



## ESSEX AUTISTIC SOCIETY - Creating Awareness With Refresh™

### The Challenge

The Essex Autistic Society provides specialised education and care to children and adults with Autism across the UK, and helps support their families. The organisation runs a school, a further education facility, five residential units, and a day centre. Their existing website lacked interactivity and failed to offer fruitful communication to staff, sufferers, families and potential supporters.

### The Solution

Top of the Society's wish list for their new site was content management. Fundraising Co-ordinator, Anna Trovelli, recognised how important this aspect would be in maintaining an interesting and useful site: "We wanted to control content because the site had to be dynamic and give details of our services, fundraising events, news and current projects. We are not 'IT people' but Refresh™ has proved incredibly simple to use. It's similar to many other applications, uses familiar menus and commands and gives us control over almost the entire site, including the home page."

### The Result

Launched in September 2004, the new website provides a vast amount of information on resources for people with Autism and their families. The Society obtains grants from local and central government, but local support is imperative if they are to raise the £2.5 million required to build and equip their new Doucecroft School campus in Eight Ash Green. Through the website, individuals or businesses can make online donations or 'sponsor a brick', and are kept informed on development projects. An events diary is updated regularly; volunteers are recruited; and applications to grant-making organisations include a reference to the site for up-to-date information. "Refresh™ has given us a site that evolves", says Anna. "In response to feedback we've been able to add and remove pages since the launch. As we develop the site its potential to help us communicate and raise funds can only increase."

Visit the site at [www.essexautistic.org.uk](http://www.essexautistic.org.uk) or find out more about Refresh™ at [www.refreshcms.com](http://www.refreshcms.com)