



National  
Autistic  
Society

World Autism  
Acceptance Week  
28 March – 3 April 2022

# Your Super 60 Challenge

Corporate  
info pack

Everything you need  
to join Christine  
McGuinness and raise  
some vital cash during  
**World Autism  
Acceptance Week**



# Thank you for joining us for World Autism Acceptance Week

There are approximately 700,000 autistic adults and children in the UK as well as their three million family members and carers. Find out more about autism in our [What is autism?](#) video.

With the disruption caused by the coronavirus (Covid-19) pandemic, autistic people need us more than ever.

Your support will help us to provide vital support to autistic people and help your company to:

- **focus on neurodiversity** - aligning with your diversity and inclusion goals
- **meet your corporate social responsibility (CSR) objectives** - helping to enhance society and create a positive brand image
- **create team building opportunities** - uniting your teams and building stronger relationships
- **attract and retain talent, particularly autistic talent** - facilitating higher job satisfaction and productivity
- **gain excellent PR** - demonstrating your support for autistic people and their families and neurodiversity.

During the pandemic, 'compared to the general public, autistic people were seven times more likely to be chronically lonely and six times more likely to have low life satisfaction'

(Left Stranded report, National Autistic Society, 2020).



# Thank you for signing up for a Super 60 Challenge

2022 is the National Autistic Society's 60th anniversary. To kick start World Autism Acceptance Week, we are challenging our amazing supporters to take part in our Super 60 Challenge and help us smash our £600,000 in 60 days fundraising target.

From 28 March to 27 May, we are challenging our amazing supporters to help us raise £600,000 and become autism heroes.

You and your colleagues can get involved as a team or individually, either in the workplace or at home. Your challenge can be completed virtually or in person.

## Get sponsored or charge a fee. Exciting 60-themed fundraising ideas include:



Run 60k over 6 days



Walk 60,000 steps over the week



Do a Super 60 workout



Hold a 6-hour online gamathon



Hold our 60th spectrum quiz



Challenge 6 friends to a bake-off



Cycle 60k over the week



Lead an online 60-minute class (yoga, aerobics) through Facebook/Instagram live

Our **Super 60 Challenge** ideas are perfect for a virtual or in person activity that brings colleagues together.

# Guidance and resources



1. Choose a charity committee or a representative to organise your event.
2. Plan your fundraising event, if you are stuck for ideas reach out to the corporate fundraising team.
3. Set an ambitious target - fundraising pages with a target raise **46% more**. If you get close, increase it!
4. Tell your colleagues about your fundraising plans and create and share your JustGiving page today. For company donations, get in touch with us for our BACS details and your unique reference number.
5. Use our free resources and assets such as our virtual meeting background, supporter social media banners, sweepstake and quiz materials. These can be downloaded from our website.
6. Contact the corporate team for your charity t-shirts, certificate and medal.
7. Join the Super 60 Facebook group and share support stories and fundraising tips.
8. Don't forget to take plenty of photos of yourself. We'd love to share via our social channels.
9. Strava is our suggested tracking app, where we have set up a Super 60 group or search Super 60 Challenge under clubs at [www.strava.com](http://www.strava.com).
10. Last but not least, let the corporate partnerships team know what you're doing.

Ask your boss if your company can match your fundraising and double your impact!

@ corporate.partnerships@nas.org.uk

 [www.autism.org.uk/waaw](http://www.autism.org.uk/waaw)



# “Why I’m doing my **Super 60** Challenge.”

“After my recent diagnosis, I am even more determined to help create a society that works for autistic people like my children and me. I would encourage all businesses to take up this challenge and help the National Autistic Society be there for more autistic people.”

Christine McGuinness, model, TV personality and National Autistic Society ambassador

## Inspired by Christine?

Why not do your own Super 60 workout? Just choose the exercises that match your level of fitness. Find out more at: [www.autism.org.uk/super60](http://www.autism.org.uk/super60)



# Good luck Christine!

An extraordinary **60 years**.  
Let's make the next 60 count.

In the 1960s, autistic children were often described as ineducable and many parents were told to put them in institutions. A group of brave parents refused to believe this. In 1962 they formed what is now the National Autistic Society to fight for autistic people's rights.

## 6 milestones in our 60 years:

1

In 1965, we opened the world's first school specifically for autistic children. John Lennon came to visit and donated to help keep the school running.



2

In 1974, parents of children at the school helped open the UK's first residential service for autistic adults.

3

In 1979, our founders, Dr Lorna Wing, and her colleague Dr Judith Gould developed the idea that autism is a spectrum and that far more people were autistic than previously thought.



4

In 1991, we opened the UK's first diagnosis centre, led by Dr Lorna Wing and Dr Judith Gould.

5

In 2009, we campaigned for the *Autism Act* in England, meaning local and national government have to provide support to autistic people. Similar legislation and strategies followed in Northern Ireland, Scotland and Wales.



6

In 2020, we had 4.5 million visitors to our website for advice and guidance.

**Thank you very much for choosing to support us  
in our 60th anniversary year. You can find out  
more about our work at [www.autism.org.uk/60th](http://www.autism.org.uk/60th)**