

SCHOOLS CHARITY CHALLENGE

On 8th November, seven teams of sixth formers from local schools gathered for the first Schools Charity Challenge. Part academic workshop, part Apprentice-style event, the afternoon's challenge for the students was to come up with new ways to encourage take-up of workplace giving schemes. The aim was to give them an insight into behavioural economics and into the more practical side of academic research.

The afternoon was part of the annual University of Bristol *Thinking Futures* Social Science festival. It consisted of a series of short presentations on the economics and behavioural economics of charitable giving including the workplace giving trials that have been run by CMPO PhD student Michael Sanders, and the practical side of encouraging giving from Richard Dutton (*Charities Trust*), Jeremy Colwill (*Payroll Giving in Action*) and Dave Erasmus (*Givey.com*)

The challenge focused on how to increase levels of giving in a large retail firm where participation in the payroll giving scheme is currently less than two per cent. Working in teams, the students thought up a wide

range of interesting and innovative ideas.

There were catchy slogans (*Three Cheers for Charity!*, *2016 for 2016* and *Going for Gold*) and ideas such as, including desktop short-cuts, special name badges for employees who signed up, regional competitions and personalised rewards.

The winning team from Backwell School was chosen on the basis of delivering a well-thought out portfolio of interventions which included a social hour to allow employees the opportunity to learn about and sign up to the scheme, involvement of local charities, a tiered matching scheme and a workplace totaliser. The team from Redland Green School were also given a prize for what was felt to be the single, most innovative idea – a sophisticated matching scheme in which an employee could choose to pass on the employer's match to a nominated co-worker in an attempt to spread take-up. Judging the presentations, Michael Sanders, Richard Dutton, Jeremy Colwill and Dave Erasmus, felt that both the totaliser and the match scheme were ideas that they could see working in practice with real effect.

Seven Bristol schools took part in the Schools Charity Challenge:

- Backwell School
- Bristol Grammar School
- John Cabot Academy
- Queen Elizabeth's Hospital School
- Redland Green School
- Royal Wootton Bassett Academy
- St Mary Redcliffe

There is a Youtube film about the day from David Erasmus, founder and CEO of Givey.com [#TF2013](http://bit.ly/HQMdqR)

