

AUTISM SPEAKS™

WALK NOW FOR AUTISM

Together we'll find the missing pieces.



AUTISM SPEAKS™
It's time to listen.

www.AutismSpeaks.org



Welcome to Walk Now for Autism!

Thank you for joining Autism Speaks' Walk Now for Autism event. Our grassroots autism walk program is North America's largest and our signature fundraising and awareness event.

Step 1: Done! You Have Already Registered for the Walk

You now have access to your Event Headquarters where you can:

- Build/Edit my Webpage
- Send Emails to Friends and Family
- Check Donation Report
- Edit my Profile
- Edit my Login/Password

This is your private area to check on donations you receive and email friends and family.

To start off, first go to the "My Webpage" section to edit your 'Personal Page'. This is the page your donors will see; so give it your own touch by adding a picture and information about you and your reasons for participating in the event.

Next, start your email campaign to solicit friends and family for donations and to build your team. The email message will automatically include a direct link back to your personal page to make it as easy as possible for them to make a donation or join your team.

Visit your "Reports" area often and see how you are doing! Utilize the other convenient tools to help you reach your goal!

The screenshot shows the user's Event Headquarters dashboard. At the top, there are navigation tabs: "My HQ", "My Webpage", "Email", "Reports", "Tools", and "Gadgets". A "Logout" link is in the top right corner. The main content area is titled "Welcome, Ruthie Tapia!" and "Your Participant ID: 220004314". Below this, there is a "My To Do List" with links for "Build/Edit my Webpage", "Send Emails to Friends and Family", "Check Donation Report", "Edit my Profile", and "Edit my Login/Password". A "Your Personal Page link:" is provided with the URL "http://www.walknowforautism.org/2009template/rtapia". The dashboard is divided into three main sections: "Fundraising Statistics", "Email Statistics", and "Team Statistics".
Fundraising Statistics: Shows a goal of \$200.00 and money raised to date of \$0.00. A progress bar is at the bottom with a "Last Five Days" dropdown menu.
Email Statistics: Shows 4 emails sent, 1 visit to the page, 0 donations, and 0 registrations.
Team Statistics: Shows 1 team member, a goal of \$2,000.00, and \$0.00 raised to date. It includes a link to "Send an email to your team" and asks if the user is a team captain.

□ **Step 2: Start Fundraising!**

- **Letter writing and email campaigns are the easiest and most effective way to raise money!** Your personal letter/email should include:
 - ✓ Your personal goal – aim high!
 - ✓ Why you are walking – if you have a connection with autism, discuss how this has affected your life and the lives of your family and friends
 - ✓ Ask for a specific dollar amount and ask everyone you know – the worst they can say is no
 - ✓ Say thank you – whether someone says yes or no, you have the ability to accomplish something with a thank you; either acknowledge their generosity and support, or you can leave the door open for next year
- **Host a wrap-around event.** A wrap around event is any fundraiser that your team/individual organizes to raise funds for the Walk. These can include but are not limited to bake sales, garage sales, dress down days, potluck lunch, etc..., See page 5 for more details.
- **Utilize corporate matching gift programs.** Many employers will match the charitable donations made by their employees. Check with the Human Resources department at your company and inquire if they have a matching gift program.

How to Raise \$250 in 5 Weeks

Here are some simple steps to help you raise \$250.00 for Walk Now for Autism. Raising money should be easy and fun. This process can be done in 5 weeks, with 2 steps per week.

Week 1	Put in your own contribution of \$25.....	\$25
	Ask your significant other for \$25.....	\$50
Week 2	Ask a friend for \$25.....	\$75
	Ask a neighbor for \$25.....	\$100
Week 3	Ask a relative for \$25.....	\$125
	Ask your boss or a coworker for \$25.....	\$150
Week 4	Ask your doctor for \$25.....	\$175
	Ask your hair stylist or barber for \$25.....	\$200
Week 5	Ask your local merchant for \$25.....	\$225
	Ask your dentist for \$25.....	\$250



You just raised \$250.00 for Walk Now for Autism and it was easy. Who else can assist your Walk Now for Autism efforts?

- | | | |
|---------------------------------|--|---------------------|
| - College roommate | - Email address book | - Holiday card list |
| - PTA/Scouts list | - Place of Worship | - Sports team |
| - Fraternity alumni | - Neighborhood | - Gym |
| - Autism Service Provider | - Dry cleaner | - Restaurants |
| - Grocer | - Parents | - Teachers |
| - Classmates | - Plumber | - Banker |
| - Lawyer | - Vendor | - Client |
| - Electrician | - Other friends | -Other relatives |
| - Alumni Association/Colleagues | - Neighborhood organizations and clubs | |

Sample Email Letters:

Please Support The Brothers Zechello!

Steve, Kristen, Steven and Anthony along with many members of their circle of family and friends will be walking in Autism Speaks' Walk Now for Autism fund-raising event. Please support our team, THE BROTHERS ZECHELLO. We would be honored if you would join our team and walk with us on Walk Day. Together we can make a difference by advancing and accelerating autism research. So let's get walking for Autism Speaks!

Help Make a Difference for Steven!

The lives of children who are challenged by autism like our beautiful boy Steven will be made more hopeful with every dollar spent on research. He inspires more hope in us with each smile! Autism Speaks - Walk Now for Autism is the signature fundraising event of Autism Speaks and is the nation's largest Walk program dedicated to autism research. Since its inception in May 2000 hundreds of thousands of people have participated in Autism Speaks - Walk Now for Autism and collectively over 80 events have raised over \$30 million for autism research. Please help families like ours find the answers!



The Zechello boys are counting on your support!

RESEARCH = HOPE for families affected by autism!



Anthony Needs You! Every child with autism is quite different from the next. Our son Anthony is very different from Steven. He does not have the same level of communication difficulties but does, however, still struggle with his social and attending skills. He is indeed a character and brings lots of laughter to us all!

*Autism is a lifelong neurological disorder that impairs a person's ability to communicate and relate to others

*Autism is the fastest-growing serious developmental disorder in the United States

*A shocking 1 in every 150 children born will be diagnosed with an autism spectrum disorder

*Autism affects four times more boys than girls and is likely to strike at least 1 in 10 siblings of those diagnosed with the disorder

*Autism receives less than 5% of the research funding of many less prevalent childhood diseases

With Much Love and Gratitude,
The Zechello Family

Sample Family Team Letter:

My son Tiernan is five years old. He has red hair, big blue eyes and the most adorable freckles. He loves trains, animals and dinosaurs. Looking at Tiernan you would never know that he has a debilitating disorder known as autism. Autism affects every aspect of Tiernan's life...and the lives of everyone around him. Tiernan has come a very long way since his diagnosis in September of 2003. Since then, he has learned to speak, to read, to hold a conversation with some help. In school, Tiernan is well above where he should be academically. But for all of his intelligence, Tiernan still cannot interact appropriately with others. He has trouble processing the world around him. He has many sensory issues that prevent him enjoying the things that we all take for granted. It's hard to enough to focus on our daily lives, much less imagine what the future holds for him; and for the rest of the family. Madilyn, who is 2 years old, is not exhibiting any autistic tendencies. We also have a one month old son named Cole. While this is a terribly exciting time, it's also frustrating because we know that boys are 4 times more likely to be autistic than girls, and siblings of an autistic child are 3-5 times more likely to be afflicted. The statistics are terrifying.



Autism is a complex brain disorder that often inhibits a person's ability to communicate, respond to their surroundings or form relationships with others. Autism spectrum disorders affect people of all racial, ethnic and socioeconomic backgrounds and occur in as many as one in 150 births, making it more common than pediatric cancer, diabetes, and AIDS combined. And the numbers are still rising! Currently the cause of autism is unknown. There are no specific medical treatments or a cure for autism. Most people with autism require lifelong supervision and care. Only 7% of children with autism go on to be independent. Recent studies suggest that more than 1 million Americans are living with an autism spectrum disorder. Despite the strikingly high prevalence of autism, autism research remains one of the lowest funded areas of medical research by both public and private sources. But funding for research is woefully inadequate. Only through biomedical research will we ever understand what causes autism and develop methods to diagnose autism. Someday, with your help, we will find a cure!

As a family, we have decided to make an effort to increase autism awareness. This year I am chairing the Inaugural Jersey Shore Now Walk for Autism. The Walk will be held in Manasquan on September 30, 2006. There are so many ways that you can help our cause. You can choose to sponsor us in the event with a tax deductible donation or walk with us. The proceeds of the Walk will be used to support the efforts of Autism Speaks. Autism Speaks is the largest non-governmental supporter of autism research in the United States. If you are interested in finding out more about them, please check out their website www.autismspeaks.org. Please help us raise money for this extremely important cause by increasing awareness among your friends and coworkers. We realize that there are many charities that vie for your attention, but any contribution, large or small, will be greatly appreciated.

As always, thank you for your consideration, support and prayers. It means more to us than we could possibly express. We look forward to hearing from you!

Janice, Kevin, Tiernan, Madilyn and Cole McGreevy

□ **Step 3: Turning in Your Donations**

If your donors make a donation online, you will be credited through the automatic system and receive an email alerting you of the gift. Donations made online are typically 40% higher than those made by other means. If your donors give you cash or checks, please fill out the donation form for each donation. A donation form can be downloaded from your Event Headquarters. This will ensure that your Walk and/or team are credited for their donation. Donations can be mailed to:

Autism Speaks/Walk Now for Autism
5455 Wilshire Blvd, Suite 2250
Los Angeles, CA 90036

That's it! Just 3 easy steps to help us reach our goal: to change the future for all who struggle with autism spectrum disorders. Please keep in mind that we are here for you every "step" of the way so please don't hesitate to contact your local office.

Once again, thank you for your support.

Join our Grand Club!

We are happy to announce the Grand Club, open to all walkers who take that extra step and raise \$1,000 or more. Members of the Grand Club will receive special recognition and the Grand Club Pin!



Other Fundraising Ideas

Vendor Sponsorship

Have your company send a letter to its vendors to contribute to your Walk team. Often a vendor will donate generously to a company that has purchased its products.

Wrap-Around Fundraisers

Wrap-arounds are fundraisers that you can hold to increase awareness and raise extra funds for the Walk. All expenses for wrap-arounds are incurred by the fundraiser. See some examples below. Call your local office for more information.

- **Car Washes** - Great way to include teens and kids into fundraising while staying cool in the summer heat.
- **Casual Day** – With the endorsement of your company's management, hold a "Dress Down for Autism Speaks" day. Allow individuals the opportunity to wear jeans for a donation to the Walk.
- **Garage Sale** - Plan a garage sale to add to your fundraising efforts. Clean out your closets and get team members to donate items.
- **Matching Gifts** - Check with your company to see if they participate in a matching gift program. This is an easy and effective way to double or triple your money with only one effort!
- **Sell Your Services** - Offer to clean gutters, mow lawns or run errands for neighbors for a donation.

For more ideas, go to your walk website and click on Fundraising Tools!

Our Mission

At Autism Speaks, our goal is to change the future for all who struggle with autism spectrum disorders. We are dedicated to funding global biomedical research into the causes, prevention, treatments, and cure for autism; to raising public awareness about autism and its effects on individuals, families, and society; and to bringing hope to all who deal with the hardships of this disorder. We are committed to raising the funds necessary to support these goals.

Autism Speaks aims to bring the autism community together as one strong voice to urge the government and private sector to listen to our concerns and take action to address this urgent global health crisis. It is our firm belief that, working together, we will find the missing pieces of the puzzle. Autism Speaks. It's time to listen.

Did you know...

- 1 in 150 children is diagnosed with autism
- 1 in 94 boys is on the autism spectrum
- 67 children are diagnosed per day
- A new case is diagnosed almost every 20 minutes
- More children will be diagnosed with autism this year than with AIDS, diabetes & cancer combined
- Autism is the fastest-growing serious developmental disability in the U.S.
- Autism costs the nation over \$35 billion per year, a figure expected to significantly increase in the next decade
- Autism receives less than 5% of the research funding of many less prevalent childhood diseases
- Boys are four times more likely than girls to have autism
- There is no medical detection or cure for autism

