

The Autistica logo consists of a black semi-circle with the word "autistica" in white lowercase letters inside it.

autistica

Autistica is the UK's leading autism  
research and campaigning charity

# *>Ready Player One*

Partner with Autistica Play



Gaming can provide an inclusive space for autistic people, from being in a more comfortable environment to learning skills that can be taken into the real world. This is why we created **Autistica Play**, where we bring gaming, fundraising and autism acceptance together. Through annual events, partnerships and in-game activities, we aim to raise vital funds and awareness for autism research and campaigning in the games industry. **The control(er) is in your hands.**



The games industry has more neurodivergent people working within it than the working age population. Overall,

# 18%

of respondents reported having at least one neurodevelopmental condition.\*

## *How You Can Make a Difference*

We work with businesses to embrace inclusivity in the games industry and make more of a difference for all autistic and neurodivergent people.

Every partnership is unique. Whether you are looking to engage your staff, raise awareness or embrace neurodiversity in the workplace, we will work with you every step of the way to create an inspiring partnership.

### **Engage and inspire your employees**

Take part in team-building fundraising challenges to drive and engage your staff. Join #TeamAutistica and participate in a wide range of challenge events, organise a Bake Off sale, live stream or game jam. You can also support us by sharing your business's expertise and resources through volunteering and pro-bono opportunities.

### **Build customer engagement and brand awareness**

Whether you are looking to create a purpose-led brand, reach new audiences or donate a percentage of your sales, our team can work to develop a strategic partnership to help you achieve your social responsibility goals.

\* 2022 UKIE Games Industry Census





“I have been an Autistica Play Ambassador since the initiative started in 2019 and I am still very much carrying my torch of eagerness and passion for the cause and the team.

As an autistic and dyslexic individual myself, I know first-hand how unrepresented and unsupported neurodiversity can be in this world. So not only does it make me happy that there are organisations like Autistica that exist, but that there are hundreds of people who want to support neurodiverse people.”



## Maximise the benefits of neurodiversity within your business

Companies that embrace neurodiversity in the workplace can gain competitive advantages in many areas, including productivity, innovation, organisational culture and talent retention. We can help your business recruit and retain neurodiverse talent through evidence-based insights on best practice, gained from our partnership with University College London. By partnering with Autistica Play, you can also hear from leading autism experts to raise awareness and upskill your people through talks and webinars.

## Get involved as a gamer

Are you a gamer interested in championing autism alongside Autistica Play? We run several fundraising and awareness raising events throughout the year. You can support us through streaming, taking on a fundraising challenge and sharing Autistica Play content to raise awareness in your community.

## Autistica Play Ambassadors

To ensure we are joined up with the games industry, we are collaborating with a group of games industry professionals, our Autistica Play Ambassadors. With their support and advice, we're ensuring Autistica Play is a ground-breaking neurodiversity initiative for the games industry.

## Partnership highlights

Our Autistica Play partners mean the world to us. Simply put, we wouldn't be here without their incredible support. Check out some of our partnership highlights:



DPS Games is showing their incredible support of autism in games by generously donating to Autistica from 2020 to 2023. They are the first games company in the UK to take part in our DARE programme, to better understand and promote neurodiversity in their workforce.



Sumo Warrington chose Autistica as their Charity of the Year 2021. Their fundraising activities ranged from cycling the equivalent height of Mount Everest, supporting International Friendship Day with a bake sale and organising a virtual 'Big Day In' event.



Autistica was one of the chosen charities for Jingle Jam 2021, the world's biggest charity gaming event. Together the gaming community raised £274,000 for Autistica. This fantastic funding allowed us to launch the Games Innovation Fund, a world-first initiative that will research the impact of games and gaming on autistic children and young people's lives. The fund will also highlight evidence-based ways that games can support autistic children's learning and development.

**We would be delighted to partner with you.  
Please contact [corporate@autistica.org.uk](mailto:corporate@autistica.org.uk) to find out more.**

## Why fundraise for Autistica?

Autistica is the UK's leading autism research and campaigning charity. Our vision is a world where every autistic person lives a happy, healthy, long life. Our mission is to create breakthroughs that make that happen by funding research, shaping policy and working with autistic people to make more of a difference.

We have six visionary and ambitious 2030 Goals that represent the change we want to see in the world. We are in a prime and unique position to create this change through the work we do.

By 2030:

- Autistic people will have proven support from day one
- The employment rate for autistic people will double
- Autistic people will have proven treatments for anxiety
- Public spaces will be more accessible for neurodivergent people
- Every autistic adult will be offered a yearly, tailored health check
- Attitudes to autistic people will change

**With your support, we can make these goals a reality.**



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## What is autism?

**One in 67 people in the UK are autistic. Autism is a lifelong developmental condition that affects the way people communicate and experience the world around them.**

Some autistic people may live independently, some may require support in certain areas of their life, and others may need full-time care. Many autistic people have other conditions such as anxiety, epilepsy or learning difficulties which affect their day-to-day lives.

We know that research has the potential to transform the everyday lives of autistic people by making sure that treatments, support and services are based on proven evidence. By working together, we can overcome the inequalities autistic people face and deliver real change.

