

AUTISM HOPE



ALLIANCE



Dear Friends,

We are honored to stand together with you to make a difference to 1 in 36 families that need our help. We at AHA believe if a child (of any age), can feel good then they can do good.

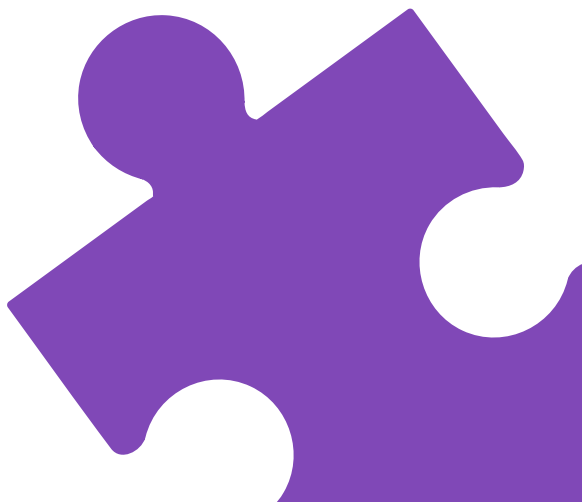
Our goals are simple: Provide Free Education for Families Worldwide, we do this through our Autism Hope Library & Connect Families to the Natural Products Industry, which we do through our AHA Free Sample Program.

This is not just a job for me as it has become my life's work. I fully understand what families deal with as my own son was diagnosed with Autism in October of 2004.

"Our children are capable of limitless growth. Never, Never Give Up as they are counting on us!"

In health + hope,

Kristin Selby Gonzalez
Autism Hope Alliance, President
ksg@autismhopealliance.org



Providing Hope and Help For Autism Families Today

Our Mission

The Autism Hope Alliance embodies hope for families facing the diagnosis of Autism through education, inspiration, financial support and volunteerism.

The Autism Hope Alliance is the first non-profit foundation for Autism he to emerge from the natural foods industry.

***Providing Hope and Help
for Autism Families Today***

Our Accomplishments

- Over \$2.5M (combined) through our programs to help families.
- Autism Hope Alliance has donated to help support other nonprofits over \$500k, which has helped over 100,000 families nationwide .
- Produced “Special Foods for Special Needs”, an instructional DVD to educate parents on shopping in a health food market.
- Through collaboration with the top experts in Autism, AHA wrote and produced the “Autism: What the Experts Know” resource booklet. We are proud that through grant funding, we are able to distribute thousands of booklets to families for free across the country. To date, over 40,000 have been distributed.
- To date the Autism Hope Alliance has helped give education, resources and spread HOPE to over 75,000 families through the lectures they have given and the conference attended.
- Sponsor of the Autism Grass Roots Tour, which traveled to 36 states, giving free lectures to over 4,000 families.
- Autism Pantry Program, which introduces families to special foods, supplements, books, cleaners, toys and other crucial supplies. All donations are from Natural Products companies and the Autism community. These donations are given to families through . conferences AHA attend and through AHA social media giveaways. To date over \$1.8M in retail has been given to families nationwide .

Our Accomplishments

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- Created AHA's Autism Approved® program, which is a partnership program that we developed to raise dollars, bring awareness, create standards and ensure companies do their due diligence by being socially responsible to our community.
- Created the Pamper Me Pantry Quarterly Subscription Box that raises dollars for Autism families in need. It also provides new options for families looking to live a healthier lifestyle by providing trial and full-size products from the natural products community.
- Created The Gift of Hope Program to support families of children with Autism. Families in need receive trial & fullsize products from the natural foods community 3 times a year. Each family may re-apply at the end of their year. This program is made possible by means of the generosity of our partners.
- Created Autism Hope Summit reaching over 175 countries, providing education and resources to over 100,000 families.

Our Accomplishments

- Created the Autism Hope Library which provides education for families with weekly educational videos. Library card memberships are free for all that sign up.
- Created the Autism Hope Alliance Free Sample Program, which opens up quarterly for families to sign up for free products, coupons, and education directly from the AHA Partners. It is how AHA connects families to the Natural Products Industry.
- Created The Gift of Hope Program to support families of children with Autism. Families in need receive trial & full size products from the natural foods community every month for one year. Each family may re-apply at the end of their year. This program is made possible by means of the generosity of our partners.
- Created a YouTube Educational Channel interviewing top experts and sharing resources worldwide.

<https://www.youtube.com/c/autismhopealliance>

<http://www.youtube.com/kristinselbygonzalez>

- Created Autism Approved Radio providing monthly talk shows sharing helpful strategies for families.

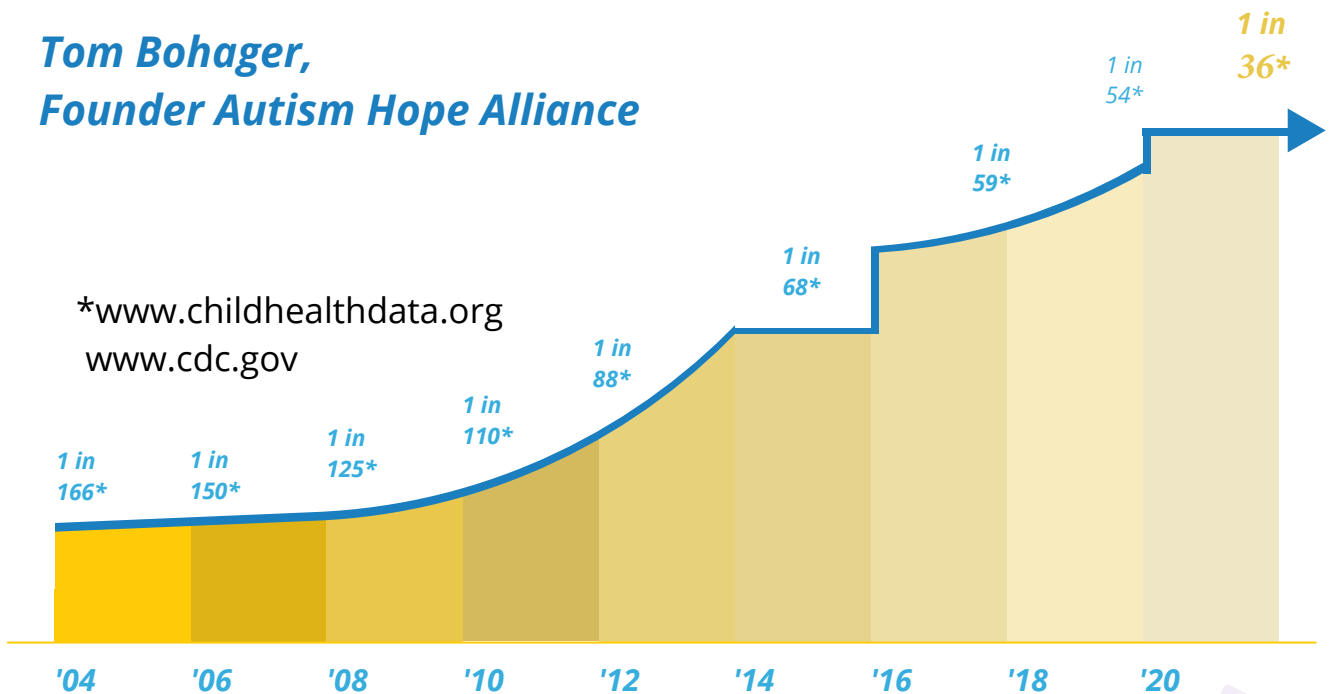
<http://www.autismapproved.podomatic.com/>

Changes in Prevalence of Autism Spectrum Disorder

More children are diagnosed with autism each year than with juvenile diabetes, AIDS and cancer combined.*

“With rising Autism statistics, there is an urgent need for companies to take action and support families who face this enormous challenge.”

***Tom Bohager,
Founder Autism Hope Alliance***



Autism Approved®: Guidelines

- Manufacturers to provide some form of documentation to AHA regarding their claims that shows their products are in fact Gluten Free/Casein/Dairy Free in regards to food, supplements, cleaning products and toiletries and/or must be on their website
- High quality educational toys or products that help enhance the quality of life of an individual with Autism
- Lead and toxin free toys
- Clothing that is not made of synthetic fibers
- Exceptional therapeutic treatments that optimizes health and well being for those with Autism
- Approval by Autism Hope Alliance is based on partner meeting criteria and no monies will be charged until approval has been accepted
- If your company does not meet these guidelines, and you would like to partner with Autism Hope Alliance, please contact us regarding other options at info@autismapproved.org
- The Autism Hope Alliance is not responsible if companies change their ingredients or practices without informing the Autism Hope Alliance. This program was developed to raise dollars, bring awareness, create standards and ensure companies do their due diligence by being socially responsible to our community as each partner or affiliate must donate to our community as well.
- The Autism Hope Alliance Autism Approved program has not been evaluated by the Food and Drug Administration. This program is not intended to diagnose, treat, cure or prevent any disease.

Autism Approved® Partnership Benefits

Autism Approved



- A partnership program that we developed to raise dollars, bring awareness, create standards and ensure companies do their due diligence by being socially responsible to our community.

*Each partner must meet criteria to be an Autism Approved Partner.

- Your partnership highlight information will include a direct link to your company's website
- Autism Approved® logo to be used for one full year on:
 - Products
 - Advertising
 - Marketing
 - Websites

Partnership/Program Logo Options

**Must meet criteria to use the
AHA Autism Approved logo*

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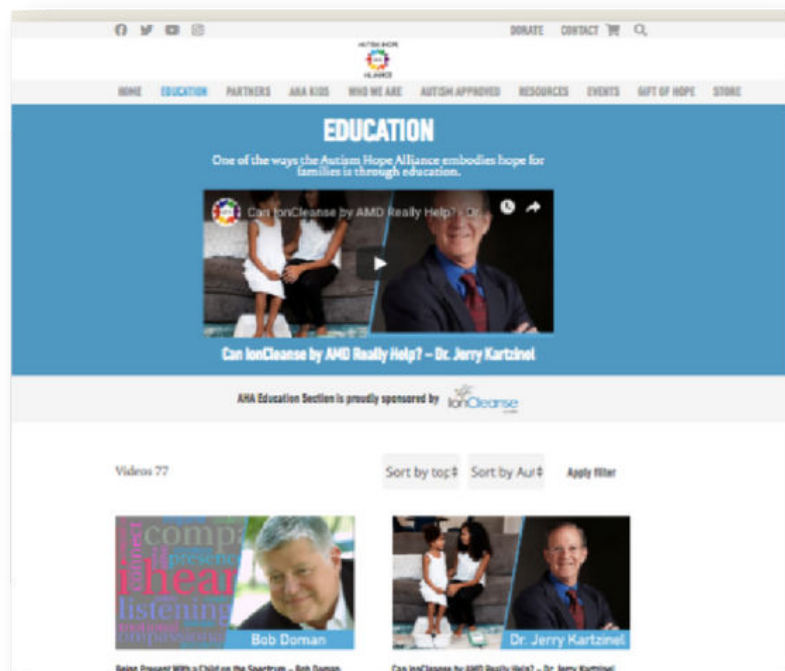
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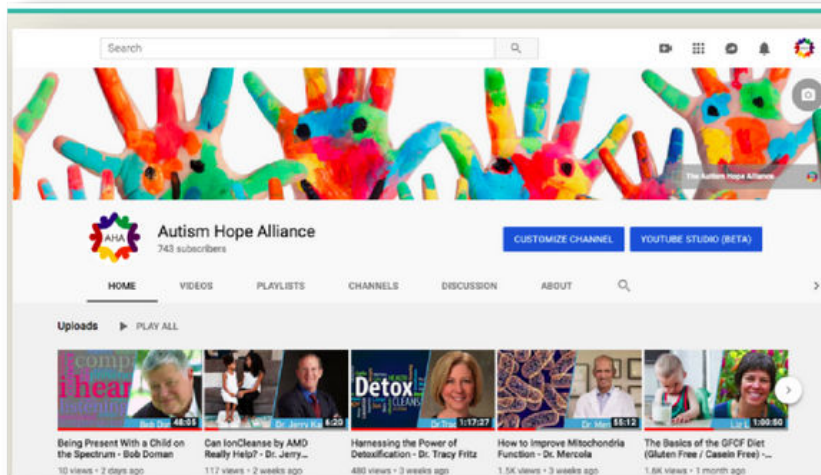
ALLIANCE

Education is Our Focus

Education Page on Website is the #1 visited Page



YouTube Channel



Cause Marketing: Proven Benefits

- Differentiates the company from its competitors
- Lower employee turnover rate
- Assists in developing a closer relationship with current and potential customers
- Enhances the company's positive image and visibility to its customers
- Allows a company to compete more effectively against bigger firms that have larger advertising budgets
- Promotes loyalty to doing 'good will' within the community
- Both long term and short term sales see boosted figures
- Yearly tax write off benefits

www.thebreastcancercharities.org/why-cause-marketing/

Cause Marketing: Statistics

- 37% of Millennials report being drawn to products cobranding with cause campaigns where their purchase is a form of support, (i.e. Tom's Shoes One for One Campaign)
- Nearly half the consumers in one study said that companies should focus on issues that impact local communities
- In 2015 the Cone Millennial Cause Study cited that 90% of Americans would switch from one brand to another of a comparable product if the latter was associated with a "good cause" they could relate to
- 42% of consumers would pay more for products from brands that support causes
- 71% of consumers are currently giving as much, or more, as they were before the economic downturn

<http://www.causemarketingforum.com/site/c.bkLUKcOTLkK4E/b.6452355/apps/s/content.asp?ct=8968167>

Autism Costs: Statistics

- A recent study estimates autism's economic costs for 2015 to be \$268 billion in the United State. It projects costs rising to \$461 billion in 2025 if autism's prevalence remains flat at today's rates.
- A recent study estimates autism's economic costs for 2015 to be \$268 billion in the United State. It projects costs rising to \$461 billion in 2025 if autism's prevalence remains flat at today's rates.
- Cost to each household are estimated to be \$1.4 Million on average.



[J Autism Dev Disord](#). 2015 Dec;45(12):4135-9. doi: 10.1007/s10803-015-2521-7.

Brief Report: Forecasting the Economic Burden of Autism in 2015 and 2025 in the United States.

[Leigh JP1](#), [Du J2](#).

Data and Statistics

- About 1 in 36 children has been identified with autism spectrum disorder (ASD) according to estimates from CDC's Autism and Developmental Disabilities Monitoring (ADDM) Network. (*<http://1.usa.gov/1lpdaDn>)
- Autism Spectrum Disorders are four times more likely in boys. (Boys 3.2%, Girls .70%)
- Approximately 1 in 6 children in the U.S. had a developmental disability in 2006-2008, ranging from mild disabilities such as speech and language impairments to serious developmental disabilities, such as intellectual disabilities, cerebral palsy, and Autism

“With rising Autism statistics, there is an urgent need for companies to take action and support families who face this enormous challenge.”

Tom Bohager, Founder

Promoting your Brand

Network Giveaways / Educational Videos



We will ***identify families*** through our ***Free Sample Program*** in our network in our network interested in trying your specific products and send you the necessary contact information for you to ship them a sample, full size product, education or coupons of your choosing. You will be invited up to 3 times a year to participate.

- Additional, ***Network Giveaways*** are available multiple times per year depending on your partnership level
- This provides an added benefit to you. Since you have direct contact with the families that you ship to, you can ask them to follow your brand, be more engaged, conduct surveys and start to build relationships with them.

Educational audio and video interviews with the person of your choosing, no more than 30 minutes long (your brand can be mentioned). We will produce the audio or video interview on all social media and our education page.

- This is an opportunity to explain the benefits of your products and product ingredients to a vested community
- You can then promote, repurpose or use the interview in any way you see fit while we promote it through our network

Partnership Opportunities

Silver Partnership

- \$3,500
- Direct link to your Company's website
- AHA's Logo on:
 - Products
 - Advertising
 - Marketing
 - Websites
- Your company will be highlighted once a quarter on our social media outlets. We will attach your logo to an educational or inspirational post with a link to a landing page you determine. This creates goodwill with the community. Our deadline each month for social media contact submissions is the 25th of the month for the following month.

We reserve the right to alter the message to enhance the value of the post on any partnership level

- 1 giveaway a year promoted on social media or e-blast
- Autism Approved® Logo can be used if Company meets criteria, for one full year on:
 - Products
 - Advertising
 - Marketing
 - Websites

Partnership Opportunities

- Listed on AHA Website under Partners and Autism Approved Logo added to your AHA landing page (if company meets criteria-this will be discussed prior to partnership).
- Your company is invited to submit a coupon. Preferably with no expiration date so it's available all year. This will be featured on the Autism Hope Alliance website under resources.
- Your company must provide a company blurb (150 max) and a high-resolution JPEG, PDF, and PNG/transparent logo.
- Your company must provide paperwork or website screenshot of statement showing that your product(s) is GFCC for our records.
- An Activity Report will be generated and provided on AHA's activity once a year.

Partnership Opportunities

- **Your Partnership Participation:**

- Your company will include our AHA image and link to your company website, as an organization that you support, if applicable

*AHA programs subject to change

The payment plan agreement for one year is as follows:

- **Monthly payment of \$315**
- **Quarterly payment of \$925**
- **One time payment of \$3500**

Partnership Opportunities

Silver Plus Partnership

- \$5,000
- All Silver Partnership Benefits included in Silver Plus Package plus:
- 2 giveaways a year promoted on social media or e-blast.
- 2 video interviews a year produced and marketed by AHA. They will appear on our YouTube channel, Education section of website and Facebook. This coincides with giveaways if you opt to use them.
- Your company will be highlighted once every other month on our social media outlets. We will attach your logo to an educational or inspirational post with a link to a landing page you determine. This creates goodwill with the community. Our deadline each month for social media content submissions is the 25th of the month for the following month.

The payment plan agreement for one year is as follows:

- **Monthly payment of \$445**
- **Quarterly payment of \$1300**
- **One time payment of \$5000**

Partnership Opportunities

Gold Partnership

- \$10,000
- All Silver Plus Partnership Benefits included in Gold Package plus: 4 giveaways a year promoted on social media or e-blast.
- 4 Video interviews a year produced and marketed by AHA. They will appear on our YouTube channel, Education section of website and Facebook. This coincides with giveaways if you opt to use them.
- 4 Video interviews a year produced and marketed by AHA. They will appear on our YouTube channel, Education section of website and Facebook. This coincides with giveaways if you opt to use them.

We reserve the right to alter the message to enhance the value of the post on any partnership level

The payment plan agreement for one year is as follows:

- **Monthly payment of \$1,705**
- **Quarterly payment of \$5,075**
- **One time payment of \$20,000**

Partnership Opportunities

Platinum Partnership

- \$20,000
- All Gold Partnership Benefits included in Platinum Package
- 6 giveaways a year promoted on social media or e-blast.
- 6 Video interviews a year produced and marketed by AHA. They will appear on our YouTube channel, Education section of website and Facebook . This coincides with giveaways if you opt to use them.
- Your company will be highlighted 4 times a month on our social media outlets. 2 times a month we will attach your logo to an educational or inspirational post with a link to a landing page you provide . The other 2 times will be a post that specifically promotes your brand. AHA requests that you provide seasonal vs. holiday things to share . Our deadline each month for social media content submissions is the 25 th of the month for the following month.

We reserve the right to alter the message to enhance the value of the post on any partnership level.

The payment plan agreement for one year is as follows:

- **Monthly payment of \$875**
- **Quarterly payment of \$2575**
- **One time payment of \$10,000**