

# MILLION MAKERS



Prince's Trust

# Success stories

## → Royal Bank of Scotland Group

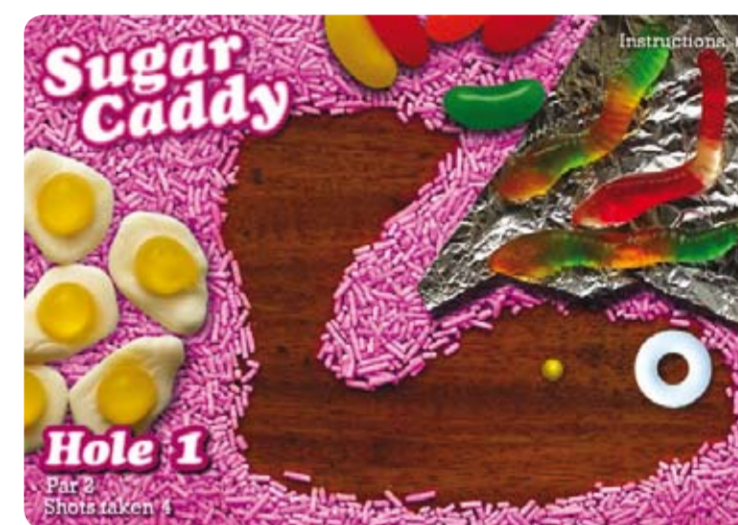
The 500 Club from The Royal Bank of Scotland Group set up an enterprise selling advertising space to local companies. For £500, members of the Club were able to advertise in a local business directory which was printed and distributed across the South East by the team. Inclusive in the price would be a listing in the online directory, live for two years, advertising their business. An added incentive to sign up was that the first 200 businesses to get involved were invited to a lavish launch event at the International Hotel, organised by the team at Canary Wharf. They were treated to a VIP evening and the team put on an auction to raise some additional funds.



## → Accenture

The Accenture team in London topped up income from an event by creating an application on the social-networking site, Facebook. They created a game which anyone could play and then they could choose to donate after completing the game.

The application was called Sugar Caddy and is based on Mini-Golf with sweets and sweet wrappers. Using Facebook really upped their reach to a wider audience and allowed them to concentrate on networks other than friends, family and work colleagues.



## → Admiral

The Admiral team in Wales came up with two enterprising ideas. The first was an Add-a-Pound campaign in which they got sales staff to ask every caller if they would like to add a pound to their insurance premium with Admiral to support The Prince's Trust. The initiative proved very successful but the team didn't stop there. They produced a wristband which secures discounts in local businesses, bars and restaurants which they sold to Admiral employees and the general public in Cardiff.



## → John Laing

The John Laing Million Makers team set up Donkey Doo Doo Bingo as part of their bid to reach their target. They built a website and divided the field electronically into squares. Colleagues and friends were invited to buy parts of the field by selecting a box or boxes on the site. Once the donkey was released the lucky winner was the one who owned the square that the donkey did a "doo-doo" in first. The team secured various sponsors for prizes, including Yo! Sushi, Wagamama. GAME and Marshall Amps.



## → Oracle Corporation Ltd

The Gung-Ho team from Oracle Corporation Ltd. invited colleagues to submit their own photos in a calendar competition. They received around 130 photos, which were then put forward to a judging panel. The winning photos were used to create an A3 calendar which was sold to Oracle staff and all outside contacts of the team. They sourced low cost printing and the calendars were sold for £10 each.



## → Ulster Bank

Compass, a group of Ulster Bank employees based at the Customer Service Centre in Danesfort, organised a number of activities that provided something for everyone.

The first event was The Tow Path Toddle, a sponsored walk along Belfast's picturesque Lagan River.

Compass also organised three ballots. Tickets for an Ice Hockey game at Belfast's Odyssey Arena, the use of a Corporate Box at Anfield and rugby tickets for an Ireland v All Blacks game. They appealed to sport enthusiasts far and near and brought in a steady flow of funds for the Compass team.



## → Fujitsu Services

Teams from Fujitsu Services put on Christmas parties at various offices around the country. The teams also put their initiative to the test by dressing up for Santa runs, having car wash days and putting on fun runs to get everyone involved and raise plenty of money.



## → Specsavers

The Specsavers team based in the East Midlands designed badges to sell in 50 Specsavers stores across the country.

The team also embarked on the Three Peaks Challenge – climbing the three highest peaks in the UK, Snowdon, Ben Nevis and Scafell Pike, in just 24 hours. They trained hard and collected sponsorship from friends, family and colleagues.



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