



# 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](http://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?**

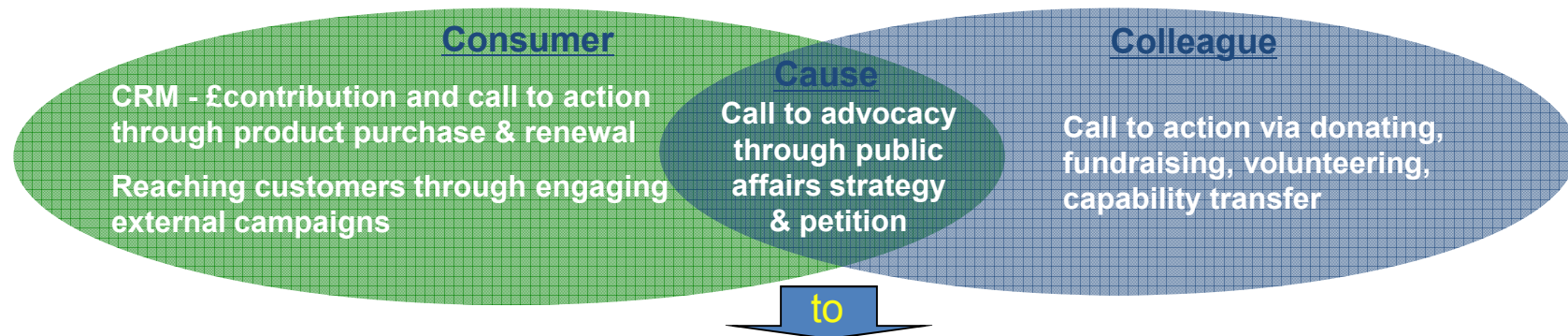
# Aviva UK - Street to School: A 3 year commitment, strategy & plan



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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		
	<b>Declaration of intent</b> 21 May 2010	<b>Recruitment &amp; Mobilisation</b> June – August 2010	<b>A – Launch campaign</b> September 2010	<b>B – Engaging with customers</b> Sept 2010 onwards	<b>C – Spreading our wings</b> October 2010 onwards
<b>Objectives</b>	<b>SOFT LAUNCH</b>  Raise awareness of the cause and generate an emotional connection with the audience on a regional internal staff level.	<b>GROW INTERNAL AWARENESS</b>  Build awareness and recruitment to the cause internally and prepare for phase 3.	<b>NATIONAL LAUNCH</b>  Launch to National audience and set out of Street to School mission  Commencement of lobbying with announcement of petition.	<b>ENGAGING WITH OUR CUSTOMERS</b>  Launch of transactional CRM  Integration of S2S messaging across our customer touch points	<b>INCREASED POLITICAL PROFILE</b>  Lobbying activity stepped up at key events.
	<b>Contact</b>	<b>Street to School sleep outs</b>  • 10 Regional events • Internal comms. support • 350 staff participated • £100k raised	<b>Internal Comms Programme</b>  • 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	<b>National Launch Campaign</b>  • In association with the BIG Issue and Railway Children develop The Little Issue • Regional school launch events • Website launched as CTA	<b>Customer engagement</b>  • 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*



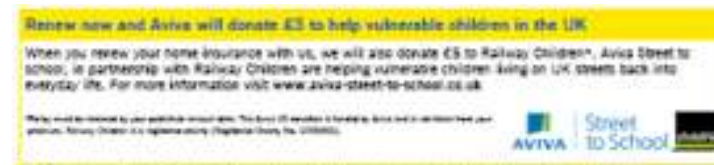
- **Launching Aviva's first ever cause-related marketing (CRM) campaign**

- 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*



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## 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?**