



# Case Study

## The National Autistic Society

In a move to optimise the relationship between The National Autistic Society (NAS) and Vodafone UK, the NAS commissioned Red Ant Consulting Ltd to set up the programme structure and establish an effective working partnership between the two different cultures of a charity and a blue chip company.



The National Autistic Society exists to champion the rights and interests of all people with autism and to ensure that they and their families receive quality services appropriate to their needs.

The NAS developed their largest “cause partnership” with a corporate company; Vodafone, earlier this year.

Vodafone’s support over the next three years will enable the NAS to expand the reach of some of its existing programmes, which raise awareness of autism and support people with autism and their families and carers.

### **The challenge**

Early in the process, it was identified that the NAS did not have the capacity to manage a project of this size and had a need for project planning expertise.

Amanda Ball, Fundraising and Marketing Director at the NAS, explains; “At the time that the NAS and Vodafone came together to form the partnership, we did not have the resources in-house to fulfill a project of this size without some expertise assistance. It was our largest relationship with a corporate company and we needed specialist programmes to be put into place.”

### **The solution**

To address this problem, the NAS appointed Red Ant Consulting to set up a structure which included multiple projects planning, tracking and reporting, and to develop a scorecard to track progress against objectives. Red Ant spent two days per week meeting with decision makers and senior managers within the NAS to gain a full understanding of their requirements and the goals that the charity wished to achieve.

### **The benefits**

The NAS benefited from Red Ant providing key deliverables and acting as a liaison between themselves and Vodafone UK, to keep the process running as smoothly as possible.

Red Ant integrated professional quality standards within their process and lifted the pressure from the NAS by making the process simpler.

Amanda Ball concludes: “The support we received from Red Ant was invaluable. They acted in a proficient manner and were extremely professional at all times. Red Ant led us through the process with their expertise and communicated with us at all stages, so we were fully involved with the project.”



# Case Study

More information about the The National Autistic Society can be found at [www.nas.org.uk](http://www.nas.org.uk)