



The **FUNDRAISING** **PACK**

Creating opportunities, and providing a sense of personal freedom and choice

i-am-autism.org.uk

THANK YOU

We are so pleased that you have chosen to fundraise for I AM.

Autism touches the lives of over two million people everyday. Fundraising enables us to provide individuals and their families with the best support and information that enables them to achieve their goals and aspirations.

To help you decide on your plans, we have developed this guide to give you lots of ideas and tips to kick start your fundraising. Thank you again and good luck! We couldn't do it without you. Don't forget to tell us what you are up to – send your stories and photos to [**fundraising@i-am-autism.org.uk**](mailto:fundraising@i-am-autism.org.uk)

HOW YOU CAN HELP

Every pound you raise really will make a difference to autistic children and adults in and around Manchester, so please set your target high. Please help us to support as many people as possible

£10

could pay for a youth group session for a young person.

£25

could pay for an adult on a support group outing.

£50

could pay for an 18+ adult support session.

£100

could pay for a music session for a small adult group.

£250

could pay for an excursion for a small group.

£500

could pay to run two adult group support sessions.



ORGANISING EVENTS IS REALLY FUN!

Event

First decide what you want to do and what type of event you think people would be interested in - a five-a-side football match, a pub quiz, a bucket collection or cupcake sale.

Location

Is your fundraiser venue easily accessible to your target audience? Could you host your event at home or at work, or at a local pub or community centre?

Date

Think about which date will get the maximum number of people attending. Make sure not to clash your event with other notable popular events and special dates, such as national holidays or sporting fixtures. Planning and preparation and giving yourself enough time is very important.

Fundraising

How will you actually raise the most money? Think of all the different ways you could make the most money from the event. Will there be an entrance fee? Will you be selling drinks and snacks? Set ambitious but achievable targets.

Spread the word

Ensure everyone knows about the event, from family and friends to colleagues and the local community. Download poster, sponsorship forms and leaflets about I AM at i-am-autism.org.uk/community/downloads/fundraisingforms or contact us. Ask your local shops, schools, libraries, restaurants, pubs, and other local businesses if you can display your poster. To save time and money, and where possible, send out your poster via email.

Publicity

Get in touch with your local newspaper, radio and TV station to tell them what you're doing and why. For more PR tips please contact our fundraising team by emailing fundraising@i-am-autism.org.uk



Support

Local businesses are often very willing to support local causes and this is the time to reach out to ask them to donate prizes for your raffle or auction. Also, if applicable, see if you can get your venue or catering for a discounted price (or even better, for free) as it's an event in aid of charity. Get your friends and family involved and divide the tasks between everyone - you'll be surprised at how many people are willing to help when it's for a good cause. You can contact the fundraising team for a letter of authority by emailing fundraising@i-am-autism.org.uk

Online

Facebook, Twitter, Instagram and TikTok have revolutionised the way people fundraise. Using them to tell people about your event is a must. Make sure you first set up your online sponsorship page and then share it across social media. And please tell us what you have planned and we will try to share it with our supporters on our social media accounts. The internet and social media just can't be beaten as a free promotion tool - make sure you use it.



Dr Debra Bradley decided she wanted to raise money for I AM and took on the challenge of completing the 2021 London Marathon. She set up a Facebook page and PayPal Giving page, and raised over £1000.



Launch

We can provide a range of I AM printables (a printable poster is included at the end of this pack!) for you to use at your event, such as posters and leaflets. Just email the fundraising team and they will be delighted to help: fundraising@i-am-autism.org.uk

Collecting

After your event has finished, collect in the money and transfer it to us online. We love hearing all about what you've been up to, so please send any news, pictures, or video to our fundraising team at fundraising@i-am-autism.org.uk and we will try to feature as many as possible in our newsletters, on our social media pages and on our website.

TOP TIP

Be confident and don't be frightened of asking for donations. People are usually very willing and generous once they know you are fundraising for us and helping support people with a diagnosis of autism.

SPONSORSHIP

Sponsorship is a great way to fundraise and engage family, friends and colleagues in what you are doing. There are plenty of tools these days to get sponsors online or offline, or you can combine both. To be successful, you need to ensure everyone knows what you are doing and why. Sharing personal stories is a great way to encourage people to get behind you and support you.

Online

It takes just a few minutes to set up a personal online fundraising page. Share the link to the page with your friends, family and colleagues for immediate donations and early promotion. You can also set up social media accounts on Facebook and Twitter to help you promote the page.

We use Charities Aid Foundation (CAF), but you can also use JustGiving. Both websites enable donors to add Gift Aid, which means that for every £1 people give I AM gets an extra 25p, providing a great way to quickly and easily collect donations. Just make sure you click to say you are raising funds for I AM. JustGiving also have the opportunity to allow donations via text.

CAF

Charities Aid Foundation

cafdonate.cafonline.org/18711#!/DonationDetails

JustGiving™ justgiving.com/asgma

Offline

Although it seems as if everyone uses the internet these days, there may be friends and family who don't, although they may still like to donate. You may also be going to an event where you can ask people to sponsor you and raise money offline.

Download a sponsorship form from

<https://i-am-autism.org.uk/community/downloads/>

Personalise the sponsorship form with your name and date of the activity. Alternatively, call us on **0161 866 8483**, or email us at fundraising@i-am-autism.org.uk and we will post the form to you.

giftaid it

We love Gift Aid because for every £1 people sponsor you or donate to us, we can claim an extra 25p back from the government.

The PROMOTION

Spread the word! Gaining publicity for your event or challenge will help raise funds, whilst raising awareness of I AM and autism and the fantastic fundraising that you are doing.



At I AM we use Facebook, Twitter, Instagram and LinkedIn to post about our latest news, events and fundraising. Join us online and tell us about your events and fundraising activities, ask questions, tag us and share your pictures and updates.

Twitter: twitter.com/ASGMAManchester

Facebook: facebook.com/IAMCelebratingAutisminGreaterManchester

Instagram: instagram.com/iamcelebratingautism

LinkedIn: linkedin.com/company/iamcelebratingautismingreatermanchester

Social Media

- Facebook profile is an invaluable free tool, where you can post regular updates about your progress and tell your friends and everyone how it went afterwards! You can also set up a community page or an event and invite people to 'like' your page, 'join' your event, and encourage them to share it.
- Twitter is great for live updates, sharing what you're doing in real-time with followers, and finding influencers and local celebrities to encourage retweets!
- If you can film your event or challenge, film it and post it to YouTube, then share it on Facebook and Twitter and Instagram or TikTok if it's short enough. Video is like magic gold dust on social media.

Local news

- If you submit a great fundraising story to local journalists, your event can land valuable exposure to thousands of people, especially if you're doing something out of the ordinary, unusual or quirky. Ensure you send your story with a high-quality image on the day, pre- and post-event and during the event. If you get the attention of the local press, it can dramatically boost the funds you raise.
- Regular posts on your sponsorship page, reminding all your contacts why you're fundraising for I AM. You can do this before the event, on the day and after your event – this will boost your fundraising.

THE LEGAL STUFF!

The money you raise

It will be your job to look after any money you raise and make sure that all money raised is paid to us. If any of the money raised isn't going to be paid to us you must make sure everyone who makes a donation is informed of this.

Our reputation

We take our reputation very seriously here at I AM. If you do anything that threatens our name or reputation then we are likely to ask you to stop fundraising for us. Therefore, it may be a good idea to discuss your ideas with us before you start.

Food and alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit food.gov.uk for more details. If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance. Also make sure you consider any potential risks from food allergies. If you are serving or providing alcohol you should check any licensing requirements

Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at gamblingcommission.gov.uk. If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them. Please email Manchester City Council if you have any further questions about lotteries, at premises.licensing@manchester.gov.uk

Health and safety

Ensure you have adequate insurance and first aid cover available for your event. I AM insurance will not cover your event. For First Aid take advice from a voluntary first aid organisation such as St. John Ambulance or the British Red Cross. A risk assessment is important but does not have to be a complicated task. Remember – a hazard is anything that causes harm, and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be.

Insurance

If your event involves the public you will need public liability insurance. I AM insurance will not cover your event. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

Licences

Some activities require a licence. Please check with your local authority to see if you do require a licence for your activity.

Publicity material

When you are writing about your event you need to say it is being held "in aid of I AM Celebrating Autism in Greater Manchester. This is the trading name of the charity ASGMA." Please contact us if you wish to use our logo on your own materials. Please also include our charity number using these words: Registered Charity No. 1089527

Collections

Collections

Visit institute-of-fundraising.org.uk for the most up-to-date information on collections. When organising a collection please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property, for example, a supermarket or train station
- Collections in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people aged 16 or over
- Collection boxes and buckets must be clearly labelled with I AM's name, address and charity number and must be sealed.

Under 18s

If you are under 18, your parent/guardian is responsible for you – please show them this pack and make sure they are happy with what you've chosen to do.

Sponsorship and Gift Aid declaration form



Please sponsor me (name of participant) _____

To (name of event) _____

In aid of (name of charity or CASC) _____

If I have ticked the box headed 'Gift Aid?' ✓, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/ or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & ✓ Gift Aid for the charity or CASC to claim tax back on your donation

	Sponsor's Full Name <i>{First name & surname}</i>	Sponsor's Home address <i>Only needed if you are Gift Aiding your donation. Don't give your work address if you are Gift Aiding your donation.</i>	Postcode	Donation Amount £	Date paid	Gift Aid? ✓
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
				Total donations received	£	
				Total Gift Aid donations	£	
				Date donations given to Charity or CASC		

Contact Information

I AM
1114 Chester Road
Stretford
Greater Manchester
M32 0HL

Tel : 0161 866 8483
Email: enquiries@i-am-autism.org.uk

Autistic Society Greater Manchester Area (ASGMA), trading as 'I AM Celebrating Autism in Greater Manchester'.

Registered Charity No. 1089527.

Company limited by guarantee registered in England and Wales No. 04326334

i-am-autism.org.uk

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



Proud to be
Supporting
I AM
AUTISM

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