



Dear AutismUp Member,

We need your help. We are at a critical point in building a future for our children with autism. For over a decade, we have been slowly expanding our programs and services, but now we must pick up the pace. Our children are growing up. Many are entering the transition years and there is a lot of work ahead of us. AutismUp has been planning for the future, but there is no benefit to a great plan if we are unable to execute it.

Here is where you come in. We need to fund our current operations – which have doubled in the past year – while we continue to expand and add programs. To do so, we announce our 5<sup>th</sup> annual KiteFlite Fundraising Challenge to raise \$100,000. Member participation is the key to success. Consider this, if every one of our 2,000 members formed a team and that team raised \$50, we would meet our goal.

Will you help? The power of social media and the support of family and friends will propel us to meet our goal ensuring our children continue to receive the support and opportunities they need to be successful. Fundraising is simple. It's as easy as asking – just like I am asking you to do today! And, your efforts will allow you to receive benefits starting at \$100, and could pay for a Supporting Memberships at higher increments. The challenge starts NOW and runs through August 20 when we will celebrate our AU-some community at KiteFlite 2017!

I am thrilled to announce that our 5<sup>th</sup> Annual ***KiteFlite Parade, Festival & Expo*** will be held on August 20, 2017 at Capelli Sports Stadium, the home of the Rochester Rhinos! This is the ultimate family FUNdraising festival with proceeds supporting the expansion of AutismUp's unique programs for those living with autism in our community. The stadium will be open to all and we hope to have our biggest parade and festival ever! Plus, we are announcing the first-ever Stadium Stair Climb Challenge. This timed race will take climbers through a marked course throughout Capelli stadium testing participant speed and stamina. Also new this year, the Rochester Rhinos will open their concession stands, music stage, biergarten and sensory room to our guests! Carnival games, crafts, entertainment, amusements family-friendly activities, live music and resource expo will make this a festival like none other. Admission is free for March Teams and Stair Climb Runners.

Please visit our fundraising page at, <https://www.crowdrise.com/autismup1>, to set up your fundraiser today. Then share the link with your friends and family so they can set up their own fundraiser and/or make a pledge to support your March Team! Prizes will be awarded to teams that raise money at various levels. In addition, this year Macy's is offering a matching gift of up to \$100,000 to a charity that raises the most money between July 11 and August 9. Will you help lift AutismUp to the top?

Please help us to help those living with autism locally by getting involved with *KiteFlite 2017*!

Sincerely yours,

Sarah Milko, *Executive Director*