

BeyondAutism Fundraising Toolkit



Thank you

We're delighted that you'd like to hold an event to raise money in aid of our vital work with children and young people with autism, and we will be here to support you every step of the way! This toolkit is full of ideas, advice and tips on how best to host a fun and successful fundraising event of your choosing.

Your support is invaluable to us, whether you are hosting a pub quiz, organising a gig or throwing a dinner party. Every pound you raise will truly make a difference to the work that we do with young people with autism.

**Thank you again,
and good luck
with your event!**

If we can help with any further information or support, please don't hesitate to get in touch on **020 3031 9705** or events@beyondautism.org.uk





BeyondAutism

BeyondAutism is a charity dedicated to empowering people with autism to live fuller lives through positive educational experiences, training for the people who work for them and support for their families and carers.

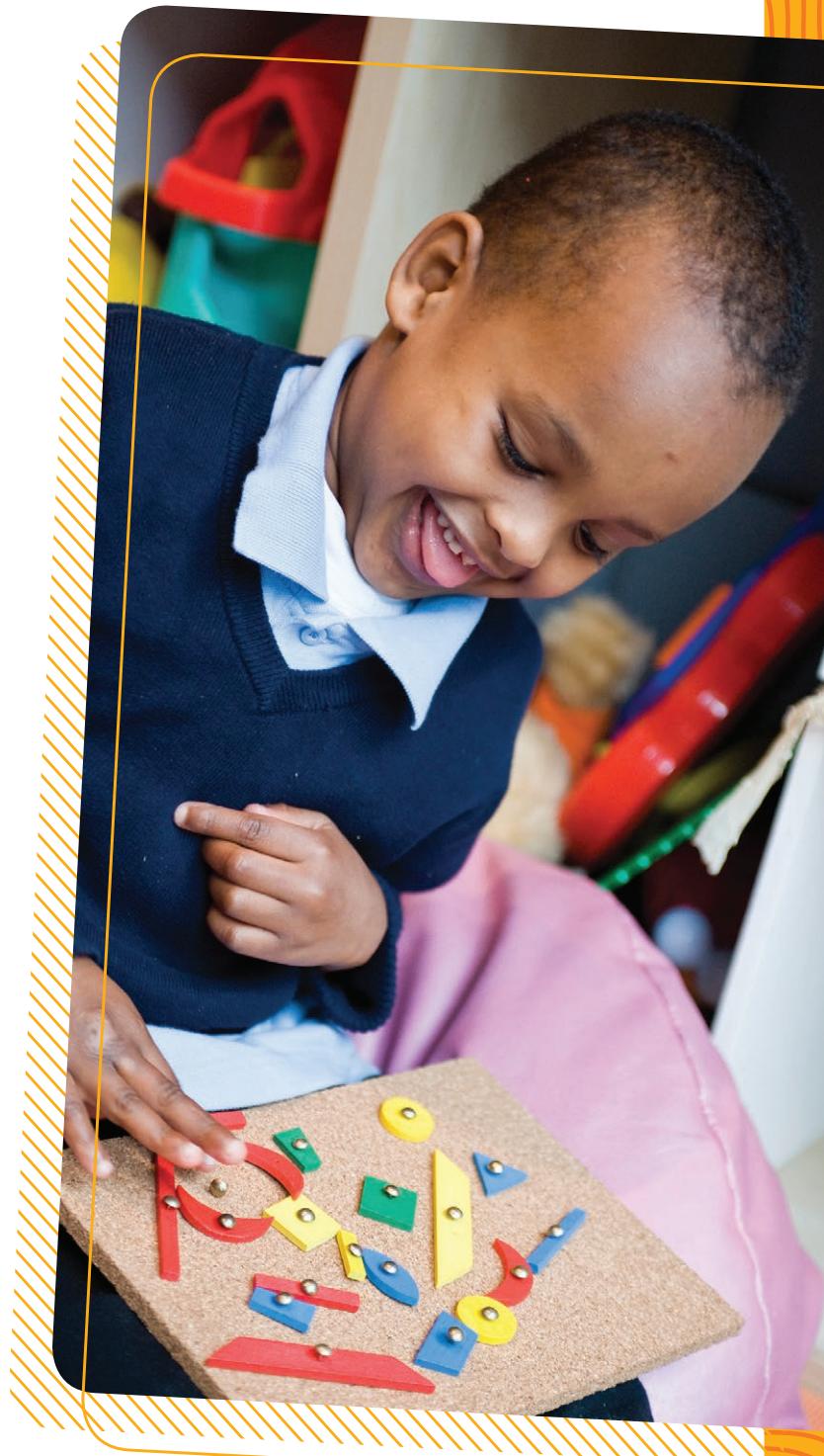
We run BeyondAutism Schools, Independent Special Schools offering transformative specialist education and support for children and young people with autism aged 4–19'.

We also deliver tailored Outreach and Training services to parents, carers, professionals and schools and run Early Years workshops that help parents to engage their children from a young age.

Our Post-19 service helps young people with autism prepare for adulthood with a skill set that enables them to have choice and control over where and how they live, what they do and with whom.

We are experts in educating children and young people with autism, applying the principles of Applied Behaviour Analysis (ABA) and Verbal Behaviour (VB) to teach pupils and arm them with the life skills they need to live as independent a life as possible.

Our team is forward-thinking, expertly trained and professional, using the latest research and techniques to teach and empower individuals.



How the donations you raise will help

**Every pound raised by your event
will be used to support the charity's vital
work with children and young people
with autism.**

Since it was founded in 2000 BeyondAutism has developed exponentially in response to need. We have grown from a school in a run-down outbuilding of a primary school with only three pupils to running two BeyondAutism Schools catering for over 80 pupils.

We have further extended our reach by adding new services; Post-19 helps us to create pathways for young people with autism, Outreach and Training enables us to help young people that are outside of our services and Early Years lets us engage with children from a much younger age.

All of this expansion has been able to happen with help from voluntary donations and fundraising from our supporters. Fundraising has been an essential part of the BeyondAutism journey and has enabled us to purchase and redevelop our two school buildings as well as purchase much-needed equipment that we would otherwise not be able to afford.

As BeyondAutism continues to grow all of the money raised by your event will be used to facilitate this expansion so we can continue empowering people with autism to lead fuller

Oliver's Story

Oliver was showing traits relating to autism by the time he was 18 months. As he grew, he went to four different specialist nurseries and schools but for different reasons – including being excluded from one school and banned from parts of another. None of them worked out and Oliver eventually refused to go to school.

Then, Oliver managed to get a place at BeyondAutism Schools

Oliver's mother, Caroline, reflects on this change: "Oliver loves life at BeyondAutism... since he's been at BeyondAutism Schools he's happy and is signing a lot more. He's more independent. He's semi verbal. His level of understanding has come on so much, and because he's happy he's able to access learning."

Oliver had been refusing to bathe or shower for over a year but with the help of BeyondAutism Schools tackling it on site and at home, he now washes his hair independently, without rewards or prompting. He also no longer wears wellies and a zipped-up coat indoors.



Oliver's family are still restricted in what they are able to do – they aren't able to go on holidays, he does not sleep well and they are unable to leave him with anyone, with Oliver often refusing to let his mother leave the house.

However, thanks to BeyondAutism, life is a lot less stressful. Oliver is gaining independence in certain activities and the family are able to go out together more than they used to.

"Other schools were more concerned with Oliver sitting at a table, whereas at BeyondAutism, the focus is on life skills and coping strategies. The school moves in the same direction as Oliver, and works on his changing needs as they arise. The thought of Oliver having to leave this school is simply mortifying."



Without BeyondAutism, Caroline thinks that by now he would have gone into a residential home: something that the local authority have encouraged since Oliver was 8.

Your event with our support

This is your event, but we're here to help you every step of the way. Whether you need materials to support your event, help with setting up an online fundraising page, or some practical advice, don't hesitate to get in touch!

Email: events@beyondautism.org.uk

Tel: 020 3031 9705

Online: beyondautism.org.uk/support-us/

 BeyondAutism

 @BeyondAutismUK

 [linkedin.com/company/4984403](https://www.linkedin.com/company/4984403)



How do I get started?

WHAT?

Choose something you are passionate about and can really get behind.

Ask your friends if they also like the idea, and if they can help in any way.

Look at ways to maximise your fundraising – e.g. if you're hosting a pub quiz, why not hold a raffle too?

WHERE?

Indoors or outdoors?

At your home?

Do you need to book a venue?
If so, can anyone provide it for free?

Try to keep costs down – ask for charity discounts at venues and from suppliers.

WHEN?

Give yourself enough time to thoroughly organise, rushed events won't be as successful.

Avoid clashing with big events to make sure of a good attendance.

WHO?

Make a list of those you can invite – friends, family, co-workers, etc.

What can you ask of your friends – e.g. can someone bake cakes for you to sell at your event?

Try and advertise in local community centres, rotary clubs, pubs or shops.

WHY?

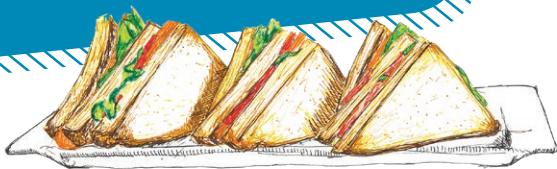
Tell everyone why you are fundraising for BeyondAutism, and why the charity is important. Use social media, blogging, e-mail newsletters, anything that will get the information out.

The more people know about the charity and your connection to it, the more likely they are to give.

Our favourite ideas

LADIES' LUNCH

Have your friends over and host a lunch party – you can ask for a donation for the meal and hold a number of fundraising activities.



CHARITY GOLF DAY

Hold a charity golf day at your local club and set a voluntary donation amount as a ticket fee – see if the club might donate a percentage of the green fees or hold a BBQ for you.



PUB QUIZ

Host a quiz for your friends and the locals at your favourite pub, with a raffle on the door.

STREET PARTY

Have a summer street party with your neighbours, with a BBQ, games and a play street for the kids! Hold a 50/50, 'Sweeties in a Jar' competition and bake sale to raise funds.



CHARITY GIG

Play in a band or know someone who does? You could play a gig and charge people for entry into the venue and for VIP backstage access.



MOVIE OR BOARD GAME EVENING

Very simple, why not hold a movie or board game evening for all of your friends and donate the money that you would have spent normally on an evening out?

CAR BOOT SALE

Why not declutter your house and raise some money at the same time!

Be as creative as you like and if you want any more ideas get in touch!

Little ways to boost donations!



RAFFLE

See what people might be willing to donate to your event – e.g. local restaurants may donate a dinner for two or a free bottle of wine.

AUCTION

Ask if friends or local businesses can donate a prize to your event, like a weekend away or a piece of autographed memorabilia.



GUESS THE NUMBER OF SWEETIES IN THE JAR

Easy game for the children (and the adults!). Fill a jar with sweets and charge a pound for every guess, closest to the right answer wins the jar.



TREASURE HUNT

If you're hosting an outdoor event, why not have a treasure hunt for the kids and ask for a donation to take part.

BAKE SALE

If you can bake enough with the help of some friends, this can be held as a fundraising event itself but it can also be used as a way to boost other events on a smaller scale.



SWEEPSTAKE

For instance a Grand National sweepstake or a rubber duck race.

Be as creative as you like and if you want any more ideas get in touch!

How to get the most out of your event

Publicity

Social media: Use all social media channels available to you to promote your event. Facebook, Twitter and Instagram are all great ways to publicise. Share it with BeyondAutism's social media pages as well, to spread your reach even further. Use the hashtag **#beyondautism** to group your posts with other similar ones and we can share it for you. Don't forget to include photos and videos after the event. Why not write a blog about the event including preparations or training?

Email signature: You can let people know about your event by including details in your email signature or out of office reply along with a link to your Virgin Money Giving page. You could add this onto your Facebook cover photo too for extra exposure.

Local newspapers & radio stations: Get in touch with local newspapers, radio stations and even television stations. They are often happy to promote events for great causes. Try writing a press release to send out to different outlets.

Posters and flyers: Simple and effective. Ask around in local shops, pubs and community centres to see if you can display your flyer on their noticeboards.

If you would like any branded materials to help you with your event, get in touch and we can send you some.

Set a target

Research shows that fundraisers who set a target raise more on average than those who don't. It keeps you motivated right through the event and when people see the difference they are making to your total they may be encouraged to give more.

Virgin Money Giving

Using the online fundraising platform Virgin Money Giving is an easy way to collect your donations. It is very user-friendly, and donations are sent straight to BeyondAutism so you don't have to handle any cash or cheques. Just visit uk.virginmoneygiving.com/giving/ and set up your own fundraising page, which you can personalise with pictures and information about your event along with updates throughout the process.

Gift Aid

Gift Aid makes your donations go further! The Gift Aid scheme allows charities to claim an additional 25p on every £1 donated. For more information on how you can help the charity claim Gift Aid on donations raised at your event, please get in touch with us or visit gov.uk/claim-gift-aid-online.

Matched Giving schemes: Your employer may have a Matched Giving scheme or a charity grant programme which they can use to support you with your fundraising, making it go even further. Contact your Manager or HR department for information.



moneygiving

giftaid it

After the event: What now?

Thank you so much for fundraising for BeyondAutism. We are really grateful to you for helping to raise vital funds, and we hope that you have enjoyed it. Now it is time to transfer funds raised to the charity, thank your supporters and share your success!

Paying-in your donations

Please use one of the following methods:

Online with Virgin Money Giving: Donations are transferred to BeyondAutism automatically, so if you have used this platform there is nothing further you need to do to pay in your donations.

Bank transfer or BACS payment: Please contact us at events@beyondautism.org.uk or on **020 3031 9705** and we will give you our bank details and provide you with a reference number.

By cheque: Please send a cheque payable to '**BeyondAutism**' to:

**BeyondAutism
305 Garratt Lane
London
SW18 4EQ**

With all payment methods, please fill in the attached paying-in form and return it to the above address.

Make sure to thank all those that helped and supported the event. A small handwritten note or card with an update of totals raised will keep the cause in people's minds and perhaps inspire them to hold a fundraiser of their own!

Keeping in touch

**Don't forget to update us after your event!
We'd love to hear how it went and share your stories.**

**You can email events@beyondautism.org.uk
or call on **020 3031 9705****

Legalities, health and safety

Some need-to-know information to help make sure your event complies with laws and legislation:

Food hygiene

Take care when handling food and follow basic rules for safe preparation, storage and display of food.

Risk assessments

Carry out any necessary risk assessments. Identify any hazards and ensure you have enough first aid cover and fire escape plans if necessary.

Insurance

BeyondAutism cannot accept liability for any fundraising event you undertake and you are responsible for making sure the event is properly covered. We suggest you take out public liability insurance if your event will involve the general public. If you are renting a venue make sure they provide the correct cover for the activity you will be holding.

Data protection

Make sure you comply with the Data Protection Act when dealing with electronic or paper records. Don't keep people's information any longer than you need to and don't share data with anyone unless you have consent.

Consent

You will need parental permission if any children are helping with the event or if you are taking photographs of children during the course of the event.

Collections

Collections can be a great way to raise money; however, if the collection is taking place in a publicly-owned place then there are strict legal requirements and it must be licensed by your Local Authority. Licenses are not required on privately-owned land but you must ensure you have the landowner's permission.

Raffles

Small raffles generally do not need to be licensed as long as the ticket sales and the draw take place during the event. For detailed information visit www.gamblingcommission.gov.uk/Home.aspx.

This is not an exhaustive list; if you're unsure about anything else please just ask and we'll do our best to advise you.

Event planner

1. Where?

- Research venues
- Date and time (capacity if necessary)

2. Who?

- Social media invites
- Poster/flyer
- Local press contacted
- Email invites (work, family, friends etc.)

3. What do you need?

- Printed tickets
- Registration forms (if sporting challenge)
- Entertainment booked
- Raffle prizes
- Food
- Volunteers
- Charity info/materials
- Cash float for raffle

4. How will you raise money?

- Virgin Money Giving page setup
- Gift Aid reminders sent
- Raffle
- Collection buckets
- Ticket sales
- Sponsorship

5. After the event

- Thanking everyone who came and helped
- Pay in the money raised
- Let us know how it went

Notes section

Use this page to keep note of all important and useful details.

e.g. phone numbers, email address etc.

Raising money for BeyondAutism

WHAT

WHERE

WHEN

CONTACT



Paying-in form



Thank you for raising funds for BeyondAutism.

To remit proceeds to the charity, please complete this form and send to:

BeyondAutism, 305 Garratt Lane, London, SW18 4EQ

Fundraiser details (please complete in block capitals)

Title: Forename: Surname:

Address:

..... Post code:

Email address:

Telephone/mobile: Date of birth (if under 18):

Signature of parent/guardian (if under 18):

Event information

Type of event:

Date of event: Total amount raised: £

Please pay in event proceeds using one of the following methods:

Send a cheque

Made payable to **BeyondAutism – to Fundraising Team, BeyondAutism,
305 Garratt Lane, London, SW18 4EQ**

By online transfer:

A/C name: **BeyondAutism**

A/C No: **61568523**

Sort Code: **40-05-31**

Please put your name as a reference code.

Virgin Money Giving:

If you have raised funds through this platform there is nothing else you need to do.

**Don't forget to send a copy of your sponsorship form, if you have used one,
so we can collect Gift Aid.**