



**Autism**  
Hampshire

part of Avenues Group

# Our guide to Fundraising

[www.autismhampshire.org.uk](http://www.autismhampshire.org.uk)



# Contents

- 3 About Autism Hampshire
- 4 How your fundraising makes a difference
- 5-7 Fundraising inspiration
- 8 Raising sponsorships
- 9 Top tips & 'How To's
- 10 Planning a successful event
- 11 Keeping it safe and legal
- 12 Thanking and banking

# About Autism Hampshire

## Who we are and what we do

Autism Hampshire was founded by the late Mr and Mrs Philip White MBE and a group of local parents with autistic children in Southampton from the late 1960s.

Over the years, the charity has developed to deliver high quality services that meet the diverse needs of autistic people in Hampshire and the surrounding area. We provide **autism-focused Training, Supported Living services, University Mentoring and an Information, Advice and Guidance Team** that responds to an average of 12,000 requests for help each year.

**It is our VISION to create a better future with autistic people.**

**It is our MISSION to create opportunities, challenge perceptions, enhance choices and provide high quality services to meet the diverse needs of autistic people.**

Through our understanding of autism and the impact it has on the individual, we work with people to help them develop skills and strategies to gain greater control over their lives.

# How you can help

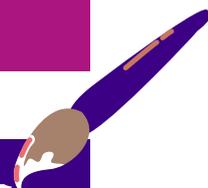


£10

Could pay for transport for someone we support to access an activity

Could buy craft / art supplies for a community group or supported living

£25



£50

Could buy items for our 'try before you buy' library which includes noise-cancelling headphones and weighted blankets

Could pay for 3 hours of autism training for schools, companies, and community settings

£300

£500

Could buy garden furniture, tools, and plants & seeds for supported living houses



Could cover the costs of running (at least) one Serendipity group for a year

£1000



# Fundraising Inspiration!

Not sure what to do? Our fundraising team have put together some examples of activities, fundraisers, and events you can get involved in to help you get inspired!



## Coffee & cake sale

Get your friends and family together for a coffee morning and cake sale!



## Chosen Charity

Support Autism Hampshire by choosing us as your group's, organisation's, or work's charity of the year!



## Run a raffle

Raffles are a brilliant way to raise additional funds alongside another fundraising event. Try contacting local businesses to ask for donations!



## Quiz night

Quiz nights are great fun for all; you can organise your own, or ask a local venue to donate a percentage of their ticket sales.



## Come dine with me

Get together with a group of friends and host your very own 'come dine with me' style dinner party.



## Non-uniform day

Offer employees or pupils at your school the chance to wear non-uniform in exchange for a donation!



## Donate a day

Donate a day of your time to make a difference to Autism Hampshire. From gardening and painting to collecting donations for our shop.



## Fancy-dress party

Hold a fancy dress party for your friends and family. You could charge for entry and refreshments, and even host a raffle.



## Collection tins

These can be placed in shops, offices or other workplaces for loose change.

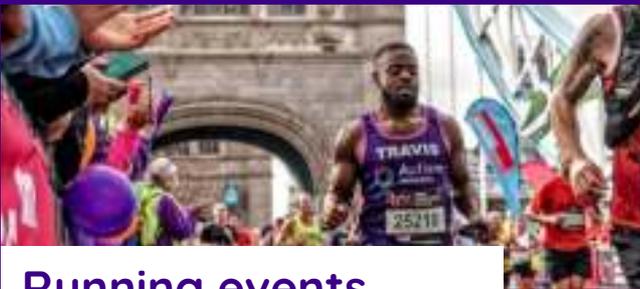


## Donate your items

Donate your unwanted household items / clothes to our charity shop in Fareham (open 6 days a week).

# Challenge events

Whether you're an adrenaline junkie or take life at a gentler pace, why not challenge yourself? Ask friends, family, and colleagues to sponsor you!



## Running events

From marathons to 5ks, there are numerous running events you can take part in!



## Skydive

Ever thought about the thrill of jumping out of a plane at 7,000ft, 10,000ft or 15,000ft? Then this is for you!



## Abseil

Take on the 100-metre descent down the side of Portsmouth's iconic landmark, Spinnaker Tower!



## Tough mudder

Complete the course as an individual or challenge your friends & colleagues to take part with you!



## Cycling events

Take part in different cycling events such as 'RideLondon' or complete a distance set by yourself.



## Challenge yourself

Got something else in mind? Take on your own challenge. And why not invite others to join?

# Raising Sponsorships

## In Person

We ask that you use the Autism Hampshire sponsorship forms to get cash sponsorships, which are available upon request.

## Just Giving

Create your very own fundraising page at <https://www.justgiving.com/autismhampshire>

1. Click 'Fundraise for Us'
2. Then, login or click 'Sign up' to create an account!
3. Select the campaign you want to take part in, or 'Just fundraising' to do your own thing.

Share your page on social media and email to all your friends and family, they can follow the link and sponsor you directly online, making it quick and easy without the need for you to collect cash / cheques.

## Gift Aid

For every £1 you raise, we can claim an extra 25p back from the government on taxpayer's donations. Please don't forget to tick the gift aid box on your sponsor form or online to make sure the Gift Aid is added. This will need to be completed on all forms of sponsorship including sponsorship forms and online donations.

# Top Tips & 'How To's

## Hints & Tips to maximise sponsorship money

- Ask friends and family to spread the word and explain what you are raising money for.
- Use social media to raise awareness of what you're doing and why to boost donations.
- Try and make sure your first sponsor is a big one. Hopefully others will follow suit.
- Aim high when asking your employer for a donation.
- Sometimes companies will match the sponsorship you raise, pound for pound. They can also get tax relief on what they give too.
- Try and get sponsors to make their donation in advance if they are giving a set amount, it will make life easier after the event.
- Set yourself a target and tell sponsors what it is, so they can see that they are helping you achieve it.
- Carry your sponsor form everywhere.
- If you are doing a sponsored challenge, think about holding an event alongside this to maximise the funds.
- Last, but not least, don't be afraid to ask; the more people you ask, the more you're likely to raise.

## How to get your event noticed

### Get local media involved

If you're holding a big event then Autism Hampshire would be happy to communicate with the local newspapers and radio stations. This also helps us to raise awareness of autism, therefore we would be happy to co-ordinate or join you with the marketing and publicising of your event.

### Use our logo

We would be happy to send our logo and brand guidelines so that you can advertise that your event is supporting Autism Hampshire. Get the advertising approved by our marketing and fundraising teams.

### Promote your event



Create posters and flyers to distribute around your local community, in businesses, schools and shops. Facebook, Twitter, Instagram and LinkedIn are a great ways to spread the word about your event to friends and the wider local audience. Don't forget to tag us in your posts!

We are happy to promote your event on our social media channels; please get in contact with the team at [fundraising@autismhampshire.org.uk](mailto:fundraising@autismhampshire.org.uk).

# Planning a successful event

## Plan ahead and think about the size of your event

The sooner you start planning, the less you have to worry about nearer the time! Think about the size of your event and give a fair time-scale to plan and get things done. Always ensure enough planning time is allocated to large scale events in order for things to run smoothly. Our team are happy to advise when planning big events.

## Targets and budgets

Set yourself a realistic fundraising target and stick to a budget. You will need to review it regularly to make sure you are on track. Make sure, when planning, that any costs you may incur do not outweigh the income you are expecting.

## Get things donated

Minimise costs by trying to get as many goods and services for free or at a discount. Let suppliers know you're running a charity event and ask local companies to donate prizes to auction or raffle. In return, offer them a mention at your activity and on any promotional material.

## The guests

Consider who you are going to invite. Will there be a cost per person? When do you need to confirm numbers? Invite an Autism Hampshire member of staff to talk about the services we offer and the impact the funds you raise will make. Alternatively, have an 'Expert By Experience' give a talk about their personal journey being autistic.

## When and where?

Check that your fundraising event won't clash with any major sporting events, social events or public holidays, unless you're planning your activity around them. Choose a venue carefully. If it is going to be a big event then you might need to hire a venue, although remember to keep at a minimal cost as this will come out of your fundraising income.

## Form a fundraising team

Get help and form a fundraising team. Remember our team are here to help too!

## Things you might want

We can supply promotional materials such as display banners and leaflets to help raise awareness of Autism Hampshire and the services we provide. Please send us an email to request this.

# Keeping it Safe and Legal

## Health and safety

Make sure you follow the professional advice of equipment manufacturers and staff supervising any facilities. Autism Hampshire cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. For useful information, please visit [hse.gov.uk](http://hse.gov.uk).

## Food hygiene and licences

Please take great care when handling food and work to the basic rules for safe preparation, storage, display and cooking. For more information, please visit [food.gov.uk](http://food.gov.uk) and [eatwell.gov.uk/keepingfoodsafes](http://eatwell.gov.uk/keepingfoodsafes).

## Data protection

Make sure any paper or electronic record of anyone involved in a fundraising event complies with the data protection act. Never share information or data about someone without their permission and discard the data when you no longer need it.

## Insurance

Autism Hampshire appreciates your support but cannot accept liability for any fundraising activity or event you undertake in. If you need insurance, you will need to take this out yourself.

## Collections

If you would like to collect money in the street or any other public place then you will require a licence from your local council. We can help you access this.

Always make sure children are supervised and only collect donations from people you know and trust.

## Raffles

You may wish to hold a raffle as part of your fundraising activity. This can be done but it must be drawn and announced on the same day as the tickets are sold. Please contact our team, who can offer advice on running a raffle, including registering with your local authority.

# Thanking and Banking

Don't forget to thank those who have helped make your fundraiser successful. You could do this by phone, email or letter. Our team can offer advice on how to draft letters and emails, and can also provide certificates of achievement / acknowledgment.

Paying in the money you've raised couldn't be simpler and can be done in four ways:

**By Post** - send us a cheque, payable to Autism Hampshire to the following address: Autism Hampshire, 1648 Parkway, Solent Business Park, Whiteley, Fareham, PO15 7AH

**Over the phone** - Call us on 01489 880 881, ask for fundraising team and pay with your credit / debit card.

**By bank transfer** - If you would like to transfer the money through your bank account, please contact the fundraising team, who will provide you with more details.

**Bring us the cash** - You are welcome to bring the cash in to our head office at the above address or we can collect from you at your convenience.

**Please remember that it's important to:**

- Keep accurate records of your sponsors and donations.
- Not send cash in the post.
- Remember to send us your sponsorship form so we can claim gift aid. (This means we can claim an extra 25% on every donation at no extra cost to you or your sponsors.)

## We would love to hear how your event went



Please share your stories and photos with us via email at: [fundraising@autismhampshire.org.uk](mailto:fundraising@autismhampshire.org.uk), alternatively tag us in your social posts!

Please note: any photos you have consented to, using our consent form (see page 11), may be used for future promotional materials.

**With your support, we can continue our work with autistic people across Hampshire, to create opportunities, challenge perceptions, and provide high quality services.**