awareness Week



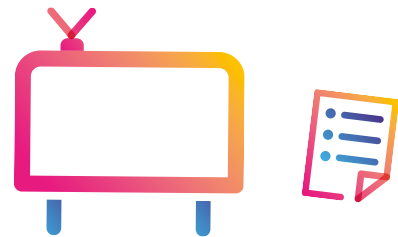
# Thank you for joining us for World Autism Awareness Week

There are approximately 700,000 autistic people in the UK. The pandemic has been particularly hard for many of them and their families. That is why it is so important that your company or organisation wants to help raise awareness and much needed funds.

You can find out more about autism in:

our [What is autism?](#) film

[Chris Packham's autism awareness](#) poster



Share them with your colleagues to help them understand the challenges autistic people face.

## By supporting the National Autistic Society, you can help improve the lives of autistic people and help your company:

- **meet its corporate social responsibility (CSR) objectives**
- **create team building opportunities** - unite your teams and build stronger relationships with a common 'feel-good' initiative
- **maintain a supportive culture** - colleagues working together to accomplish a shared goal can have a positive effect on company culture
- **attract and retain talent** - research shows that 75% of employees and jobseekers expect their employer to support groups/individuals in need
- **improve employee satisfaction** - research shows that employees who are able to support a cause at their workplace report higher job satisfaction and productivity
- **gain excellent PR** - your organisation's valuable support will demonstrate a commitment to improving the lives of autistic people, their families and carers.

# Six simple steps to get started

- 1. Choose a charity committee** or a representative to organise your World Autism Awareness Week event and keep track of your fundraising.
- 2. Plan your fundraising event.** If you are stuck for ideas, just check out our quick and easy suggestions on the pages below.
- 3. Tell your colleagues** about your fundraising plans and create and share your [JustGiving page](#) today. For company donations, get in touch with us at [corporate.partnerships@nas.org.uk](mailto:corporate.partnerships@nas.org.uk) for our BACS details and your unique reference number.
- 4. Use our free resources** such as our quizzes, downloadable awareness poster, virtual meeting background and 'We're supporting' images to use in your social media.
- 5. Order your t-shirts, hoodies and wristbands** in our [online shop](#).
- 6. Get advice and let us know what you're doing** by filling out our [webform](#) or emailing us at [corporate.partnerships@nas.org.uk](mailto:corporate.partnerships@nas.org.uk).



Ask your boss  
if your company can  
match your  
fundraising and  
double your impact!



# Free resources

## 1. Online meeting background

On our website [here](#)



## 2. 'We're supporting' images to use in your social media

Download [here](#)



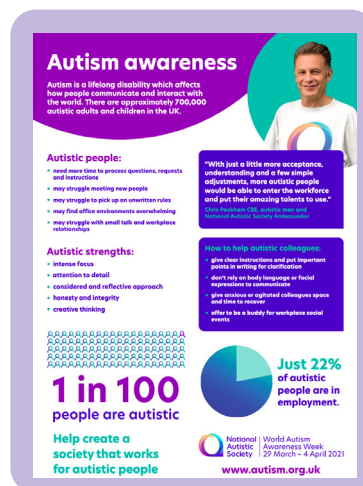
## 3. What is autism web pages and film

Watch on our website [here](#)



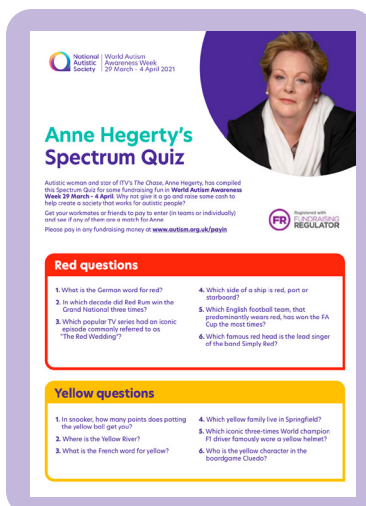
## 4. Chris Packham's autism awareness poster

Download [here](#)



## 5. Anne Hegerty's Spectrum quiz

Download [here](#)



# Virtual fundraising ideas for you and your colleagues

- Take on a **Super 7 Challenge** like Christine McGuinness, our ambassador and mother to three autistic children.
- Host our special **Anne Hegerty Spectrum Quiz** or organise your own quiz or competition.
- Organise a raffle, auction or game of Bingo.
- Hold a Nailed it! Bake Off challenge. Entrants can upload a photo of their efforts and donate to vote for who 'Nailed It!' (or not).
- Do some online gaming or hold a Stream-a-thon.
- Get together for a coffee morning or have after-work Happy Hour and ask for donations.
- Share your skills in an online class - for example cookery, cocktail making, origami.
- Compile a company cookbook and sell copies.
- Host a movie night with Teleparty, a book club or murder mystery event.
- Discover hidden talents with a Busking stream.
- Wear a onesie to work!
- Donate some of the money you've saved by not commuting or buying lunch out.



Our fundraising ideas are suitable for homeworkers





# Join Christine McGuinness in a Super 7 Challenge

"I'm mum to three autistic children and I want them to grow up in a society that works for autistic people."

Christine McGuinness, model and National Autistic Society ambassador

Christine is doing a sponsored Super 7 workout including ...

7k on her exercise bike

A 70-second plank

7 sets of squats

## Inspired by Christine?

Why not do your own Super 7 workout? Just choose the exercises that match your level of fitness. You could ask colleagues to join you online. Find out more at: [www.autism.org.uk/super7](http://www.autism.org.uk/super7)



Your Super 7 Challenge doesn't have to be sporty. You can cook, dance, sing - anything as long as there's a 7 involved!

Ask six colleagues to join you for a Super 7 Challenge or challenge your boss!

# Tips to help boost your fundraising



- Ask your supporters to tick the Gift Aid box. It allows us to claim at least 25p from the Government for every £1 donated, at no extra cost to you.
- Set an ambitious target - fundraising pages with a target raise 46% more. If you get close, increase it!
- Update your page regularly. If you're preparing for a virtual run, how's your progress going? What are you enjoying most about it?
- Do you have a personal connection - feel free to tell the story about why you're fundraising for the National Autistic Society.
- Share, share, and share again - on Facebook, Twitter and email. Make sure to follow us @autism and use #AutismAwarenessWeek so we can spread the word.
- 20% of donations come in after an event or challenge has ended, so make sure you follow up with an update and reminder!
- Ask your company to match the donation raised by staff. We can provide an official matched giving document in receipt of your fundraising total.

## How to talk about us


The National Autistic Society is the UK's leading charity for people on the autism spectrum and their families. Since 1962, the charity has been providing support, guidance and advice, as well as campaigning for improved rights, services and opportunities to help create a society that works for autistic people. It helps the 700,000 autistic people in the UK and their families. Be it running specialist schools, campaigning for improved rights or training companies on being more autism-friendly, it's dedicated to transforming lives and changing attitudes.

National Autistic Society is a charity registered in England and Wales (269425) and in Scotland (SC039427)



# Understanding autism

Autistic people and their families told the National Autistic Society the top things they want the public to understand about autism. Please share these with people to help increase public understanding.



**“Autistic people need clear communication as well as time to process information and adjust to change.”**

Chris Packham CBE, autistic man and National Autistic Society ambassador

## Autistic people can:

1. feel intense anxiety about changes or unexpected events
2. be under- or over-sensitive to sound, smells, light, taste and touch. This is called sensory sensitivity
3. need time to process information, like questions or instructions
4. face high levels of anxiety in social situations
5. have difficulties communicating and interacting with others

**Any of these or a combination could lead to a meltdown or shutdown.**  
Find out how you can help at [www.autism.org.uk](http://www.autism.org.uk)

Only **22%** of autistic people are in employment.

Autistic children are **three times more likely** to be excluded from mainstream school.