



Together,
we can **kick the**
drowning risk.

National Campaign
for Autism-Related
Drowning Prevention



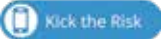
A 501(c)3 Charity Organization

Federal Tax ID 20-0032380

KICK THE / RISK



2024 Campaign



Fifteen Years Ago, We Sounded the Alarm.

After a noticeable uptick in mass searches for children with autism, along with personal experiences, NAA leadership began pushing for research, which found that **49% of all children with autism are at risk of going missing**. Of those who do not make it home, **drowning accounts for more than 70%**.

Since that time, NAA has led the way in building awareness and providing nationwide resources, education, data collection, first responder training, federal and state policy, tangible tools, and ongoing advocacy. There's still much more to be done. **With your help, we can increase lifesaving awareness and resources.**

Join Our National Campaign To Kick the Drowning Risk.

During the months of June & July, we're asking martial arts schools everywhere to help kick the drowning risk while supporting National Autism Association's critical safety programs!



Participating is Easy:



Host a **Kick the Risk** Martial Arts Fundraiser



Kicks will help provide lifesaving tools & education



Raise \$1, \$5, or \$10 per kick/punch/board (it's up to you!)



Non-students can replace a kick with a click! Simply donate at **kicktherisk.org** or become a sponsor.

Participants are welcome to kick, punch, or break any style of board.



Toll Free: 877.622.2884



nationalautism.org
naa@nationalautism.org



310 Maple Ave, Suite E1
Barrington, RI 02806



NATIONAL
AUTISM
ASSOCIATION

By Breaking Boards, Martial Arts Schools Can Help Break New Ground.



National Campaign for Autism-Related
Drowning Prevention

Together We Can Kick the Drowning Risk.

Research shows that nearly half of children with autism are at risk of going missing. Of those who do not make it home, **drowning accounts for more than 70%.**

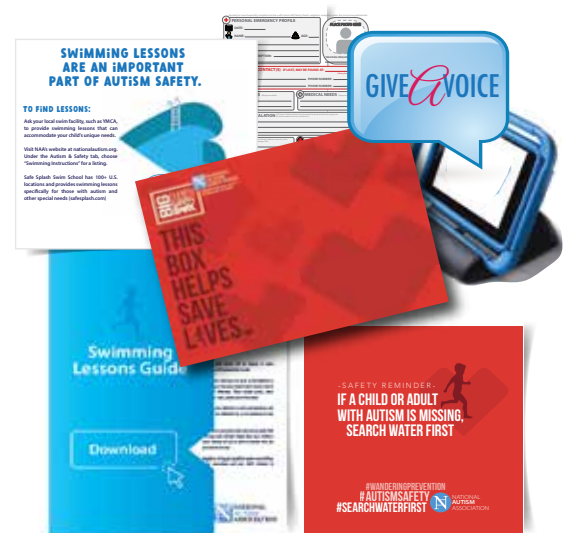
Because of this, NAA ships thousands of lifesaving tools to homes and schools across the U.S. each year through our Big Red Safety Box Program®, and provides communication tools & resources for caregivers and first responders.

In addition, NAA offers simple, free tools that families can download and use that same day. These tools range from free emergency forms and tips to DIY cutouts. **With your help, we can continue our critical programs while promoting water safety for all children.**

Visit kicktherisk.org to learn how you can host a board-breaking fundraiser and spread the word on water safety.



Kick the Risk



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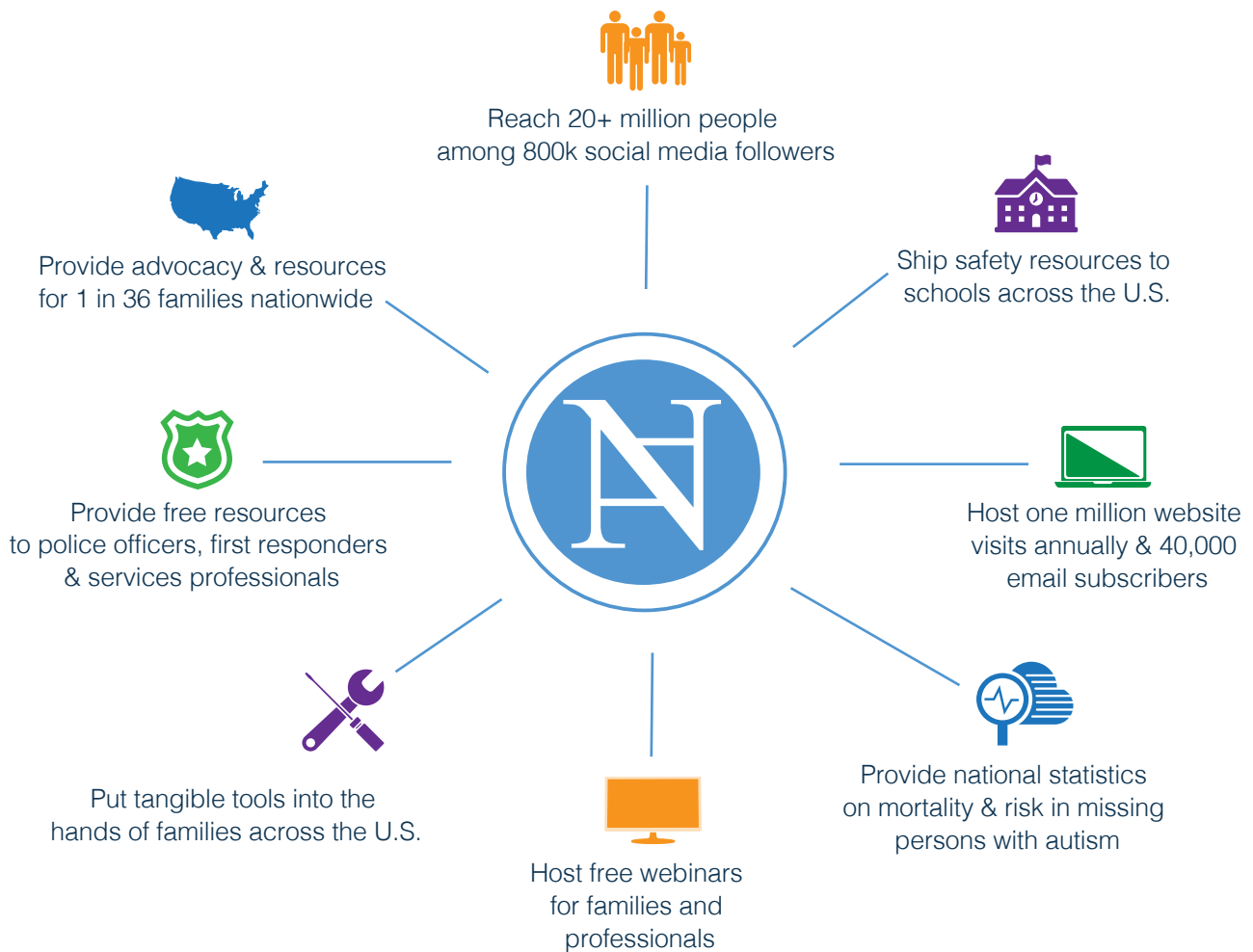


Kick the Risk

2024 Campaign

What We Do.

Real help. Real hope. Lifesaving programs.



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National Campaign for Autism-Related
Drowning Prevention
June 1 - July 31, 2024

Sponsor Packages

We Love Our Sponsors!

At NAA, we pride ourselves on our program deliverables, but also our strong & positive **social media presence with high engagement**. And because we limit what we promote, it makes what we do promote that much more successful. In addition to *actively present* exposure for your brand, you'll be an integral part of lifesaving programs that have become staples in the autism community. Choose a package and reach out. **We can't wait to be your partner in action & hope!**

Contact



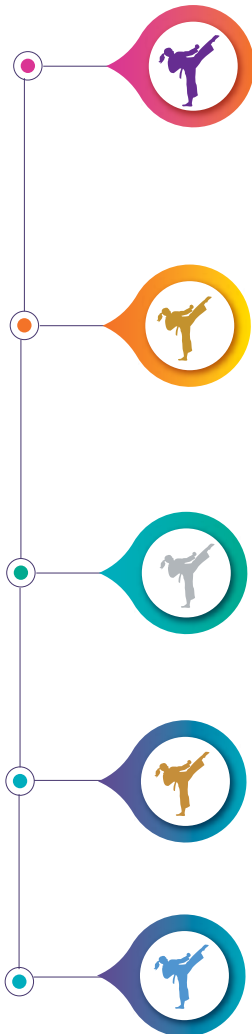
Krystal Higgins

Executive Director

P: 877.622.2884

E: krystal@nationalautism.org

2024 PACKAGE Options



\$20,000 Platinum Sponsor

- Prime Logo Placement on all Kick the Risk Materials
- Two months exposure on our 1M + Social Media Channels
- Social Media logo placement for Kick the Risk Promotion
- Article on website + two Eblasts
- Prime ad placement on NAA & Kick the Risk websites

\$15,000 Gold Sponsor

- Logo Placement on all Kick the Risk Materials
- One month of exposure on our 1M + Social Media Channels
- Social Media name placement for Kick the Risk Promotion
- One Eblast
- Ad placement on Kick the Risk website

\$10,000 Silver Sponsor

- Logo Placement on all Kick the Risk Materials
- Two weeks of exposure on our 1M + Social Media Channels
- Name placement on Kick the Risk website
- Social Media name placement for Kick the Risk Promotion

\$5,000 Bronze Sponsor

- Logo Placement on all Kick the Risk Materials
- Two weeks of exposure on our 1M + Social Media Channels
- Name placement on Kick the Risk website
- Social Media name placement for Kick the Risk Promotion

\$1,000 Friend Sponsor

- Name Placement on all Kick the Risk Materials
- Name placement on Kick the Risk website
- Social Media name placement for Kick the Risk Promotion



KICK THE RISK



Kick the Risk

REACH *Out*

Providing Hope & Help To the Autism Community Since 2003.

The National Autism Association is a nonprofit organization focused on addressing urgent issues that families and individuals in the autism community often face, including wandering/elopement, suicidality, bullying, restraint/seclusion, abuse, mistreatment, and discrimination. *Our mission is to respond to the most urgent needs of the autism community, providing real help and hope so that all affected can reach their full potential.*

Our Programs & Initiatives

- **Big Red Safety Box®:** Free safety tools for U.S. families and schools
- **Give a Voice:** Free communication devices for non-speaking individuals
- **Autism Atrium:** Free training & educational resources for first responders
- **S.P.O.T. ASD by 3:** Free early-screening tool for caregivers
- **WebiNAAr Series:** Free educational webinars covering a variety of topics
- **Milestone Monday:** Positive story-sharing for caregivers
- **#SearchWaterFirst:** A campaign to create awareness & prevent drowning deaths



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facebook.com/nationalautism
twitter.com/nationalautism
instagram.com/nationalautism

A 501(c)3 Charity Organization
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Platinum
Transparency
2022

Candid.



ORGANIZATION FACT SHEET



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ABOUT US

Founded in 2003, the National Autism Association is a nonprofit organization focused on addressing urgent issues that affect families and individuals in the autism community, including wandering/elopement, suicidality, bullying, restraint/seclusion, abuse, mistreatment, and discrimination. **Our mission is to respond to the most urgent needs of the autism community, providing real help and hope so that all affected can reach their full potential.**

OUR PROGRAMS

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NAA provides free safety tools for families and schools through our Big Red Safety Box® Program

WAYS TO SUPPORT US

- Join us on our **social media channels** and mailing list
- **Share resources** and facts about autism
- Ask family/friends to make **birthday donations** on your behalf
- Include us **estate planning** or add a donation into your will
- **Host a fundraiser** in person or on social media
- **Become a sponsor** of programs or events
- **Donate safety tools** or printing costs
- Host a direct-ask **round-up campaign**
- Donate a **percentage of sales**
- Become a **social media partner**
- Offer to **match private donations**
- **Pledge** a private donation



Easy, downloadable educational materials and tools are available to caregivers & first responders 24/7

AWARDS & ACHIEVEMENTS



- **Successfully sounded the alarm** on heightened risk of wandering/drowning among those with autism
- **Authored research** and ongoing surveillance data on wandering/elopement lethality
- **Spearheaded nationwide programs** and resources that address wandering/drowning
- **Assisted in creating federal guidelines** for search and rescue of missing children with special needs
- **Recipient of recognition award** from the National Center for Missing & Exploited Children
- **Led the way passing federal legislation** addressing wandering/drowning
- **Commissioned to author New York Times Op-Ed** piece on wandering/elopement in autism
- **Twice awarded Department of Justice grants** to address wandering/drowning
- **Created the #SearchWaterFirst Campaign** for first responders and caregivers to prevent drowning
- **Shipped over 70,000 Big Red Safety Boxes** to families to help prevent wandering/drowning



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Advocacy



Tools



Education



Hope