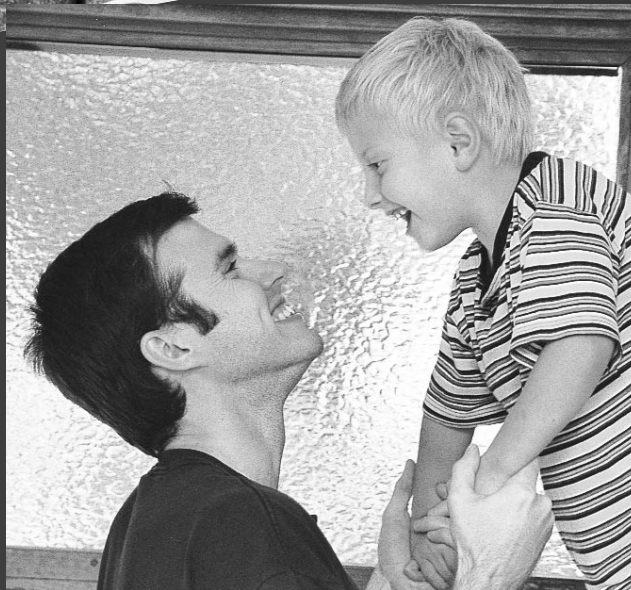


Fundraising GUIDE

**A
comprehensive
package
to support
families doing
The Son-Rise
Program**



Autism
TREATMENT CENTER
OF AMERICA™

The Son-Rise Program®

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Dear Friends,

What a delight it is for me to have this opportunity to introduce you to what may be your first step toward creating a Son-Rise Program for your child! We know how important this is to you.

Sometimes we can feel like fish out of water, seemingly thrown into difficult situations in our lives, not knowing what to do or how to get the help we want. This may be your experience with your child. We **want** to help! We **can** help! And finances do not need to stop you from going for your dreams.

I was not at all a “special” person when I decided to work with my once-autistic son, Raun. I was only clear that I wanted to try to help him and I felt deeply motivated. That’s all you need. No special talent! No formal education! No previous knowledge! Just the desire and commitment. Let us help you through the rest—creating the finances to come to training programs, and to learn from twenty-five years of dedication to helping parents and their children with special needs.

Over the last two-and-a-half decades, hundreds of parents have each become what we call a ‘Force of Nature™’ in their Son-Rise Programs and in their lives. When I think of the amazing experience it was for me to be completely focused on my son Raun’s Son-Rise Program, feeling close and intimate, reaching out to him, loving him so deeply, and rejoicing with each of his tiny movements, I deeply want this for you too.

Yes, this is a challenge! Yes, it’s a different and new experience. And yes, it can be the most incredible journey you and your child will ever take in your lives.

Welcome to The Son-Rise Program. It’s your turn now. We are here to travel with you, hold your hands and cheer you on. We already honor you for daring to listen to and follow your own instincts.

Go for it all—you are not alone.

Most sincerely,

A handwritten signature in black ink, appearing to read "Samahria Lyte Kaufman".

Samahria Lyte Kaufman
Co-Founder and Co-Director

How to Use this Manual

We have spent significant time compiling all of this information and categorizing it for ease of use. You will find a wealth of inspiration and concrete ideas to make fundraising both easy and successful.

As you review these materials, keep in mind:

- It's most useful to “start somewhere,” vs. attempting to implement all ideas on the same day! We have found that by picking one direction or fundraising event and focusing your energy in a single area you will receive a much greater return than if you attempt to put numerous items into play all at once.
- Take your time. These ideas are incredible opportunities to open the gateways to much support and help for you and your family. It will all happen one step at a time.
- Your love for your child IS the ultimate fundraising asset. You do not require any skills other than the sincere desire to help your child—people will sense this, and come to help you.
- You can “jump around” the manual and read different sections as they interest you—be creative!

Most importantly: this world is filled with supportive, caring and kind people who are waiting to be given the chance to be a part of something special—something that will change their lives.

You are giving them this opportunity, and that is a gift.

“Once we decided we were doing it, we believed in it and just kept going!”
~ Jeff & Donna Popp, Ohio
Working parents of twins with autism,
who raised \$17,000 in six months with a variety of fundraising events!

“What you guys say about enthusiasm is so true! Everyone I ever knew came and got involved!”
~ Natalie Wain, Pennsylvania
Raised \$11,000 with a carnival!

Attitude is Everything! Be Energetic, Be Enthusiastic, Be Excited!

- Remember the focus is your child. Your love and enthusiasm for your precious child and your goal to get to a Son-Rise Program is the only focus you need.
- Does it seem impossible? It is not. **Thousands** of stories have been told by parents who raised money from places they never thought possible and from people they had never even met!

Ask! Ask! Ask!

- If you ask a successful fundraiser how to get donations, they’ll say, “Ask.”
- If you ask someone who just donated money to a charitable cause, why they donated, they’ll often say, “because I wanted to support it.” Or “because I believe in what they’re doing.” People WANT to be part of your child’s success. People WANT to reach out and feel that they are contributing their love and good wishes. Your fundraising request is offering them an opportunity to do this.

*“Our fundraising was successful beyond our wildest expectations!
At the beginning of the year, we did not know if we would be able to go to the
The Son-Rise Program® Intensive, but in the end we have been able to:
attend the **Intensive**, have phone consultations, have a Son-Rise Child Facilitator
work with our child at home, have a two-day **Outreach** with a Son-Rise Program
Teacher in our home, and purchase additional toys for the playroom.
Do not underestimate the power of your convictions.”
~ Jim & Tina Peters, England*

Don't Reinvent the Wheel!

Networks of people who can help you already exist. Depending upon where you live, there may be few or there may be many, but regardless, they are out there.

Networks are the webs of connections between individual people, and between groups. (Example: Your cousin may live next door to the man who set up a special fund to support children with special needs.) They are the means by which news travels, including the news of your exciting project to help your child. Connections are everywhere, but are rarely evident until you get involved and start asking for help.

There are teams that are already organized and waiting to support your cause! You just need to find them.

Find the Resources Around You

First, ask yourself which networks you, or those close to you, are already part of: **clubs (such as Rotary International) • churches • fraternal organizations (such as Elks and Masons) • recreational memberships • neighborhoods • support groups • schools and play groups.**

Then, ask yourself what other networks might exist in your area. Use the phone book and local Chamber of Commerce directories, as well as asking friends and co-workers for ideas. The internet can also be a great way to research specific types of networks or individual organizations. Some helpful categories to look up might include: **volunteers • human resources • social or human services • charities • clubs • organizations • associations • community services • youth services.**

In addition, call your local high schools and colleges. Colleges can be a gold mine for contacts, including service clubs, students available to do community service work, bulletin boards, and campus newspapers for announcing fundraisers and soliciting volunteers. Some Son-Rise Program parents have found enthusiastic support through education or psychology departments.

Make an exhaustive list of these, the names of contact people next to each. You will be using this list to make things happen for your child. A contact person might be the president of the organization, or could be a friend or relative who works or associates there. *The point is to start with someone and let them network for you.*

Once you are started, give everyone a copy of your flyer (see Part 2) to post at their work places, share with a friend, or hang on a local bulletin board. Parents in human services professions, such as medical and educational, can offer to present the BBC video “I Want My Little Boy Back,” and/or a short talk about autism at a staff in-service. This way people become exposed to what you’re doing and are able to help network for you!

Cathy Stanburg in Australia drummed up so much support that even she was shocked that the fundraising brought in \$50,000 in five months!

A Son-Rise dad was allowed to put invitations to fundraising events in all of the staff mailboxes at the corporation where he worked. He spread the word quickly and got an enthusiastic response!

You can also ask schools to distribute to teachers’ boxes and ask colleges to distribute to all campus mailboxes.

“It seems our fundraising now has a momentum of its own, now that the word is out! We don’t feel so alone in what we’re trying to achieve when we can see that others support us!”

~ Selina Spowart, Australia

How to Explain The Son-Rise Program® to Others:

Sharing about this program with others in your life can be an incredibly inspiring experience. It not only offers them the chance to understand what you are doing for your child, but gives them an opportunity to join you in your enthusiasm and become a part of it.

Below, we have outlined the “short version,” (perhaps for less primary people in your lives, or people with little time,) and the “long version,” (for those closest to you or whom you are wanting to play a substantial role in your program).

The Short Version:

- Make copies of page 2 in The Son-Rise Program brochure and hand it to people, or use it to create a brief outline for yourself, so that you can describe the program in five minutes or less.
- Point out the website (www.son-rise.org) and ask people to “check it out” as the site is full of helpful information, letters from parents, professional endorsements, and reprints of news articles.
- If you do use excerpts of any material we have produced, please acknowledge exactly where this material comes from and use our copyright, which should appear at the bottom of the quoted material. It reads: “Copyright ©2003 The Option Institute and Fellowship. All rights reserved.”

The Long Version:

Let our materials do the work for you! Do the following (all or some of them) with those who you are wanting to educate:

- Share The Son-Rise Program brochure with them.
- Show them the BBC documentary, “I Want My Little Boy Back.”
- Loan them a copy of the book, *Son-Rise: The Miracle Continues*.
- Loan them Son-Rise audio tapes that you may have.
- Suggest that they visit the website: www.son-rise.org and that they read the many letters on the site from parents who have used this program with great success.

Most importantly tell them *your* story. Explain to them why this program is right for your child. If you have already implemented some of the principles at home or used our services, tell them about the benefits that you have experienced. Nothing is more impactful in soliciting support than the passion and heartfelt truth of your own experience and your own desire to use this program with your child.

Continued

We have numerous ways that we support parents:

- Our weeklong ***Son-Rise Program® Start-Up***
This is our core program for parents and professionals. It is a comprehensive weeklong group training program delivering all the fundamental skills and techniques necessary to design and implement a home-based, child-centered Son-Rise Program. This program is the foundation for all other programs and services offered by the Autism Treatment Center of America™, and the prerequisite for advanced training programs.
- Our weeklong advanced ***Son-Rise Program® Maximum Impact: Advanced Training***
This training will help take your program and your child to the next level. It addresses specific issues and challenges impacting your program, and helps you to set clear intentions and goals for you child. ***Maximum Impact*** also provides a “shot in the arm” to boost your energy, excitement, and enthusiasm and to enable you to maintain the momentum of your program.
- Our ***Son-Rise Program® Intensive***
The most intensive, focused, and powerful intervention program available for any child. Our ***Intensive*** features five days of personalized education for you and your child. Our professional Son-Rise Program Child Facilitators will work one-on-one with your child for up to eight hours per day. At the same time, you will receive comprehensive training and feedback to help you accomplish all the educational and developmental goals you have for your child. (See our brochure for more details.)
- Our **Support Services** include phone and video support as well as in-home ***Outreach*** support
We offer varying levels of additional support for families and professionals at any stage of their Son-Rise Program. You can use our support services to develop concrete strategies and techniques, to stay focused and energized, and to maximize training and effectiveness of you and your support team. You are dedicating time, energy, and passion to your child’s development and growth—we want to help you every step of the way.

Each program is different and was created to give families a choice of services, so they can determine which services best suit their family. Although many families do want to bring their child to ***The Son-Rise Program® Intensive***, it is NOT a requirement for program success. It is simply an enhancement. Therefore, you could explain that this is a service that you want to use, rather than the only option available for your child.

Continued

The Son-Rise Program® Intensive Content & Cost Explanation:

If someone has questions about the cost of *The Son-Rise Program® Intensive*, explain to them the following:

A recent newspaper article¹ estimates the cost of educating and caring for an individual with autism as being close to \$2 million (US) over the course of his/her lifetime. Obviously, it is impossible to put a financial number on the emotional consequences that having a child with these challenges often has upon parents and their families. One of these consequences may be despair, which results from the profoundly bleak prognosis that, frequently, parents are given upon receiving the diagnosis for their child.

The Son-Rise Program offers parents hope and the concrete tools to truly help their children to learn and create meaningful, productive social relationships.

- Families have said it was very helpful to discuss the long-term training benefits of the ***Intensive*** experience. When a child receives therapy, for example from an Occupational Therapist, there may be benefits to the child for the period of time that the intervention is taking place, as well as possible long term benefits if the child is brought to this therapy consistently. At the ***Intensive*** program, the parents are given such thorough and involved training themselves, that they are able to implement the principles and techniques of this approach on a continual and daily basis, greatly enhancing the child's ability to be successful. This type of intensive training for parents has some of the greatest benefits to the children that come here.
- In addition, children with special needs will typically receive 1–4 hours per week of individualized therapy, of varying kinds each week. A child may receive two thirty-minute Speech Therapy sessions, two thirty-minute Occupational Therapy Sessions and one hour of sensory integration stimulation, for a total of three hours per week. It is well documented that for many children with special needs, continual and consistent exposure to information enables them to increase their learning curves and retain what they learn. It is also well documented that, for these children, one-to-one intervention is the most powerful way for children to receive the kind of focused and individualized attention that most of them require. The ***Intensive*** program offers almost forty hours of focused 1:1 therapy, helping children to oftentimes accomplish previously unattainable goals and helping them to “jump” levels in their learning.

Continued

¹ *The Sacramento Bee*, (October 20, 2002) “U.S. aid urged in battling autism” by Aurelio Rojas

- It is important to share the brochure explanation, as it shows all that is involved in this program: intensive 1:1, individual input from highly trained and experienced teachers, a “home” for the week with all the amenities, all meals provided with consideration to specialized dietary needs, a specially designed playroom, meeting of facilitators with parents to discuss program goals, etc.

The above explanations may help those around you to understand your motivations to want to attend this program, and perhaps also help them to give the support you are seeking. Remember this: you can do this! You do not “need” those around you to believe in your dream and your child for you to make this happen in your lives. You are more powerful and capable than you ever imagined. Keep yourself focused on your love for your child and you will have all the strength and passion you require.

How People Can Help

Be prepared to reply! And be prepared to receive!

Make a list of everything that someone could do to help you. It could be: **an errand • five phone calls • making a flyer • hosting an event or presentation • providing child care • anything!**

Be ready to joyfully accept help when it's offered (and to ask for help even when it hasn't been offered). If you say, “Oh, thanks, I'll let you know if something comes up,” you've added to your own “to do” list and you might have lost an opportunity. If you're planning a big fundraising event, then tell them exactly what you need help with and the time of the next organizational meeting.

People WANT to help you. It's FUN to help you! LET them help!

The Amazing Juggling Mommy or How Many Things Can I Do at Once?

Think of it like this: you can make dinner while the laundry is washing and the dishwasher is running and, in this case, you can also have people telling people (who tell more people) about your project and (maybe even several people) preparing your fundraising event, or a piece of it, simultaneously, in their own homes.

Every time you think of something that would really help your family reach your goal, write it down. Carry a list in your purse or pocket whenever you're out and be prepared to let people find a specific place on your team.

*If you believe you don't know enough people, change the way you think.
Know that supportive, loving people are everywhere and are already
connected to you through affiliation with others.
Get excited about creating a big, powerful team of supporters.*

Continued

Years ago, a Son-Rise staff person was shopping for a wedding dress. She found the gown of her dreams which was well out of their price range. Although she didn't know how it would happen, she told her mother that she was SURE this would be her dress. She danced around the store with total delight and celebration of this fabulous, perfect dress. Then, while she was in the dressing room, someone who had seen her ecstatically twirling around in the dress, bought it for her and left unidentified. She got what she wanted by means she never could have planned. Her part was to believe in what she wanted and believe that it would come to her.

"I kept going through The Son-Rise Program® materials and the BBC video. I kept saying to myself, 'We can do this; we have to do this, we want to do this.' I found there are some wonderfully genuine, caring people out there who want to help. And they will help you, when they can see in your heart how much you love your child and how passionate you are about doing anything and everything you can for him/her."

**~Juanita Pellizzer, Australia
Mother who, along with her
husband and co-workers, raised \$47,000
for her family's Son-Rise Program!**

Make a Great Flyer to Spread the Word

The most important tool to help you share your story and advertise your fundraising, is your flyer. This is generally a one page poster, with the following information:

who (your child; plus, who is invited?)

what (the fundraiser/event/sale)

when (the time & date of the fundraiser)

where (the name & address of the location, directions)

why (briefly tell about your child and The Son-Rise Program®)

how (how to buy a ticket, register, help out, etc.)

photo (clear and attractive)

contact (name, phone number, email)

Remember, you need enough information, but not too much. Tell your story in brief and give ALL details as listed above. With flyers, it is important to be thorough but not too wordy. “Less is more” in the area of poster design.

Choose a wonderful picture of your child. Decide the most important “headlines” (usually name of event and date, or name of overall project like, “We Have a Dream for Our Davey,” and a list of ways to help). All other details follow in smaller type.

Post, circulate and mail your flyers! Refer to Free Publicity (Part 6) for a list of places to distribute your materials.

HELPFUL HINT: On the bottom of your flyer, make a row of little tabs with your contact name, phone number and a couple of words indicating what your flyer is advertising. Then, tear off the first one to show potential volunteers or event attendees that it’s okay to take a tab off the bottom too. If it’s an event with no previous registration or tickets required then your tabs can say the event name, time and location.

EXAMPLE

INFORMATION EVENING

Infants School Hall

This Monday 22nd July, 7.30pm to 9.30pm

Would you like a better understanding of autism?

We are showing the BBC Video 'I want my little boy back'

You will find yourself laughing, then crying. Fascinated, then inspired!
A deeply moving documentary of one family's journey with their special child
through The Son-Rise Program®. A powerful story of love, hope and healing.

Do you want to make a difference in Sam's life?

We are giving a Volunteer Talk

explaining the opportunities that exist for anyone wishing to join our Volunteer
Team and be a part of our home-based Son-Rise Program® in (Location)



Sam, age 5, overcoming autism on his Son-Rise Program®

Please join us - Name and Phone Number

EXAMPLE

RUNNING FOR SAM



Sam Hornshaw, age 5, overcoming the challenges of autism in his Son-Rise Program®.

Sam a healthy sociable baby began a steady decline into ill health and social withdrawal in his second year. At age 2 he was diagnosed as autistic. Autism is a developmental disability resulting in challenges in language, communication, emotion, cognition, behaviour and social interaction. Sam's parents are helping Sam overcome his autism with dietary intervention and a home-based, child-centred American Son-Rise Program®

"After 18 months of trying various therapy programmes available in the UK, we have had amazing success with the American Son-Rise Program®. Sam's eye contact and willingness to interact improved overnight. Within weeks Sam's head banging stopped, he became calmer and happier, his understanding improved enabling him to make connections, he began to instigate play, point at objects to share information and he became fully toilet trained. Sam continues to make daily progress, he is beginning to develop language and we believe we are starting to see Sam emerge from his autism."

Tabitha Franklin-Butler is running in the Golden Jubilee 10K London Road Race on 21st July

Funds raised will be used to help Sam's parents take Sam on a Son-Rise Intensive Program®, in October this year, at the Autism Treatment Centre of America™ in Sheffield, Massachusetts, USA. A team of highly trained Child Facilitators will give Sam five days of intensive one-to-one interactive and educational input for 8 hours a day, whilst a team of Son-Rise teachers work directly with Sam's parents to enhance and maximise their home-based Son-Rise Program®

Sponsor Tabitha - telephone

To find out more about The Son-Rise Program® visit the website: www.son-rise.org

Get Letters of Support from Professionals

Just as you would send a letter of recommendation (from a reputable party who knows you) to a potential employer, you can benefit from a letter of support for your child's special program. Organizations considering supporting your fundraising efforts will appreciate that you have endorsements as well as other supporters. School and government agencies give credence to this type of documentation.

Request support letters from professionals with whom you associate, such as your doctor, religious leader, teacher, physical therapist, etc. If your doctor doesn't know about The Son-Rise Program®, loan him/her the BBC video and set up a brief time to answer questions.

Consider a written request, outlining what areas you'd like the letter to touch on. For example, you can ask them to list their (1) Professional title and role, (2) Involvement with your child, and (3) Support for a home-based program for your child.

Ask for letters to be completed within a week and explain that your need is immediate because you are fundraising now. Check back with each one if it has been seven days and you have not yet received the letter.

Request letters of support from charitable organizations too!

Once you've made positive connections with charitable organizations, these can be helpful by opening doors for you. Ask the chairperson or president to write a letter noting support for your cause, as well as listing the ways they are helping you.

- Our website is an excellent venue for delivering clear information to people who want to get an overview of The Son-Rise Program.
- Share your love and passion for your child and your own reasons why you believe this program will help him or her.
- Professional endorsements of The Son-Rise Program can also be found in our brochure and on our website at **www.son-rise.org**

Start Out with a System of Organization

- Keep it simple.
- Start off using a file box with labeled sections/folders, an accordion file, or a three-ring binder with pocket dividers.
- Copy from your original documents, then stow your originals marked accordingly. Place copies in your organized system, ready for use at any time.

If you're organized and prepared, applications and requests for financial assistance become simple. Always keep copies of your entire set of printed material on hand, including:

- Current flyer(s)
- Your letter of introduction/request
- Letters of support from professionals/community members
- Personalized Son-Rise Support Letter for families seeking school and government funding (available on request)
- Son-Rise professional quotes, letters (these can be printed off the website at www.son-rise.org)
- Son-Rise brochure
- Copies of any articles already written about your child (or copies of articles from www.son-rise.org/articles.html)

Delegate the copying to someone who asks how they can help! The person's employer might even donate the copying.

For information on setting up websites see Part 3.

How to Use (and Not Use) our Trademarked Names

The Son-Rise Program® is a trademarked name, as is the Autism Treatment Center of America™. Any time these names appear in anything other than a personal letter, they must bear the appropriate trademark(™) or ® symbol, unless there is more than one usage on the same page. (In this case, the first or most prominent mention of the title is the only one which must bear the symbol.) If you are using Microsoft® Word, make sure your cursor is where you want to insert the symbol. Then, click on "insert" in your tool bar, then "symbol" from the menu and the TM symbol (insert and close). Tah Dah! It will appear! Additionally, course names are trademarked. If you mention a specific course, you must make sure the first time you do so you use the full name of the course. For example, ***The Son-Rise Program® Intensive***. You are welcomed and encouraged to tell people about the Autism Treatment Center of America and The Son-Rise Program, but since it is essential for us to retain our nonprofit status, you must not appear to be representing the organization itself, but only your particular child's home-based program.

If you would like to excerpt a paragraph or two from any material published through The Option Institute, please call or write to request permission to do so.

*“If you have a dream and you are genuinely passionate about it,
and you share with everyone how you feel and what you want to achieve . . .*

It will happen!”

**~ Julian & Juanita Pellizzer, Australia
Who raised thousands of dollars in cash,
plane tickets, playroom materials, etc.!**

\$22,000 in One Night!

Eileen O’Shaughnessy-Coleman has two sons with autism. She tried the state autism program for one child, but he did not improve. The University of Delaware newspaper, *“The Review,”* reported that “Coleman decided to participate in The Son-Rise Program®, and after seeing promising results in Sean, 10, and Ryan, 7, she set up scholarships to help other parents get assistance . . . The HAND foundation, (www.handelaware.org) focuses on sending parents from Delaware to training at the Autism Treatment Center of America™.”

In Spring of 2002, she helped plan the second annual event called “Rack ‘Em Up,” a fundraiser at Bank Shots in Wilmington. More than 500 members and supporters of *Heal Autism Now Delaware* (HAND) attended, raising \$22,000 for scholarships!

Coleman said, “the event at Bank Shots spread throughout the community and actually touched more than 1,000 people through the silent auction and contributions from out-of-town family members.”

Parents have truly inspired us over the years with their creativity and tenacity in making their dreams for their children a reality. One way in which they have demonstrated this again and again is through fundraising efforts which have enabled them to give their children powerful educational opportunities.

This section provides you with numerous fundraising ideas and amazing stories of unanticipated success. So many parents have reported that, although they had originally believed they were doing things just to raise money, in the end it helped them to build relationships, receive community support, and grow personally.

And after you've had YOUR successful fundraiser, we look forward to getting copies of your ideas and learning about your journey. Remember, all that is required to make this happen is your love for your child and your willingness to believe in yourself.

"I found out that I could do anything! I don't even know how I did it. I was on a mission and nothing was going to stop me! I became a powerful woman!"

~ Lisa Kay, California
She raised \$20,000!

EVENTS

S A L E S

Fundraising

Don't Spend Money on Something Until You See if it's Free!!!

That's right. Don't go rent a hall, pay for newspaper ads, and buy things at full price. The most successful events were produced with donated: **venues • bands • food • publicity • prizes • discounted services**. Businesses generally find it easier to give services or products than to give cash, so make a list of all the things you need for your fundraiser and go ASK! It's such a win-win because the business gets public acknowledgment for helping you and you make more money for your child's program!

Partnerships are also helpful in producing events.

- Look for local casinos, dance halls or theaters that already produce events.
- Ask them to have a special fundraising night just for you and you'll help advertise it. Many entertainment businesses already budget for a certain number of charity events per year. Ask a disc jockey or band to donate their services for your event (offer to feed them well!)

Laura Shook did what she knew best! She held a yoga workshop and raised \$5,000!

Events! Events! Events!

Be creative! Have fun with it!

Maximize your fundraising power like these families did!

Combine more than one fundraising strategy into a single event!

The Traxler family and their neighbors organized a **Beef 'n Beer Night** at a local party center. They rented the hall at a discount, had much of the food donated, were given DJ services for free, and solicited dozens of prizes to auction and raffle off at the event. Two hundred and twenty people bought tickets for \$25 each (\$2,860 in profit, after expenses were deducted). People who couldn't attend donated another \$2,000. The combination of **raffle ticket sales** and **silent auction items** brought in another \$6,000! (Note: Even though this was a huge event, with substantial work involved, they were blessed by a neighbor who offered to coordinate the tickets, the money, the advertising, and endless other tasks.)

"We only knew 50 people out of the 220. Everyone else were friends of friends. People really wanted to help in any way they could and were very happy to do so."

~ Valerie Traxler, Pennsylvania

The Hornshaw family from England had a **music marathon** which raised £7,000 (Pounds Sterling). The church and live music for the 14-hour marathon were donated. People bought tickets and put additional contributions into a **donation's box**. In addition to this, those who couldn't attend sent checks in response to a newspaper article. There were so many volunteer musicians they had to shorten the sets to include everyone who wanted to play!

Plan of Action!

Make a clear plan—make clear agreements—and follow up!

If it's an event, decide:

- Who will coordinate the event and follow up with all helpers

- Who will coordinate each of these areas:
 - Arrange the venue and key players
(musicians, auctioneer, clown, celebrity, etc.)
 - Contact the media
 - Plan and make signs
 - Create flyers, posters, invitations
 - Hang as many flyers/posters as possible
 - Arrange for needed materials and equipment
 - Get required licenses or permits
(check with your city government office)
 - Set up each area beforehand
 - Attend to each area during the event
 - Clean up afterward
 - Handle ticket sales, donations, all money
 - Handle phone calls

This is a great opportunity to welcome others' help in specific ways. Ask people to be part of your team by taking charge of an area of the event. Encourage them to be creative and enthusiastic!

Team meetings are also an efficient and fun way to create a cohesive vision together!

Consider the Possibilities!

Auction

- You can auction off art, antiques, or even dates with bachelors! Celebrity autograph auctions, or any items from well-known people, can be big money makers. Contact information for 13,000 celebrities can be found through www.ContactAnyCelebrity.com.
- Christina, a Son-Rise Program mother, auctioned off **her daughter's works of art** to raise money for her Son-Rise *Intensive!* Now, that's what we call a REAL Son-Rise celebrity!
- The Moulds in England held a **Disco Raffle** to raise money. It was a combination of a dance party and an auction!

Benefit Game

Invite two local sports teams.

Bingo Night

Include lots of prizes and food sales!

Booth

Food or game booth at a local festival. Explain what you are raising money for, and request a free or reduced rate for the booth. Sell something with low overhead, so that if you have fewer customers than expected (if it rains!) you won't have too much money wrapped up in unsold merchandise. Inexpensive food sales that SMELL wonderful and attract customers include: cinnamon rolls, and other baked goods, popcorn, and cotton candy (machines can be rented inexpensively).

Carnival

Family games, food, raffle and contest prizes at a donated location!

Natalie Wain, a busy mother of four children who is running a Son-Rise Program for one child, started out thinking that she'd have a small carnival to raise money for *The Son-Rise Program® Intensive*. Between mid-June and mid-August, it grew into an enormous event with the support of local veterans' organizations and other clubs, of which her grandparents are members.

Contributing to the great success of **A Day In The Park For Zachary**, were the business sponsorships of the rented games (like the Bouncy Castle), a loaned dunk tank (and officers to sit in it) from the police department, and the free use of booth structures from a nearby fire department (used for yearly festivals). In addition, they offered a bake sale, a concession stand, and a ticket auction.

The ticket auction featured hundreds of donated items including autographed sports equipment, a TV, and \$10 gift certificates for local stores. With eight five-foot tables lined up with an exciting array of items next to a ticket bag for each, people dropped any number of tickets in the desired bags and hoped to be the

winner of the drawing! Because of the great range of prizes, two types of tickets were sold: \$2 for the inexpensive or mid-range items and \$4 for the valuables. Some people spent as much as \$60 each on auction tickets!

Natalie said they were worried that they wouldn't make much money because it rained on their outdoor event. Yet, after only three hours, they had \$2,500! At the end of the day, they had raised \$11,000! "I never would have expected that we would be able to raise all this money! We only needed \$8,000 (for *The Son-Rise Program® Inensive*), so we were able to completely finish my son's special playroom with the extra money and we still have some in the bank to use for future training!" She recommends that anyone organizing such an event make sure they have a large group of supporters beforehand and more than two months for planning. They held weekly organizational meetings which Natalie highly recommends.

Car Wash (ask a Scout Troop to help!)

Charity Ball

Three Son-Rise Program families sponsored a Charity Ball together and raised thousands of dollars for each child. Along with admission and raffle tickets, a 10-year-old sold his toys to raise money for his brother!

Chili Cook-Off Contest and Barn Dance

Contest - Head Shaving (with local celebrities!)

One English family did this in England and people paid to watch local men get their heads shaved!

Dinner

Find 3 or 4 homes to host one course each of a dinner. Choose a theme and menu together. The appetizers could be at the first home; the salad at the second; the main course at the third; and the dessert at the fourth. Each home should be within fifteen minutes drive of the others. Instrumental live music is a lovely addition. Ticket prices are often fairly high, sold to a very limited number of people. Allow about an hour for each course and location.

Fashion Show

Fashion Shows are a fun way to involve local models of all ages and local clothing vendors. There's very little cost involved if the location is donated, and it's a lot of fun! Sell tickets, sell tea, dessert or lunch, and advertise to all the business women near the venue. Get flowers or plants donated for table decorations, and then sell them too, or award those as prizes. Include a raffle!

Try a silly or retro fashion show! Have everyone dig out his/her oldie clothing or make silly fashions for a truly unique fashion runway!

Game Night

- We've heard of lots of different game nights, and this one sounded so fun! This mom held **The Showdown Quiz Night** during the Aussie Football National Play-offs. They sold a whopping 350 tickets, plus raffle tickets and auction items. They featured a guest appearance of a famous football player and raised \$7,500 (Australian)!
- Jim and Tina Peters, in England, held a **Music Quiz Night** and a **Family Karaoke Disco Night** in a local hall as well as a **General Knowledge Quiz Night**, a **Race Night** at a pub and a Boxing Night to watch the Tyson/Lewis match on a friend's big screen TV (\$50 per ticket)! They combined raffles with their events to bring in more money. At each of the quiz events, just before selling raffle tickets, Jim got up and shared about his special son and his special Son-Rise Program®. "We were fortunate in that many of the events were organized by others. It developed its own momentum in that people attending events would make suggestions of events they could run later. Fundraising turned out to be much less difficult than we thought it would be. For us, the most difficult thing to do was start, but once we had done one event, it became much easier."

The events brought in about \$1,000 apiece!

Help-a-Child Week

Ask a local amusement park to host one for your family! Ask schools to let you distribute flyers to the children. Some families have also found companies willing to hold special sale days in honor of their children, donating a percentage of their profits for the day. Participating companies have included Zany Brany® and Barnes & Noble.

Marathons of all kinds

Some of the marathons we've heard about include dancing, running, fishing, golfing, biking, skiing, even dieting and refraining from talking! There's even really strange stuff like the people who camp out on the roofs of Wal-Mart® stores for as many days as it takes to get to their donation goal. It's silly and it works!

- Participants can have a choice between paying the entrance fee or getting pledges (per mile, per lap, per fish!) from people to raise the money. Two Son-Rise families in England are currently getting pledges for running in the London Marathon!
- A friend of the McLarney family **biked from Oxford to Birmingham** in England, raising money through pledges and donations and thus catching media attention.
- Eileen Keenan came from England to **walk across the state of Massachusetts** to raise money and to raise awareness about the issue of autism and the innovative work of The Option Institute. She was sponsored by Reebok and British Airways among others.

- Two people, who wanted to **lose weight** got pledges for every pound they lost and raised money for a child as they became healthier!

*“A friend was sponsored **not to speak** for twelve hours. She is very talkative!”*
~ Jim & Tina Peters, England

Night at the Races

We’ve heard of a couple of English families doing this and making more than \$1,000 in one night. People place bets on a televised horse race, as well as bidding for auction items like autographed sports equipment. This is, of course, only appropriate where gambling is legal.

Open Mic Night

One Son-Rise dad in England, a comedian, organized an Open Mic Night in his community, utilizing the support of other comedians and entertainers. He raised £7,000 in one night! Wow! Laughter really pays off!

Parties

- **The Elvis Meets The Beatles Dinner Dance** put on by the Pellizzer family brought in 350 people and loads of cash! Through relatives and friends, they made connections with band members and an Elvis impersonator (or was it REALLY Elvis). Then, they added in an auction. “It was amazing! Everyone was coming out of the woodwork to offer assistance, from performing to getting prizes, [including] the heaps of sporting memorabilia.” The auction raised \$3,500, the raffle and pre-sold tickets brought in \$2,500 (for a total of \$6,000!), in addition to donations sent by people who couldn’t attend, and a huge donation from the mom’s office!
- **A Back Yard Lobster Bake** was a great success for Alycia and Scott Champion. “I had no idea that it would be as successful as it was!” says Alycia, who recommends this kind of low-labor event. They contracted with a high-end seafood company in their area, which came to their home and produced the event. No money was required until that day. The company discounted their fee to \$25 per person instead of their normal \$30 and threw in all the paper products to lend their support to the fundraiser. Tables, table coverings and other items were also donated by friends and a local women’s group. The only financial outlay for the Champions was chair rental and printing promotional flyers and tickets, which sold for \$40 each. **They cleared \$4,000 from ticket sales!** Alycia said, “I was stunned by the generosity of complete strangers, who bought tickets and added extra donations even when they couldn’t attend!” These extra tickets enabled all of their playroom volunteers to attend the event as well!

The Champions also took the opportunity to educate people about their home based program by displaying large foam-core boards with information about **The Son-Rise Program® Intensive** with pictures of volunteers with their son, Max, in the playroom.

*“This was so out of my comfort level. Asking for money was a very big stretch for me.
I was stunned by the generosity of complete strangers!*

It’s caring and it’s love and it’s out there. I’m certainly glad we did it. It was easy!”

~ Alycia Champion, Ohio

Raised \$4,000 at a back yard Lobster Bake!

Seasonal Festival (with music, vendors, food, children’s activities)

This is a big event, which is only recommended in areas where there are no similar festivals in the same season (and after you’ve gathered a large group of wholehearted supporters)!

Silent Auction with Dinner Dance

The Popp family, (with three children, including twins with autism), garnered 170 donated auction items and had 240 people attend their \$45 per plate **Benefit Dinner Dance and silent auction**. They had great success on July 3, the evening before a legal holiday in the U.S., and were able to reserve exclusive use of the restaurant because it was mid-week. Their cost was \$25 per person, so they had a clear profit of \$20 per head. That’s \$4,800 in addition to the auction and the donations sent by those who were unable to attend!

“We had a phenomenal turn-out of people we didn’t even know!”

~ Jeff Popp, Ohio

The Peters family held a **Grand Dinner Dance** with a band, themed as a “Gold Evening” to tie in with the Golden Jubilee, (the country-wide 50th anniversary of the coronation of The Queen of England). They had 200 guests! These are parents who say that they were uncomfortable with fundraising when they started, but saw the great response from people and overcame their reluctance to ask! Wow! £2,000 (Pound Sterling) raised while dancing!!!

Sky Diving Anyone?

David Mould got very creative! He asked friends, colleagues, and sports companies to sponsor him to jump out of an airplane! “We were £1,500 (Pound Sterling) short of our target. Then it came to me! ‘Why doesn’t Dad do something daft like a parachute jump!’ I looked into . . . where the nearest psychiatrist was! To my surprise it all came together very easily . . . the response was overwhelming. Then came the big day—jump day, possible multiple fracture day, maybe my last day on earth! After hours of training and exams, the examiner announced the jump had to be delayed until the next day. Sunday came quickly. I was trussed up like a turkey with chute and helmet and told I’d be the first to jump. We rumbled down the grassy runway in something from WWI and thrust our way into the air. 1,000 feet, 2,000 feet, Gulp! 3,500 feet, I was told to assume the position of half in and half out of the plane. ‘Go!’ came the order and out I went. A few seconds later my chute opened, I did my safety

check and I was okay and flying. The feeling was awesome, the view unreal, and the landing came all too soon but it was soft and gentle. No broken bones. No damaged ego. Just a feeling of being on top of the world. This experience I would recommend to everyone. It is a must!! And, we raised £3,000 in three weeks!”

Talent Shows with Awesome Prizes

Theater Night

Movie or play, opera or carnival company. Split the proceeds with the theater or maybe they'll donate it all! Sell snacks, of course, and maybe a few thousand raffle tickets!

Tournaments

- Donna and Jeff Popp organized a **golf tournament** which included several ways to make money. They arranged for exclusive use of a golf course for one afternoon and evening. They charged \$30.50 entrance fee (80 players showed up), plus they sold corporate sponsorships for each hole at \$250 each, and held golf contests where winners would split the pot with their charity fund. They say that the real money-makers were the corporate sponsorships and contests. These energetic folks say that they're sure they would have only broken even on this event if they'd charged entrance fees alone. Their advice is to have as many ways as possible to make money at each event, to ensure that it's really successful. These guys really went wild and even designed a logo for their childrens' fund and printed T-shirts and hats to sell!
- The Kay Family in California and the Peters Family in England report success with golf tournaments, as well. Each family raised thousands of dollars in one-day events!

Video Showing (Autism Awareness Night)

A great way to start out and get people informed and interested! You'll meet other parents of special kids, too! We recommend showing the BBC documentary, "I Want My Little Boy Back."

Wine and Food Tasting (or Chocolate and Coffee Tasting)

These are usually dressy and tickets are pricey. Talk to fine dining restaurants and local makers of high-end delicacies about helping to sponsor this.

Work (or School) Site Promotions

Dress down day (people pay \$5-\$15 to wear jeans for the day), **betting on a game** outcome (winner splits the proceeds with the charity). Some people have held **quit smoking** and **weight loss contests** at work! Think of a contest that fits the type of business.

- In Britain, a school pupil offered to organize a **Non-Uniform Day** to raise funds for a boy with special needs in his home town!
- The Spowart family received generous support from the elementary school's Parents and Friends Committee, who organized a **Crazy Hair Day** and asked students to bring \$1-2 to participate. They received statewide newspaper coverage and raised \$560 in one day!

People love to buy things and help you at the same time

AND people can get rid of things they don't want. Garage sales, tag sales, jumble sales, rummage sales, and flea markets are a great way to invite people to clean out and help out. Many, many people who have done fundraising to attend programs at the Autism Treatment Center of America™ have reported successful sales with great support from friends and neighbors. Some have combined tag sales with bake sales, children's art sales, carnival activities, and entertainment.

Suggestions for successful sales events:

- Make sure your date will not conflict with something that would take customers away, like the year's biggest festival in the next town over. Find the time you think will work the best and ask three supporters' opinions of your date before you solidify your plans.
- Hold it in the best place possible. Think of the exposure, parking, and what to do if it rains.
- Give enough lead time to ensure that you'll be ready and can meet the advertising/press release deadlines for local newspapers.
- Tell everyone about it. Ask everyone to contribute to it. Ask a supportive friend to provide organization and leadership before, during, and after.
- Make a great flyer and hang it everywhere, at least a week ahead of time. Ask the local newspaper, radio station, and public access TV station to announce it for you for free.
- Be prepared for the leftovers. Where will these items be stored or given away? Who will pack them into boxes or bags and deliver them where they need to go?

Selina Spowart had a weekend yard sale and raised nearly \$4,200 (Australian) with leftover items being auctioned off later. She recommends that you tell local vendors about your fundraiser when you go to buy items for it, such as printing services and signage. A local printer, who has a relative with autism, offered to print Selina's flyers, posters and even their family Christmas cards for half price.

Bake Sale

The biggest problem with bake sales is not lack of sales. It is selling out of goodies! Many people who have held these kind of sales wish they'd planned ahead better, gathering larger quantities of baked goods and freezing them in preparation for the sale. It's also a good idea to have a variety of package sizes, such as cookies wrapped by singles, half dozens, and dozens.

Then, there's the health authority! There are rules to making and selling food products. Some areas make exceptions for one-time charity events. Many do not. Check first with your local health department to see if temporary licensing is required.

Product Sales—Every little bit adds up

The stories we hear at the Autism Treatment Center of America™ about families raising money are delightful proof that “where there is a will, there is a way.” With the support of friends, neighbors, churches, businesses and often people they’ve never even met, Son-Rise families report stories like this one: a bank teller purchased chocolate bars from a discount fundraising outlet and displayed them in a basket, along with a child’s Son-Rise flyer at her bank window. She was surprised and delighted to sell hundreds of candy bars for her child’s program!

We’ve had dozens of reports of fundraisers which started small and became big money makers when the word spread and people became excited to support the families.

Several families who had extremely successful events combined sales of goods or raffle tickets with the event. If you already have an excited crowd at a tournament or a carnival, you have built-in customers to whom you can sell snacks and other items.

- **Lots of fundraising goodies to choose from**

There are zillions of companies whose sole purpose in business is to provide products for fundraising. We recommend that you ignore any offers of less than 40–50% profit. There are so many options for making profits of 40% and more, it’s just not worth the time to settle for less.

- EZ Fund (at www.ezfund.com on the web or at 1-800-991-8779) comes recommended from a Son-Rise family. This company sells a large variety of foods and gifts via a customer pre-order system. Their most popular item seems to be frozen cookie dough. Another company that offers 50% profit from catalog sales is Current (at www.currentfun.com). Their catalog features a variety of stationery and gift items, many of them seasonal and holiday products. Another is Fundraising Depot (at www.fundraisingdepot.com or 1-800-327-0322) which claims 69% profit but the seller buys the brochures up front at \$2.40 each.
- Lisa Kay raised \$2,000 for her son’s Son-Rise Program by selling Yankee Candles (www.GBI.com). These can be sold only in conjunction with a nonprofit organization. She says that they sold easily and were of excellent quality. The profit margin is 40% with no up-front costs.

- **Make sure to do a little research before diving in!**

Make sure you get a list of all costs which will be billed to you. Ask about:

• **shipping costs** • **handling fees** • **sales materials** • **samples** • **bags or other necessary containers**. Make sure you have all the timing information: • **amount of time recommended to sell products** • **when the order would be due** • **when the money would be due** • **when you’d receive shipment**.

HELPFUL HINT: As with all fundraisers of this kind, ask the company if anyone else in your area is selling the same items. It’s best to avoid duplication with local schools and organizations.

Raffles, Raffles, Raffles!!

Selling tickets for a chance to win a large prize, or a selection of prizes, is an activity that has been recommended by dozens of fundraising parents. This is a great addition to any event, or can stand alone as a “portable” fundraiser, which you and your support team take with you wherever you go!

- Get wonderful donations!
Massage or facial gift certificates • gift baskets • gift certificates to any type of store • house cleaning service • boat trip with a gourmet picnic and fishing lessons • restaurant certificates • in-home concert or party music by local musicians • handmade quilt • a pizza per week for a year • a pool party at someone’s home!
- Decide on the price per ticket.
- Decide how many tickets have to be sold before prizes are awarded. This is required by law and is also a really good idea so your money goals are clear.
- Print or buy tickets (numbered, two of each, one for you and one for the purchaser, with room to write name and phone number).
- Make a flyer that illustrates all the prizes and tells when they will be awarded along with information about you and your child.

Web: Online Auctioning!

Amazing stories come from folks who sell collectibles on eBay® and on other Internet auction sites. Pull out the antiques or other valuables before your community garage or tag sale and try your hand at getting what they’re really worth on the Internet! There are also businesses which take items on consignment, keeping a percentage of the profits after selling them online or in an antique store.

“Selling raffle tickets was the best because we had a display at the local shopping center and sat there for two weeks. We met so many parents of special children and had information to give out, PLUS we gained a few new volunteers that way!”

~ Selina Spowart, Australia

With tickets at \$1 each, this raffle raised \$1,500 (Australian).

Before her Fundraiser:

“I really had a problem asking people to help me with the fundraising. I didn’t want to put people out. I didn’t want to be a charity case.”

After her Fundraiser:

“Now, I have absolutely no problem going out and doing it! People wanted to get involved, they wanted to help out, and they had a good time doing it!”

~ Natalie Wain, Pennsylvania

Raised \$11,000 in a one day carnival

Skipping all the Details & Just Asking for Money!

Taking Up Collections, Writing Letters, Setting up Websites, and Other Great Ways to ASK!

When asked for fundraising advice, some people recommend focusing on giving people an opportunity to donate. No event, no catalog, no candy, no jog-a-thon.

Here are some suggestions:

- Sponsor a non-event! This humorous way to request donations has become a successful money-maker for many nonprofit organizations. It looks like this: create an invitation of some type of an event but call it a “no-show,” then request they send in their donation. One version is a no-show tea party. You enclose an individually sealed tea bag with it and write something like this: “You don’t have to get dressed up (or dressed at all!), arrange for a babysitter or even warm up the car for this exciting benefit tea party! Send in an ‘admission’ price (of any amount), stay home, put your feet up, and have a cup of tea on us!”
- Write a letter telling your story, sharing your enthusiasm, and asking for support. Send it to everyone you know. Invite people to be part of the miracle of your amazing special child. If you already send a holiday letter, tell people about your dream and your fundraising efforts. Jeff and Donna, from the midwestern part of the U.S., created a computer database of people they knew personally and professionally. After compiling about 150 names and addresses, they sent out a letter. One month later they followed it up with an invitation to a fundraising event. The results were outstanding! The 150 original contacts turned into hundreds more as people told people who told people who told still more people.
- Get a large donation as a matching grant and challenge people you contact to match it (thereby doubling their donation).
- Set up a table in front of a store or in a company lunch room (with prior permission, of course). Display your child’s photo, The Son-Rise Program® information, and a container for donations. Share your enthusiasm for your child and this special program with all the passersby—spread The Three E’s (Energy, Excitement, Enthusiasm), and invite others to participate.

- Invite area churches to create a day in honor of your child. Offer to come tell your story. It is customary in many denominations to take up collections for families with special needs.
- Combine one of the ideas above with an event. A donation box on the table at any event is a great idea!
- Make cute little collection cans, with your child's photo and information on them, to be displayed at retail store check-out counters. Just get permission and check back every couple of weeks to collect the money. Many families have done this! Every little bit is that much closer to your dream!

An employee of the nonprofit Virginia-based insurance company, Modern Woodman, called to offer help after seeing a donation can for a Son-Rise child at a store. This unique insurance company's only form of advertising is that which comes from doing charitable work. They offer a matching funds program in which they donate up to \$2,500.

A friend of a Son-Rise Program® family put a collection can on his gas station counter and raised \$600.

Members of local Pennsylvania Veterans of Foreign War (VFW) and other similar membership clubs put 20 colorful collection cans out for Zachary Wain and brought in over \$1,000 in less than two months!

- Invite others to multiply money for you! One couple sent 50 loved ones \$10 each with a letter sharing their dream and asking them to do something to multiply this \$10. One person multiplied the ten dollars 400 times to \$4,000! Only two recipients out of the 50 sent back the original \$10 without increasing it!
- Wish lists for birthday or Christmas! If someone asks you for a gift idea for yourself or your child, ask for money to attend **The Son-Rise Program® Start-Up** or **Maximum Impact: Advanced Training**. What could be a better gift than supporting your child to develop to his/her full potential?

- Let people find you on the web! Many families have put together websites for their Son-Rise Programs, with the support of computer-savvy friends, family, and co-workers. They tell their story, introduce the reader to their child through text and photo, and invite folks to pitch in and help out with money and volunteer time.

You may request that your site be linked with The Option Institute website to make it even easier for people to find you. To do this, send your request to: Internet Department, The Option Institute, 2080 South Undermountain Road, Sheffield, MA 01257, with directions on how to find your site. Or email to webmaster@option.org. Make sure to request web-links with other appropriate sites, including any charitable organization with which you are working.

If you choose to use text about The Son-Rise Program®, please send a copy to the Public Relations Manager, or email at correspondence@option.org with an explanation of where this will appear. We will make every effort to support you in establishing your new site with thorough and accurate information.

Focus on Gratitude

“Each day that you do an action to raise funds, pause to focus on gratitude.

Appreciate the support you have already received.

*Pause and value the people who have already supported you,
the kindnesses that have been bestowed on you.*

*Gratitude is one of the ‘Shortcuts to Happiness’ because
it helps you to experience all that you ARE receiving . . .*

*When you are aware of this, your motivation
to continue just keeps growing!”*

**~ Bryn Hogan
Director of The Son-Rise Program**

Important note:

Below you will find information about families who have successfully pursued and received funding for their Son-Rise Programs from their school systems or governments. Please be aware that many, many parents have found this route to be both financially draining and intensely time consuming, sometimes with minimal results.

We recommend that you consider this avenue and then carefully study the response of your school system or government to determine if this path would be a help or, in the end, a hindrance to your child's continued progress in the program. (Oftentimes, parents spend countless hours "haggling" with officials versus working with their children.)

Seems like this should be easy?

Many of us have the idea that public funding should be organized, clearly communicated, fairly and evenly distributed, and easily accessible. Generally, it is not.

You will see in examples below that different families with similar circumstances might get very different types and amounts of funding.

Going after public funding requires persistence and good note-taking, as well as bridge-building with those in the positions to administer the funds. Several parents have attested to the great benefits of a positive attitude and of treating school and agency representatives as allies, rather than adversaries.

- Prepare to present your story clearly.
- Make contacts.
- Find out who is in charge.
- Ask questions until they are answered.
- Take notes, including dates, names, and details.
- If you choose to pursue this: stay positive and keep going until you get your program funded.

Here are some examples of where parents have found funding:

- Contact the person in charge of special education for the school region or district. Services differ widely from district to district, but that's not to say you can't get something new going!

Linda Betzold in Illinois says, *"I was VERY enthusiastic and completely non-confrontational. I had a very clear mind-set . . . I went in thinking, 'I will tell them what I want. They can say 'no' and that's ok. I will still make my program happen."* She was granted the money to pay for 15 hours of a playroom aide per week, which was then increased to 20 hours per week for the following school year!

The Sullivan family in rural New York has had long-term support from their school district, including funding for an aide; physical, occupational, and speech therapists; and **The Son-Rise Program® Start Up** training for a volunteer in their program.

Kathy and Michael Birth, from New Jersey, created detailed materials to show the school administrators exactly why they believed that trying a different approach, The Son-Rise Program, was a good idea. In a positive and cooperative tone, they asked for a one-year period to try this new program for their son. They detailed the costs to the school system for his current program (including all aspects of hiring and training staff to assist the child, related administrative costs, etc.) as well as the cost of The Son-Rise Program (including an Outreach, two **Intensives**, monthly video/phone consultations, **The Son-Rise Program Maximum Impact: Advanced Training** for two people and salaries for two part-time aides). This New Jersey school district granted funding for a 12-month Son-Rise Program, hired the aides through the school district (providing them with benefits), and provided ongoing administrative interaction to monitor the new program.

The Westphals, after participating in the required IEP (Individualized Educational Plan) process through the schools, applied for district assistance and received \$23,000 per year, for two years, to run their home-based Son-Rise Program. After the two year period, the child was evaluated and because he was doing so well, the district decided to stop funding as he no longer required such support!

If there's a reason to stop funding, we'd all like it to be because of heartwarming success with our children.

- The Suffolk County Council, one of dozens of Local Education Authorities (known as LEAs) in England, funds £36,000 (Pounds Sterling) per year for basic program costs (paid aides, some training, etc.) for the Robbins family. LEAs are required by law to provide appropriate education. This family had to take them to a tribunal, however, to actually get the funding. “It’s the hardest job I’ve ever done,” says the father, “and I have experience writing reports.”
- In the United Kingdom, several parents have reportedly received funding through PACE, Parents’ Autism Campaign for Education, in addition to their LEA.

Tax Credits & Deductions

- Families in the UK who build a playroom are eligible to apply for a reduction in their monthly council tax. This is because a playroom is a room in your house which has been dedicated specifically to the needs and use of a person with special needs (referred to as disabilities in the language of this law). Contact your local Borough Council and ask for a form called “Application for a Reduction in Council Tax for People with Disabilities.” Submit the application with a note from a doctor, occupational therapist, or other health professional confirming that the disabled resident needs the playroom. It may also be helpful to attach photographs and Son-Rise Program information with the application.
- The online newsletter, the Schafer Autism Report, (<http://home.sprynet.com/~schafer/>) reports that many American families of children with disabilities do not take advantage of the U.S. tax deductions and tax credits available to them. They suggest that you request the I.R.S. code and regulation interpretations called “Revenue Rulings.” There are deductions for children attending special programs or using special therapies at the recommendation of a doctor (medical diagnosis is usually required), medical expense deduction including diagnostic evaluations, deductions for disability related conferences (except meals and lodging), and there is a tax credit of up to \$2,400 per year for a child’s dependent care, including that provided by relatives. Because the laws are complex, Schafer Autism Report recommends seeking advice of a professional tax preparer.

State or provincial education office

- If you feel that you're not getting all the information from the local district, contact the state authority and request information for all special education and early intervention services available in your region.
- In the U.S., federal law mandates that public schools must provide appropriate education for children with disabilities, starting at age three. Even though the American Academy of Pediatrics, the American Academy of Child and Adolescent Psychiatry, the Surgeon General, and the National Academy of Sciences all have called for early intervention, including one-on-one therapy for children with autism (minimum 25 hours per week, 12 months per year), these programs are rare. The federal government paid only 17% of the schools' cost instead of the mandated 40% of the cost for 2002. (See New York Times online October 22, 2002.)
- In the state of Pennsylvania, the Greenberg family is funded through the ELWYN early intervention program. In the first year they received approval for 40 hours per week (at \$12 per hour) for paid assistance, as well as full funding for their **Son-Rise Program Outreach**. They had to produce volumes of documents including a full evaluation to apply for this money, but found that it was fairly easy in the end.
- If you know anyone involved in law-making, take the opportunity to educate them on the proven and hope-filled approach at the Autism Treatment Center of America™. It is parents like you who have been the power and inspiration behind positive change!

Local health authority

- In the U.S., the state or county Medicaid office administers funding for children with special needs.
- In Minnesota, the Kasemodel family is having all services paid for by Medicaid. Their contact with a social worker when applying for the TEFRA insurance program, listed below, led them to the awareness that they were eligible for this funding. Although there was a waiting list to get on the Medicaid waiver, they were granted it immediately, due to the fact that they (1) had a Son-Rise Program® already up and running and (2) had a child for whom there were no other daytime care alternatives. Rather than an agency managing the child's program, they are on a CDCS (Consumer Directed Community Supports) waiver, which allows them to manage the entire \$45,000 per year allotted by the state. They work

with their social worker, who approves their budget, and they turn in receipts for reimbursements for all Son-Rise Program expenses up to the \$45,000 maximum. They have utilized many services (such as **Outreaches** and Consultations) of the Autism Treatment Center of America™ and of The Option Institute adult programs and have signed up for their second **Son-Rise Program® Intensive**.

Marcie St. Clair Asao, in a different county in Minnesota, gets even greater funding (\$69,000 per year) from the same agency. Similar to the Kasemodels, she has a waiver program with a fiscal intermediary and a social worker to approve expenditures. **Outreaches**, trainings, four hours per week of cleaning service, \$75 per month for room materials equipment, diapers and other needs. Marcie reports that it has taken a lot of paperwork, that she continues to run the Individualized Education Plan (IEP) meetings with the school which monitors her son's progress, and that she must advocate for keeping the funds when there is an attempt to reduce her funding. "Instead of fighting with them, I chose to work with them, but I also gave them the bottom line," says this proud mom. "When I advocate for my children, I get strong. The Son-Rise Program has helped me even more than it's helped Brandon! And his program has helped me with my other two children. I'm teaching the school to be positive!"

*The Kasemodels and the Asaos, who met through The Son-Rise Program, work together by assisting each other in the playrooms during in-home **Outreaches** with visiting Son-Rise Program Teachers!*

The targeted clients for this kind of Medicaid coverage are those diagnosed with mental retardation, but the literature also refers, in general, to "disabilities." The following are excerpts from the literature:

"Home and community based services for children and adults with mental retardation or related conditions are funded through the MR/RC Waiver Program . . . The goal of the MR/RC Waiver Program is to provide necessary services and supports that are meaningful to the individual based on their specific needs." The stated goal in the literature is to "provide alternatives to institutionalization and encourage empowerment within one's community."

TEFRA (Tax Equity & Fiscal Responsibility Act of 1982)

- This program, which is available in 20 of the 50 United States, is a type of insurance handled by the Department of Human Services and in conjunction with Medicaid.

It is without regard to pre-existing conditions and, at this date, still available without regard to family income. The income level of the child,

however, from other such funding sources is taken into consideration. Premiums are based on income, but are waived or negligible for low-income families. The child must be 18 or younger.

TEFRA can be used as primary or secondary coverage, in that it is available to those who already have primary health care coverage, as well as those to who do not. More information can be found online at: <http://www.state.ar.us/dhs/NewDHS/TEFRA.html>

Your local state social service agency.

- In Sweden, the Law of Special Support (LSS) provides money for respite care. One persistent Son-Rise Program® family was able to get their initial 24 hours per month increased to 45 hours per week!

If you have further information on any of these programs or other programs which we don't discuss here, we'd love to hear from you! Please call the Autism Treatment Center of America™, executive assistant to the director at +1 (413) 229-2100 or toll free from anywhere in the United States at (800) 714-2779.

Funding Through Grants

A perspective on grants:

- We have made every effort to include all types of fundraising in this publication. It is important to note, however, that grant research and writing is incredibly labor intensive and only recommended for those who love paperwork—lots of it!

Most of the other fundraising activities which we outline require less work and have a much better chance of success than grant proposals have.

Who gives money to whom?

The internet and the public library each supply easy access to lists of thousands of local, regional, national, and international groups whose purpose is to give out money. The reference librarian is trained to be your resource person, so ask for assistance.

When researching, it is essential to note who each granter gives money to. Many give only to charitable, nonprofit organizations, never to individuals. Don't waste your time applying for funds that are not available directly to individuals. Look for publications that specify "grants to individuals."

Publications which might be helpful when seeking grant sources include:

The National Guide to Funding for Children, Youth and Families (ISBN 0-87954-711-1.)

Free Money for Childhood Behavioral and Genetic Disorders (ISBN 0-671-74596-4.)

The Foundation Directory published by The Foundation Center (ISBN 0-87954-992-0.)

Is it really worth all the research and paperwork?

Applying for grants can resemble gambling because the “prize” is often large, but the odds of winning are often very slim.

Ask yourself, first, if you (or a support person) are excited to spend time on research, writing, re-writing, and finalizing an attractive presentation (usually on computer). If not, drop it immediately.

If so, then do your research well and make a contingency plan in case you don't win this particular lottery.

- First, ask around and find out which local companies or organizations already have a grant fund for individuals. Your best bet is an organization with which you have a personal contact or which focuses on your general region.

The Carelli family found assistance through their local Developmental Disabilities Resource Center (DDRC) which provided \$1,000 in funding for their Son-Rise home-based program. There was, however, a waiting list of one and a half years for them to receive this. They recommend that families check with local support centers such as these to find out what type of grants might already be available to families with special children.

Son-Rise families in New York City have received funding from The Grace Foundation, which, “was created to support and advocate for Staten Island and Brooklyn families of children diagnosed with autistic spectrum disorders.” Website: www.graceofny.org

Families in the UK have garnered assistance from the country's largest charity, Barnardo's, which also operates in New Zealand and Australia. Website: www.barnardos.org

A child facilitator trainee from the UK received financial assistance from a local chapter of *The Round Table* organization.

One family recently applied to the Make a Wish Foundation, asking this huge, international organization to grant their child's wish to attend The Son-Rise Program®! They were successful and in April '03 came to their weeklong **Intensive**.

- Alternately, see if there is an organization locally which would create a partnership with you, helping you to raise funds. This could make you eligible for another type of a grant called “flow through” funding (one that goes to charitable groups and is passed on to individuals).

The airlines are set up to give you tickets!

Many airlines have special programs to give away tickets to those with special circumstances. Isn't that so wonderful?!

Many families have had success requesting free airline tickets, as well as hotel accommodations and car rentals. It is most effective to explain to the companies that you are travelling to Massachusetts in order to help your special child and that the Autism Treatment Center of America™ is the only place that can train you in The Son-Rise Program®.

Here's what you do:

- If you fly regularly, contact your airlines first. Let them know that you're a customer (tell them if you're a frequent flyer!) and ask them how to apply for free tickets. Be prepared to explain your situation with enthusiasm, clarity, and brevity.
- Begin by applying to two or three airlines, so if one says, "No," you have others already in motion.

Some examples of airline programs which Son-Rise families have contacted with success include:

- **American Airlines "Miles for Kids in Need"**
They require that each candidate child be 18 years or younger and the child's family be recommended by a social worker at a medical institution, a charitable organization, or a church. A list of information must be provided on that organization's letterhead and be accompanied by a letter from the child's physician, detailing specific information.
Contact:
AMR/American Airlines Foundation
P.O. Box 619616, MD 1394
Dallas/Fort Worth Airport
Texas 75261-9616
Call (817) 967-3545 or Fax (817) 967-9784
- **Northwest Airlines KidCares**
They require that each child be 18 years or younger and referred by a physician or a nonprofit organization submitting the application on behalf of the child. Their priority is for medical care and families demonstrating financial need. A separate request for one adult travelling with the child can be submitted.
Contact: www.nwa.co/corpinfo/aircares/about/kidscare.shtml
for specific information
Or call (612) 726-4206 to request an application

Charities also offer flights on small aircraft:

- Note that this type of flight is noisier and takes longer.

AirlifelineMidwest

This nonprofit agency provides free air travel on small 4–6 seat private aircraft. Medical, mental health, or humanitarian needs along with financial need are considered for eligibility.

Contact: Jack Clark, President
6100 W Dirksen Parkway, Suite 302
Peoria, IL 61607
1-800-822-7972
questions@airlifelinemidwest.org

Angel Flight Inc.

All those flying must be ambulatory. Parents are included when transporting a child. Small 4–6 seat planes will fly up to 1,000 nautical miles from home (which is equivalent to 1,200-1,300 car miles, if driving in a straight line). Access in eastern Canada and the United States.

www.angelflightamerica.org

Contact:

Angel Flight Northeast	(978) 794-6868 or 1-877- 621-7177
Angel Flight Mid-Atlantic	1-800-296-3797
Angel Flight Central (Kansas City)	1-800-474-9464

The Pellizzer family, from Australia, received six donated airfares from Sydney to Los Angeles USA from **Air New Zealand**. Then, a friend of a friend (who owns Worldlink International, an air freight company), offered to help. Through his connectons with **Qantas**, he secured six free flights from Adelaide to Sydney (worth \$700 each). Another contact through his company, got two more tickets donated from **American Airlines** for their U.S. travel, from L.A. to Massachusetts, and **Shine and Heart** (an organization in Atlanta, Georgia) donated the remaining four, plus, organized assistance at the L.A. airport and a rest day at the **Radisson Inn** upon arrival in the U.S. It doesn't stop there! They even helped with their child's special dietary needs and the special customs procedures dealing with his medications. There are so many people who are willing to help you.

More Free Services & Stuff!

ASK with joy!

- Ask hotels for free lodging.
- Ask rental car companies for free car rental.
- Ask local building supply stores for playroom materials.
- Ask a contractor to help with building your playroom or equipment.
- Ask local stores or manufacturers for playroom equipment.
- Ask a local server for free email access, if you don't have it.
- Ask an office supply store for free copy services, stationery for thanking donors, etc.
- Ask the phone company for free phone cards for use when travelling.
- Ask for whatever you need to help you create the Son-Rise dream for your beloved child.
- And, as mentioned earlier, ask for donations for events, refreshments, raffle items, prizes, decorations, entertainment, food, etc.
- Ask all schools and public agencies what ways they can help with respite care, assisting in paying for your class or ***The Son-Rise Program® Intensive***, helping to furnish the play room, providing special services at school, etc.

Offer to thank donors publicly! They love that!

It's great to list your contributors at the bottom of your events flyer or in a newspaper article.

At large fundraising events, many families have opted to produce a small sponsor guide, which is a booklet with their child's photo on the front and small ads for their sponsors inside. This includes those who donate in cash or in kind. (This can be costly in time, graphic design work, and printing costs, so we recommend that you do this only if the costs and labor are also donated.) Display a large poster thanking your donors at all fundraising events.

Educating your local community about your family and The Son-Rise Program® is an incredibly powerful way to get support. Many people believe that interacting with the media might be challenging. We want to really encourage you to use this vehicle as it has been one of the most powerful ways that families have received funding and unimagined assistance. Go for it!

Utilizing the networks of communication to get your word out!

Around the world, media make complimentary community service announcements. This means that newspapers, magazines, radio, and TV stations make free announcements for events of community interest.

Call first, before sending your materials to the media. Make a contact there to whom you can direct any materials that you fax, send, or deliver. They get huge volumes of publicity materials every day, so you want to make sure that someone is expecting and looking for yours.

Make sure to utilize networking! Who do you know who already has a connection to a reporter, an editor, a photographer, or a disc jockey?

To Local Newspapers

- Send press releases every two weeks for two months prior to the event. A press release is a one page announcement of an event which starts with the words “For Immediate Release” at the top and continues on in paragraph form to tell the important details of the event, including contact names and numbers. Have someone proofread your release before sending it out, to ensure that you have included all necessary information.
- With your most detailed release, generally delivered about two weeks prior to the event, include a clear photo, preferably 5” x 7” or 8” x 10”. Carefully label the back of the photo with name(s) of those shown and your phone number. Even newspapers who say they don’t have room for photos, often end up using them.
- Send additional information to the “Calendar of Events” section, following the individual newspaper’s specific instructions for information and number of words allowed.

- Talk to the features editor and request they write an article about your child and your dreams for him/her to experience what The Son-Rise Program® has to offer.
 - Give them The Son-Rise Program brochure.
 - If they have a circulation of over 50,000, tell them that one of our Son-Rise Program teachers or Raun K. Kaufman may be available for a phone interview. If they are interested, contact the public relations manager at The Option Institute.
 - Invite the newspaper to come to your home, take pictures, and do a story about your special child and your Son-Rise Program. Tell them about your fundraising efforts and ask them to include a paragraph at the end about how people can contribute to your fund. (Donations can be sent to your name and address, to a special bank fund, to a partnership organization, or “in care of” the newspaper. If possible, set this up in advance of the interview.)

Note: Be sensitive to the fact that the different newspapers often see themselves as competitors of one another. Therefore, provide them with different photos and use different interviewees for each publication.

Regional Magazines

- Most magazines plan far in advance, possibly 2–6 months (national and international ones plan much farther ahead). Therefore, you must contact them for deadline information as soon as possible.
- Try for a feature article. This is a human interest story which is generally lengthy and includes photos.
- Try for a free public service announcement (this may look like an advertisement, but language is important—ads cost money, PSAs do not).
- If they feature a listing or calendar of events, find out deadlines and word allowances before sending anything.

Local Magazines and Newsletters

- Compile a list of magazines and newsbulletins published in your area which cover subjects of local interest. Handle these the same way you handle the regional magazines, but emphasize that your child is local and therefore of exceptional interest to their readers.
- Send a paragraph or two about your fundraising activity or event to all local churches and organizations with requests to put it in their monthly newsletters. Include civic groups, peace and justice organizations, the local ecumenical ministries organization, YMCA, and any other groups which exist to help others.

Radio

- Contact all local radio stations and offer to do an on-the-air interview about your experience using The Son-Rise Program®. This will also give you an opportunity to talk about your fundraisers.
- Give them written details of your event for free public service announcements (PSAs). It is customary for stations to do these announcements throughout their regular daily programming.

Take them donuts after the first week of airing your announcements, thank them profusely, smile a lot, and encourage them to keep “talking up” your fundraiser! Disc jockeys love that!

Television

- The size of the TV station will make a huge difference in how you approach them.
 - Small public access channels are usually hungry for stories. Ask them to have an intern videographer tape an interview with you or come to your home to tape the playroom activity. Unlike larger stations, public access channels will often let you preview the footage ahead of airing time and possibly even request specific editing.

Small stations often have calendars of events, which run on the weather channel or another community events location. These are set up for easy access, generally requiring only a basic press release. Some charge a nominal fee.

Large TV stations, however, are only looking for the hot, newsy angle. If they have a human interest weekly feature, that's your connection. If not, you need to show them why their viewers want to see a story about your child.

Provide them with:

The Son-Rise Program brochure • letters of endorsement
• the BBC video “*I Want My Little Boy Back*” • Raun Kaufman’s “*Unchain Your Dreams*” booklet • copies of any articles written about your child • your fundraising flyers.

Stay enthused and check back with them weekly until you have an interview!

Nancy Fuller ran into a former schoolmate who happened to be running a weekly TV feature to help special kids. After excitedly talking together, the program “9 on Your Kids Side” on Cincinnati’s TV channel 9 news, featured two Son-Rise families on their short segment. They asked for volunteers and gave out the station’s phone number to take calls. Over fifty people called in the first fortyeight hours following the show!

Flyers, fliers, bulletins, posters, bills, placards!

- Whatever you call them (we call them flyers)—they are important for any type of fundraiser in any type of community.

Post them everywhere: colleges • businesses • community centers • public kiosks • company break rooms • libraries • post offices • store windows (ask the business first!)

- How to have time to post hundreds of flyers all over your city or county:
 - Ask local community organizations to help distribute them.
 - Divide up the area to be covered and ask others to take responsibility for specific areas.
 - Keep a list of where each person or group posts flyers to avoid duplication.
 - Wherever you go, be prepared with a folder full of flyers, tape, and thumb tacks.

And ask your friends and family to do the same!

A family who raised substantial funding by posting flyers requesting people to send donations, recommends you note where you hang flyers and return monthly to replenish them.

- Leave stacks of copies:
Community information stations are great places to leave multiple flyers. Chambers of Commerce and community centers are often very good places to start.
- Ask stores to put your flyers in bags:
Usually called “bag stuffers,” these can be 1/2 size flyers to save on cost. The store baggers place them in grocery bags of every customer coming in for a week! Ask the store for an estimated number of copies needed and check back mid-week to make sure they haven’t run out.
Some stores prefer to put a stack of flyers on the checkout counter.
Don’t limit yourself to grocery stores. Try variety stores, drug stores, specialty shops, children’s stores, video stores, clothing retailers, and party supply shops.
- Include them as mailing enclosures:
Ask businesses, organizations, and churches to enclose copies of your flyer in mailings to their members.
Make sure to enclose a copy of it in all of your personal mailings too!

As you can see, you will need hundreds of copies of your flyer! Ask a business to help sponsor your fundraiser by providing donated copying. List the name of the business at the bottom of your flyer as a sponsor or following “printing provided by . . .”

Or Find Yourself a Billboard Man!

We loved receiving an email with a picture of a delightful clown, big red nose and all, standing on the side of a highway with a signboard asking for Son-Rise volunteers. If we were giving a prize for most delightfully silly advertising, it would have to go to Angela and Jimmy Urso!

Don't put a lid on your fundraising!

- Talk about your current fundraising as something that will be ongoing. As you meet those who want to support you, let them know that you will be fundraising consistently as you run your program. This will help you to gather funds for follow-up and support services so that you can maintain an effective and powerful program that changes with the developing needs of your child.
- We also suggest that you keep in touch with the local media, as they may be interested in doing ongoing reports or producing a follow-up story about your child's progress.

Thanking people is worth the time spent!

- Create a plan for writing "thank you" notes. It can be easy and fun.
 - Consider having your child color some small cards and asking a friend to address and send them.
 - Make a fun letter with photos that can be photocopied and mailed with the help of volunteers.
 - Take out an ad in the newspaper to thank everyone, or better yet, write a letter to the editor (it's free)! Some newspapers even feature an acknowledgements section specifically for publicly thanking people!
- Thank people at the fundraising event.
 - Post a big sign with the list of generous sponsors.
 - Announce your appreciation for all those who gave and point out the long list you've posted.
 - Give a "hooray" for all those dedicated workers who helped to put on the event as well as those who supported it by attending.

And always refer to this ongoing, exciting effort to help your wonderful child! Help them see that they are all part of your child's future!

Keeping Clear Records Can Increase Your Funding!

Keep a dated account of all donations coming in. This should include:

- money
- products or services of all kinds
- volunteer time
- other contributions such as free use of a building

If you apply for matching funds from a company or foundation, they will want to see a record of all donations received. Most don't limit this to cash contributions but will consider the total value of everything given to you, sometimes even including volunteer time.

"We can truly say The Son-Rise Program® is already changing our lives for the better. We are discovering so much about ourselves, things that we never knew we could do, as well as having a more loving attitude towards those around us.

Six months ago, I never would have imagined that I'd have the confidence to speak publicly in front of hundreds of people about my child, appeal for help from celebrities, organize press coverage, appear on local television and radio, and speak to doctors and management of our local education authority.

I have a God-given, inner strength that I have only just discovered. . .

I know that the changes in me can only mean a better life for our darling son."

~ Wendy and Paco Heredia, England

LET THE ADVENTURE BEGIN

Your love for your child will bring you strength.

Your strength will draw people into your life.

We look forward to having the opportunity to be a part of your journey.

Glossary

£ The symbol for English currency, Pounds Sterling.

Ambassador Family

This refers to a Son-Rise family who welcomes others newly interested in or actively participating in Son-Rise programs by contacting them. These names and phone numbers can be obtained by speaking with any of our Family Counselors. Please call (413) 229-2100.

Autism Treatment Center of America™

This is the name for the center at The Option Institute which administers The Son-Rise Program®. When using this name in writing, please present it exactly as it appears above. If it appears in a sentence, “the” is not capitalized, so it would read, “. . .the Autism Treatment Center of America.”

Clippings

Articles cut out of newspapers or other printed media. Please send copies of these including the date published and name of publication to The Son-Rise Program, 2080 S. Undermountain Road, Sheffield, MA 01257- 9643.

Endorsements

These are statements of support, generally by professionals in the fields of medicine or education. They can be one paragraph (such as those found in The Son-Rise Program brochure), or they can be entire letters.

Force of Nature™

Teaching featured in the book **PowerDialogues** by Barry Neil Kaufman. Being a “Force of Nature” includes: (1) clarity of purpose; (2) conviction; and (3) daring action. This publication is available through the OP Shop bookstore at The Option Institute by calling (413) 229-8727.

Hot pot suppers

A traditional, regional stew from Northern England.

Matching Funds

This is when businesses, individuals, or organizations agree to match the amount raised at a fundraiser. If they match it, they pay you the same amount, thereby doubling your income. (Some will match 1/2 of the total, others will triple the total!) If you have matching funds promised, it is very advantageous to tell people at fundraisers that their donation will be doubled!

Sometimes matching funds require that you fundraise enough to match their designated donation amount. For instance, a foundation might say they will grant you \$5000 if you raise another \$5000 first.

In the spirit of fun and challenge, sometimes an individual might challenge another person to match their donation.

The Option Institute

This is the trademarked name of the nonprofit 501c3 (charitable) organization of which the Autism Treatment Center of America and The Son-Rise Program are a part. If it appears in a sentence, “The” is capitalized.

PSA

Public Service Announcement. This is what the media will want you to write up for them, so they can announce your fundraiser. Both the written submission AND the actual announcement through the media are called PSAs.

Silent Auction

Rather than having an auctioneer calling out bids at an auction, a silent auction is just what it says—silent! Items, or pictures of items and services, are displayed on tables next to bidding sheets. On the top of each sheet is an explanation of the item or service being auctioned off, followed by spaces for names (or secret bidding numbers given out in advance), and the amount of the bid. If there is a minimum bid, this is entered on the first line before bidding starts. People write in their bids and at the designated ending time, winners are announced with great celebratory fanfare! Items often go for far above their retail value.

The Son-Rise Program®

This is the trademarked name of the program administered by the Autism Treatment Center of America™. When using this name in writing, please present it exactly as it appears above.

Contact Information for the Autism Treatment Center of America™

Email Address:

You may contact The Option Institute by email through
happiness@option.org

Fax:

You may contact The Option Institute by **fax at (413) 229-8931**

Website:

These beautiful and professionally designed sites are good resources for you to utilize to educate others about the services of The Option Institute.

www.son-rise.org

www.option.org

A heartfelt and enthusiastic “thank you” to the many families who contributed to the creation of this Fundraising Guide.

Each of you stands as a beacon of light and loving testimony for all those families who want to give their child The Son-Rise Program®.

To all those utilizing this guide, we look forward to hearing from you about your fundraising successes!

Please send your story and a copy of your flyers, letters, tickets, and/or clippings to:

The Autism Treatment Center of America™

Attn: Executive Assistant to The Director
2080 S. Undermountain Road
Sheffield, Massachusetts 01257-9643 U.S.A.

**Whatever you can do,
or dream you can, begin it.
Boldness has genius,
power, and magic in it.
Begin it now.**

~ Goethe



**Autism
does not
have
to be
a life
sentence.**

AUTISM TREATMENT CENTER OF AMERICA™

A Division of The Option Institute

2080 S. Undermountain Road, Sheffield, MA 01257-9643 USA

Telephone: +1 (413) 229-2100 Fax: (413) 229-3202 Email: sonrise@option.org

www.son-rise.org

A nonprofit, federally tax-exempt, charitable organization.