



AUTISM SPEAKS™
It's time to listen.

www.AutismSpeaks.org

THE MARKET

Autism Speaks is the world's largest autism science and advocacy organization, with offices throughout North America and Europe and a Mideast affiliate in Qatar. As part of its mission, Autism Speaks funds biomedical research into the causes, diagnosis, and more effective treatments for autism; advocates for the needs of individuals with autism and their families; and promotes better awareness for autism around the world.

"Autism" is a general term used to describe a group of complex developmental brain disorders — autism spectrum disorders (ASD) — caused by a combination of genes and environmental influences. ASD can be mild or severe, and is characterized by social and communication challenges, as well as repetitive behaviors. An estimated one in 110 children in the United States is on the autism spectrum — a 600 percent increase in prevalence during the past two decades that improved diagnosis can only partly explain.

ACHIEVEMENTS

Autism Speaks has committed more than \$160 million to a wide range of cutting-edge research projects aimed at finding the causes of autism and developing new and more effective treatments. In addition, Autism Speaks is attracting new talent to the field of autism research by funding mentor-based fellowships. Autism Speaks is also developing innovative resources for families and professionals with the potential to radically affect treatment and quality of life. Because of these investments, many advances in the ability to diagnosis and treat autism have taken place.

Autism Speaks' investments in science have allowed professionals to screen for autism as early as 12 months of age, leading to significantly better outcomes. Autism research is being accelerated through several resources that Autism Speaks funds, including the world's largest genetic and brain tissue banks. Other resources and professional networks that Autism Speaks supports focus on physician training, medical guidelines and tool kits, and improving the quality of medical care.

On the legislative front, Autism Speaks and its extensive network of grassroots supporters have worked tirelessly to convince the federal government to address the autism crisis. As a result of these efforts, President Obama signed



into law the Combating Autism Reauthorization Act of 2011 that continues federal financial support for autism for another three years.

Autism Speaks' advocacy efforts have also included a major push for autism insurance reform so that insurance companies can no longer exclude coverage for autism treatments. To date, 28 states have enacted important insurance reform bills that provide treatment coverage for families affected by autism.

Autism Speaks is dedicated to empowering individuals and families impacted by autism. At AutismSpeaks.org, families can find online tools, including the popular 100 Day Kit that helps families navigate the first few months after a child's diagnosis of autism, a Transition Tool Kit, and a Grandparents Kit, among others. Close to 15,000 tool kits have been personalized and mailed out, helping countless individuals through their journey with autism. In addition, Autism Speaks provides funding for community programs through its Family Services Community Grants. Since 2008, \$2.3 million in community grants have been awarded to 114 organizations to meet the needs of individuals with autism.

Autism Speaks hosts over 80 Walk Now for Autism Speaks events in North America.

Powered by families with loved ones on the autism spectrum, this successful grassroots fund-raising effort not only generates vital funds for autism research but also raises crucial awareness about autism on the local level. Bringing together friends, families, local political figures, and celebrity guests for a day of fun and festivities, the walks are an excellent example of what collaborative efforts on behalf of the autism community can achieve. In 2010, Walk Now for Autism Speaks events raised \$25.9 million, making it the organization's largest fund-raiser.

HISTORY

Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, grandparents of a



child with autism. Suzanne Wright is a trustee emeritus of Sarah Lawrence College, her alma mater, and has received numerous awards for her philanthropy. Bob Wright is senior advisor at Lee Equity Partners and served as vice chairman

of General Electric, and chief executive officer of NBC and NBC Universal, for more than 20 years. Autism Speaks has grown into the world's largest science-based autism advocacy organization and is committed to creating a more compassionate community for individuals and families with autism.

THE PRODUCT

Autism Speaks funds research into the causes, early detection, and more effective treatment of autism. The organization works closely with the public and private sectors to advance research, improve medical care, and assist families in helping their loved ones and advocates for their rights. Autism Speaks also provides families living with autism, and the general public, a place to go for answers. Autism Speaks provides information on the early warning signs of autism, where to find help, and how to grow with the disorder. The organization connects families to local and national resources as well as provides a forum to share their experiences and create networks of support.

RECENT DEVELOPMENTS

In 2011 Autism Speaks funded the first study to use a total population strategy to estimate autism prevalence. The study showed that in South Korea the prevalence of autism is one in 38 children. As a result, the CDC is now designing a similar study, funded by Autism Speaks, to determine more accurate estimates in the United States.

Thanks to a recent Autism Speaks-funded study, pediatricians now have a brief questionnaire that parents can fill out to screen their child for autism as early as 12 months of age. Early diagnosis and early intervention can result in significant improvements in children with an ASD.

Autism Speaks recently introduced several new tool kits that assist families and individuals affected by ASD. Examples include the Transition Tool Kit for families whose adolescent children are on the cusp of adulthood, and an Asperger Syndrome / High Functioning Autism Kit to help individuals and their families develop a roadmap and strategies after a diagnosis.

Programs such as Autism Speaks' Global Autism Public Health (GAPH) initiative continue to grow, helping to increase autism awareness and understanding worldwide. In 2011 GAPH Bangladesh and the South Asia Autism Network were created during a historic conference in Dhaka, Bangladesh, that featured chief guest Sonia Gandhi, president of the Indian National Congress, and the prime minister of Bangladesh. The organization is working in 23 countries across the globe to enhance research collaborations, promote awareness, and improve services for people with autism and their families.



Odds of a child becoming a top fashion designer: 1 in 7,000

Odds of a child being diagnosed with autism: 1 in 110

Some signs to look for:

No big smiles or other joyful expressions by 6 months.	No babbling by 12 months.	No words by 16 months.
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To learn more of the signs of autism, visit autismspeaks.org

Ad Council

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PROMOTION

Autism Speaks' awareness efforts are credited with increasing autism awareness among the general population by 45 percent. The organization promotes its mission through various mechanisms.

The Autism Speaks website, AutismSpeaks.org, is the leading source for autism information on the Internet. The website offers comprehensive resources for those directly affected by autism, as well as compelling information for increasing autism awareness among the general population. Social media platforms — such as Facebook, Twitter, and the Autism Speaks blog — are rapidly growing forums for members of the autism community to learn about new research and initiatives, discuss issues, share experiences, and offer support. In total, Autism Speaks' social media platforms reach almost 3 million people and counting.

Autism Speaks' award-winning Ad Council "Learn the Signs" awareness campaign has received over \$286 million in donated media. The campaign elements include TV, radio, print, and online ads designed to communicate the odds of autism and to encourage people to learn the early-warning signs of autism by visiting AutismSpeaks.org. In 2010 it was the number-one Ad Council campaign based on donated media.

Globally, Autism Speaks worked with the state of Qatar and the United Nations to establish World Autism Awareness Day in 2008 to be celebrated in perpetuity on April 2. The

organization celebrates this day internationally through its annual "Light It Up Blue" awareness campaign, which also serves to kick off Autism Awareness Month in April. In 2011 over 2,000 buildings and iconic structures from around the world lit up blue, helping to shine a bright light on autism. Participating landmarks included the Empire State Building and 30 Rockefeller Plaza in New York City, Sydney Opera House, and the Christ the Redeemer statue in Brazil.

Autism Speaks also hosts several large-scale, national special events every year to raise funds in support of its mission and to bring awareness to the disorder. Celebrities including Bruce Springsteen, Tommy Hilfinger, Jerry Seinfeld, Paul Simon, Jay Leno, Toni Braxton, Natalie Cole, Lionel Richie, Harry Connick Jr., and Holly Robinson Peete, as well as professional athletes, have donated their time and helped promote these events, thereby contributing significantly to the organization's fundraising efforts.

Many corporations have lent their name and financial support to Autism Speaks, including Toys"R"Us and Babies"R"Us. With their support, and that of other corporations, Autism Speaks has become more visible among the general public. With greater public awareness, a more compassionate community is growing for individuals and families affected by autism.

BRAND VALUES

Autism Speaks has made a promise to fund autism research, advocate for families, and create a compassionate community for people affected by autism. The blue puzzle-piece logo communicates this promise to the general public and also identifies Autism Speaks as the premier resource and authority on autism. At its core, the puzzle-piece logo represents the hope to find the missing piece of the autism puzzle.

THINGS YOU DIDN'T KNOW ABOUT AUTISM SPEAKS

- Autism Speaks offers an online resource guide for families affected by autism. It contains over 45,000 local resources from across the country in 75 categories — from developmental pediatricians to after-school programs.
- Over 340,000 people participate in Walk Now for Autism Speaks events annually, helping to raise autism awareness and funds for the organization's many programs and initiatives.
- The Autism Speaks Facebook page has over 880,000 fans and is projected to reach the 1 million mark by 2012.
- For every dollar invested by Autism Speaks in pilot research studies, \$9 is leveraged in future federal research funding.