



Aviva Street to School

**Midtown Business
Club**

June 2011



Street
to School



Working in partnership to get children living on the street, back into everyday life.
www.aviva-street-to-school.co.uk

Introduction



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Overview

Street to School: the cause

**Street to School: for our
customers**

**Street to School: for our
employees**

What's next in 2011?

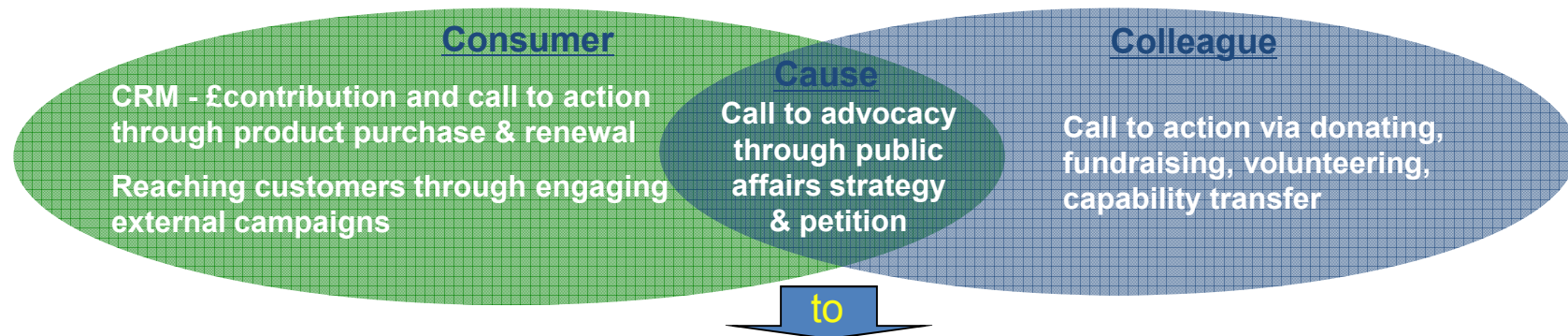
Aviva UK - Street to School: A 3 year commitment, strategy & plan



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Aviva customers and colleagues partner with Railway Children to make a long term sustainable difference to:
protecting neglected children who end up alone on UK streets'



- 1) Raise awareness of the issue
- 2) Meet immediate needs of children in grave need right now
- 3) Reduce risk in the future by educating children on the risks of running away today
- 4) Influence policy for long term change

Our Promise: Serious Intent to tackle the problem
£1.1m over 3 years

National best practice projects
Advocacy campaigning
Shine a spotlight on the issue and Railway Children



Leverage business benefit: Stand Out
£1m over 3 years

Integrated with brand and sponsorship activity
CRM pilots and roll out
Impacts brand perception and consideration
Driving employee engagement (EPS scores)

Overview contact strategy



	Phase 1	Phase 2	Phase 3		
	Declaration of intent 21 May 2010	Recruitment & Mobilisation June – August 2010	A – Launch campaign September 2010	B – Engaging with customers Sept 2010 onwards	C – Spreading our wings October 2010 onwards
Objectives	SOFT LAUNCH Raise awareness of the cause and generate an emotional connection with the audience on a regional internal staff level.	GROW INTERNAL AWARENESS Build awareness and recruitment to the cause internally and prepare for phase 3.	NATIONAL LAUNCH Launch to National audience and set out of Street to School mission Commencement of lobbying with announcement of petition.	ENGAGING WITH OUR CUSTOMERS Launch of transactional CRM Integration of S2S messaging across our customer touch points	INCREASED POLITICAL PROFILE Lobbying activity stepped up at key events.
	Contact	Street to School sleep outs • 10 Regional events • Internal comms. support • 350 staff participated • £100k raised	Internal Comms Programme • VIP tickets for TV athletics events as reward for S2S champions • Playback funds raised and impact this is having • Develop GRM marketing toolkit • Develop social media analysis & issue manual	National Launch Campaign • In association with the BIG Issue and Railway Children develop The Little Issue • Regional school launch events • Website launched as CTA	Customer engagement • Launch of transactional CRM • Inclusion of messaging in documentation • Launch of 'text to donate' service

The Cause

“Recognising that every child living or working on the street should have the opportunity to fulfil their potential.”



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- **Helping children at risk through funding of Railway Children projects**

- In support of Railway Children’s REACH model, we fund a S2S worker and Runaway Education Officer at Safe@Last (Sheffield), an Information and Learning Officer for Railway Children and services at Running Other Choices (ROC), Glasgow
- With over £500k raised to date and through a combination of outreach work, Safe Places and getting children back to education/training directly funded by Aviva, we have directly helped over 600 children to date

- **Educating children in runaway awareness and prevention**

- We have reached over 15,000 children in the UK to date through our Runaway Awareness Prevention (RAP) volunteer programme

- **Increasing stakeholder understanding and support of the issue**

- We have gained ongoing active support from Tim Loughton (Minister for Children), written to all 650 MP’s and hosted a roundtable discussion on Missing Children at the House of Commons

- **Increasing awareness of the issue and Railway Children’s brand**

- We have launched a social media campaign ‘Change the story’ to drive 100,000 signatures on an online petition to present to Number 10



Customer and Brand

Driving brand differentiation through Street to School



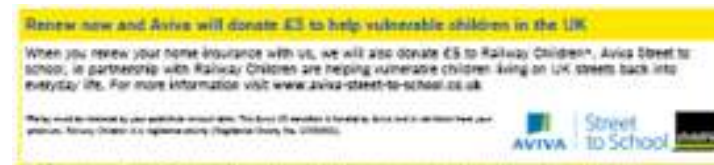
- **Launching Aviva's first ever cause-related marketing (CRM) campaign**

- We held two PR-led launch events, supported by Dame Kelly Holmes and Darren Campbell, with estimated reach of 14 million
- We partnered with The Big Issue to create a one-off special edition of The Little Issue



- **Launching transactional CRM pilots**

- We launched 10 pilots across UKGI, Life and Health, each triggering donations of between £5 and £50 from Aviva at either the point of sale or renewal. Pilots were embedded in DM packs, online transactions and outbound calling.
- The pilots reached almost 700,000 consumers and triggered approximately £80,000 of donations to Railway Children.
- The results show real benefit for two champion products – Home Insurance renewals and Life Protection new business, with positive impacts on both tests so we have rolled these out further in Q2 2011.



- **Integrating S2S messaging throughout customer touch points**

- We have reached over 3 million customers to date through the inclusion of S2S messaging in our marketing material, a dedicated micro-site, a text to donate service and a film on ITV's interactive channel
- Spontaneous awareness of S2S is now at 3% and prompted awareness is at 6%



Employees

Increasing engagement through Street to School



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- **Increasing employee awareness of Street to School**

- We have peaked at 67% awareness to date and aim to raise this to 85% by the end of 2011

- **Increasing employee participation in Street to School activities**

- By the end of 2010, 10% of our employees in the UK were actively engaged in S2S through fundraising, volunteering and giving
- The Sleepout in May 2010 was attended by over 300 employees and raised over £100,000
- More than £16,000 was raised by the 294 staff who took part in the 'Back to School £10 Challenge'
- Over 200 employee volunteers have been recruited to deliver our Runaway Awareness Prevention (RAP) training in primary schools throughout the UK



- **Increasing employee advocacy and loyalty to the brand**

- The EPS question 'Aviva does a good job of contributing to the communities in which we live and work' rose by 4% from 2009 to 60% Strongly Agree/Agree in 2010
- The EPS question 'Aviva's commitment to Corporate Responsibility is genuine' rose by 9% from 2009 to 71% Strongly Agree/Agree in 2010

Next Steps

Maintaining the momentum



CAUSE

Launch of London project (Aug)
100,000 signatures on petition – presentation to No. 10 (Sep)
Finding a patron for RC (ongoing)

EMPLOYEE

Autumn fundraiser (Sep/Oct)
Christmas Gift Campaign
Expand RAP volunteering

CUSTOMER & BRAND

Awareness and mass participation campaign (Aug-Nov)
Further roll-out of transactional CRM (ongoing)
Customer donation (TBC)



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Any questions?