



**Ambitious  
about Autism**



# Fundraising toolkit

# Welcome to #TeamAmbitious

**Thank you for choosing to support Ambitious about Autism and for standing with autistic children and young people across the UK.**

Fundraising is a fantastic opportunity to challenge yourself and have lots of fun. What's more, your fundraising efforts will help us support more autistic children and young people.

Whether you already have some fundraising ideas or are in search of inspiration, this guide will support you every step of the way. From explaining why your help is crucial to outlining how the money you raise will be spent, this guide has you covered.



# 1 About us

**Ambitious about Autism is the national charity standing with autistic children and young people.**

We believe every autistic child and young person has the right to be themselves and realise their ambitions. We started as one school and have become a movement for change. We champion rights, campaign for change, and create opportunities.

We provide:



**1 Employability services:** supporting autistic people into meaningful employment.



**2 Training and consultancy:** supporting organisations to be more autism confident.



**3 Family support services:** offering advice and advocacy to families navigating their autism journey.



**4 Participation opportunities:** peer support through our Ambitious Youth Network and schools projects.



**5 Education services:** pioneering education services for autistic children and young people.

## What is autism?

Autism is a lifelong developmental disability which is estimated to affect more than one in 100 people in the UK.

Autism affects the way a person communicates and how they experience the world around them.




## 2 Why your help is vital

Autistic children and young people face enormous challenges due to a lack of understanding of their needs.

Early intervention and support are critical for autistic young people.

With your support, we can raise awareness, challenge misrepresentations, and create a world where every autistic child and young person can be themselves and realise their ambitions.

 **4 out of 5** autistic young people have mental health conditions.

Nearly **80%**  of autistic people say they are socially isolated because of a lack of understanding.

 Autistic pupils are **twice as likely** to be regularly, and unlawfully, excluded from school as their peers.

**70%**  autistic young people fear discrimination if they disclose to employers that they are autistic.



# Jackson's story

**I don't think Jackson would be the young man he is now had it not been for the support of Ambitious about Autism.**

We received his autism diagnosis when he was three years old – but once you get the diagnosis, there's nothing there. You realise you have to fight and fight hard.

Jackson is a loving and delightful young man, but he has epilepsy and an acute phobia of dogs which makes him anxious and could lead to a seizure. He has minimal language and finds it hard to express his feelings.

Jackson joined Ambitious about Autism's Treehouse School aged five and quickly settled in. There was never a day that he didn't want to go to school.

The team wasted no time in getting to know him and understand him. I am filled with gratitude for their support of Jackson.

Helping a child to overcome barriers and build belief in their own abilities is the best thing you can do for them. It's what all parents want for their children. Ambitious about Autism helps autistic children and young people, like Jackson, to do this. The charity is a movement made up of amazing people, experts and champions that stand with autistic children, young people and their families.

**Helen, Jackson's mum. Jackson attended Treehouse School and Ambitious College**



### 3 How your fundraising can make a difference

**£5**

could help parents and carers experiencing challenging situations access vital information and support through our Talk about Autism online platform.

**£30**

could reduce loneliness and isolation through an online peer support session run by our Ambitious Youth Network.

**£50**

could support a family in crisis. Our family support team provides advice and guidance on welfare, health, and legal matters to the families of our pupils and learners.

**£100**

could provide autistic young people with one-to-one careers information and guidance. With very few autistic people in employment, providing this support is vital to accessing the workplace.

**£200**

would fund a day's learning for our autistic pupils on our nature plot Saplings. There, pupils learn how to grow vegetables and flowers and engage in their education in this unique outdoor setting.

**£3,500**

could support an autistic job seeker to access an internship, including training and recruitment support for the small business supporting them.

**£10,000**

could help us create tailored resources and toolkits, co-developed with autistic young people, that give employers guidance on making adaptations to their recruitment practice.



## 4 Team Ambitious in action

From office bake sales and university art fares to half marathons and climbing Mount Kilimanjaro, Team Ambitious have created some epic fundraisers.

Take a look and get inspired...



**John** took on the National Three Peaks Challenge, climbing the highest peaks of England, Scotland and Wales in less than 24 hours!



**Gail** organised an office bake sale and colourful clothes day in celebration of World Autism Acceptance Month.



**Jack** is autistic and with his Dad, Lee, walked an incredible 96 miles from Milngavie to Fort William.



**Richard and Simon** after completing the Robin Hood Half Marathon in Nottingham.





**James** climbed Kilimanjaro in Africa and also organised a music event for Ambitious about Autism.



**Sam**, a SEN Teacher organised a club night featuring autistic DJs' in support of Ambitious about Autism.



The Manchester to London cycle ride sees riders cycle 220 miles in a single day! [Click here](#) for more info .

Check out our website for some more inspiration



**Katy** ran the Leeds 10km to show her support for autistic children and young people.



**Thea and Meg** took on the iconic London 10km race, whizzing past the cities landmarks in support of Ambitious about Autism.



# 5 Some fundraising ideas

We hope this can help to get you inspired!

Bake sale



Sponsored walk



Club/disco night



Spin-a-thon



5km challenge



Sweepstake



Cheese and wine night



Quiz night



Sponsored livestream



## 6 What support can I expect?

Our team will support you throughout your fundraising journey.

As part of Team Ambitious you can access and request:



**An Ambitious about Autism t-shirt or vest**



**Supporter t-shirts for your cheer squad**

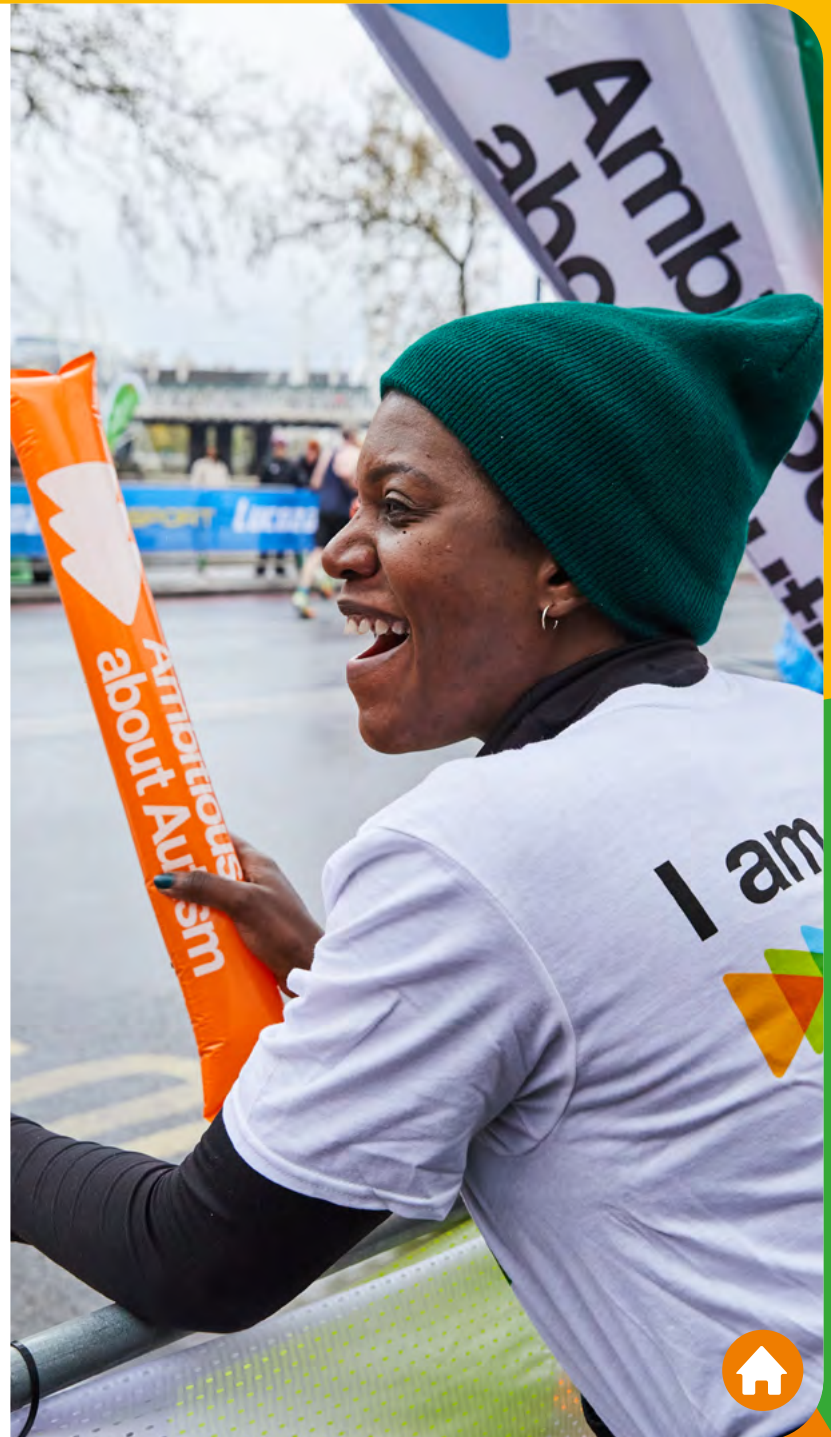


**Access to our training hub and Strava groups**



**Downloadable resources to support your fundraising.**

Whether you'd like some help with brainstorming event ideas or have another query, do not hesitate to get in touch at [events@ambitiousaboutautism.org.uk](mailto:events@ambitiousaboutautism.org.uk).



# 7 Creating your fundraising page

So you've got your fantastic fundraising idea. What next? It's time to tell the world about the incredible thing you're doing. The more people that you reach, the more donations you'll see rolling in!



## 1 Setting up a fundraising page

You can set up a fundraising page with **JustGiving** directly linked to Ambitious about Autism. Creating an online page is brilliant as it allows your supporters to donate quickly and easily.

Still unsure? The helpful **guide** will take you through the set up step by step.

You might like to consider an alternative fundraising platform such as **GiveStar**, **Go Fund Me**, or **Entfuse**. The choice is yours!



## 2 Get a QR code for your page

Creating your page with JustGiving allows you to **download a QR code** specific to your page. A QR code is a black and white bar code unique to your page that your supporters can scan from their phones to get to your page, making donations easier than ever.

You can add the QR code to **posters** or save it to the camera roll in your phone to share with family and friends.



# 8 Our top fundraising tips

Here are some tips to help boost your fundraising:



## 1 Be ambitious

Set yourself an ambitious fundraising target on your page. Aim high and if you hit it - increase it!



## 2 Be your own supporter

Kickstart your fundraising with a self-donation. If you can, donating to your own page shows your commitment and sets a standard for your supporters. Alternatively, ask a generous supporter to be your first donor as this encourages the generosity of others!



## 3 Be a storyteller

What is your reason for creating this page? Are you autistic or have a personal connection to our mission and values. Your supporters will want to know your motivation and the bio on your page is the perfect place to tell your story.



## 4 Be informative

Let your supporters know how their donations will make a difference and fund essential services and projects. You can use our shopping list on [page 6!](#)



## 5 Be visual

Take pictures! Upload photos to your fundraising page to share with your supporters. Whether you're running, trekking, baking or bungee jumping, a photo can help boost donations.



## 6 Be social

Social media is the perfect place to share your challenge with friends and family. Facebook, Twitter, Instagram, Snapchat, WhatsApp... Use all your channels regularly to reach out and share your updates with others. Check out our downloadable [social media graphics](#).



## 7 Be consistent

Make sure you are sharing your fundraising page with your networks regularly. Send emails to your colleagues. Send WhatsApp messages to the friend and family group chats. Remind everyone about the amazing thing you are about to do!



## 9 Follow us on socials

Please follow Ambitious about Autism's social media accounts and tag us in your own posts!



[x.com/ambitiousautism](https://x.com/ambitiousautism)



[facebook.com/ambitiousaboutautism](https://facebook.com/ambitiousaboutautism)



[instagram.com/ambitiousaboutautism](https://instagram.com/ambitiousaboutautism)

[instagram.com/m2l\\_ride](https://instagram.com/m2l_ride)



[linkedin.com/company/ambitious-about-autism](https://linkedin.com/company/ambitious-about-autism)

We have a range of downloadable resources to help you shout about your fundraising across socials.



Don't forget to use the #TeamAmbitious hashtag too!



# 10 The legal bit

Having fun is the number one priority for all our fantastic fundraisers. However, it's important to follow the relevant laws and guidelines to ensure everything runs smoothly.

## Do you need a license for your fundraising event?

If you're raising money, selling, or hosting an event in a public space, you may need permission or a licence. This could include for public entertainment, collections or serving food and alcohol. If you're unsure about any aspect of your event, contact your local authority. They can provide guidance tailored to your location.

## Public collections

**Licence requirement:** It's illegal to conduct house-to-house or street collections without a licence from your local council. Collectors must be at least 16 years old.

**Letter of authority:** Contact us for a letter to confirm you're collecting for Ambitious about Autism.

## Private collections

**Permission:** Obtain written consent from the property owner or manager. Keep this permission with you during collections.

**Additional permissions:** Some locations, like supermarkets and train stations, may require extra permissions. Check with the local authority before making plans.

## Raffles and lotteries

**Licence requirements:** If you spend over £100 on raffle costs, sell tickets before the event, or draw winners afterwards, you need a licence and printed tickets.

**Restrictions:** Do not allow children to enter raffles with alcohol prizes. Consult your local council or the [Institute of Fundraising](#) for more information.

## Auctions

**Compliance:** Auctions are not under gambling laws but must comply with consumer legislation. Ensure accurate valuations, with no cash prizes. Conduct ticket sales and announcements during the event.

**Online options:** Consider platforms like eBay for inclusive auctions.

## Handling cash donations

**Safety first:** Keep cash secure and have someone with you when transporting it. Always count donations with a witness. Deposit funds into your bank account promptly. Check our guide for payment methods.

**In fundraising for Ambitious about Autism, you agree not to do anything to bring the charity's name into disrepute.**



# 11 Keeping your event safe

If you are planning your own event, it is your responsibility to ensure that Health and Safety regulations are upheld. Here are some tips for keeping your fundraising safe.

## First aid and fire safety

Always have a first aid kit on hand to ensure you're prepared for any minor injuries. Familiarise yourself and your attendees with fire protocols and exit locations.

## Accessibility

When hiring a venue, check that all equipment is safe and that the space is wheelchair accessible. Ensure there are accessible toilets, parking, and transport options. For private events, ask guests about any access needs in advance.

## Consent

If young people are attending, obtain written consent from parents or guardians before sharing photos. Clearly inform attendees that photos will be taken during the event.

## Food hygiene

Comply with food safety laws, whether food is sold or given away. Check the Food Standards Agency's website at [food.gov.uk](https://www.food.gov.uk) for guidance.

Visit [hse.gov.uk](https://www.hse.gov.uk) for advice and free resources on health and safety.

## Insurance

You are responsible for your event. For activities involving the public, budget for public liability insurance. Verify the venue's insurance covers your activities.

## Risk assessment

Conduct a simple risk assessment to identify potential hazards. For larger events, request a template from the venue or consult your local council.



## 12 Paying your money in

If you've created an online fundraising page, you don't have to worry about this bit! The money you raise will come directly to us from the fundraising platform.

You can also donate via:

### 1 Our website

[ambitiousaboutautism.org.uk/  
donate](https://ambitiousaboutautism.org.uk/donate)

### 2 By bank transfer

If you would like to transfer the money through your bank account, please contact the Events Fundraising Team who will provide you with more details at [events@ambitiousaboutautism.org.uk](mailto:events@ambitiousaboutautism.org.uk)

### 3 By post

Send a cheque payable to "Ambitious about Autism" to:

**FAO Events Fundraising Team  
The Pears National Centre for  
Autism Education  
Woodside Avenue  
London  
N10 3JA**

Remember to include a note, so we know it's from you.



# We are here to help

We hope this pack has given you a good starting point for your fundraising, but if you would like further information or advice, please don't hesitate to get in touch at [events@ambitiousaboutautism.org.uk](mailto:events@ambitiousaboutautism.org.uk).

Don't forget to check out our other [resources](#).



# We are Ambitious about Autism

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We believe every autistic child and young person has the right to be themselves and realise their ambitions.

We started as one school and have become a movement for change. We champion rights, campaign for change and create opportunities.



## Contact us

The Pears National Centre for Autism Education  
Woodside Avenue, London N10 3JA

☎ 020 8815 5444

✉ [info@ambitiousaboutautism.org.uk](mailto:info@ambitiousaboutautism.org.uk)

🌐 [ambitiousaboutautism.org.uk](http://ambitiousaboutautism.org.uk)

## Follow us

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Ambitious about Autism is a registered charity in England and Wales: 1063184 and a registered company: 03375255.

Ambitious about Autism Schools Trust is an exempt charity in England and Wales and a registered company: 08335297.

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