



How an inventive approach to supporting a good cause delivered more than just financial success



The Challenge

Amplifying social impact is a hot topic for businesses who are increasingly looking to broaden how they measure success beyond the bottom line. But, as generous as many corporates are, budgets are finite, so the question becomes how can you make your social investments go further and have the greatest impact? This was the challenge faced by Vitalograph when they decided to support Royal Latin School's 600 campaign.

"For over 50 years we have supported the local communities in which we work and live. It's immensely satisfying to inspire entrepreneurial spirit in young people: the ability to problem solve and think innovatively are skills the modern workplace needs."

Bernard Garbe, Chairman of Vitalograph

About Vitalograph

Vitalograph is a global leader in respiratory diagnostics and provider of clinical trials services. Founded in the UK over 50 years ago, Vitalograph products are used in over 113 countries and successful clinical trials have been delivered for many of the world's leading pharmaceutical, biotech and research organisations.

About the Royal Latin School 600 Campaign

The 600 campaign is an ambitious fundraising programme by the Royal Latin School. The ambition is to create inspiring new facilities to provide an outstanding education for pupils and the local community. The new Sports Campus building, opening in September 2021, will be light, bright, welcoming and fully accessible. It will be used by the school during the day and available to the community for evenings, weekends and school holidays.

The Solution

From the outset both the school and Vitalograph wanted to create an enduring partnership. Vitalograph decided to invest £10,000 into the campaign and Bernard Garbe, Chairman of Vitalograph and an alumnus of Royal Latin, met with the school's development team to discuss how to maximise the impact of the donation.

The idea: a match-funding challenge whereby the school could unlock £10,000 by raising the same amount through student-led activities. To launch the initiative Bernard visited the school and met with students who would be part of the fundraising efforts.

The team knew that doubling the amount raised was only part of the story: engaging with students and the entire school community brings the potential for a whole new dimension of social impact.



Results

Despite the global pandemic and economic uncertainty, students reached their target through a combination of ingenuity and sheer determination. The challenge set by Vitalograph enhanced the company's engagement and dialogue with the local community, provided PR opportunities and inspired entrepreneurial spirit in students – one of Vitalograph's core values.

The full extent of the impact is yet to reveal itself. What might the young entrepreneurs in waiting – inspired by what they achieved – go on to create? Maybe, one day, one of them will join Vitalograph and help to create the next generation of life-changing respiratory diagnostic products and services.

Benefits

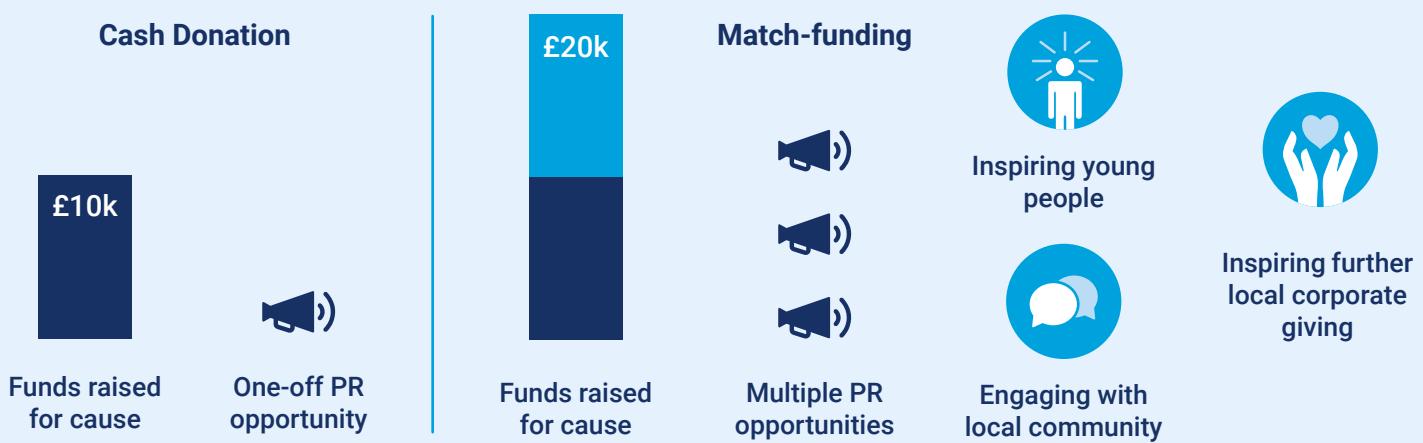
For the school:

- Doubled original donation
- Engaged the school community
- Enriched the curriculum

For Vitalograph:

- Increased social impact with same budget
- Built greater awareness and social ties with local community
- Enhanced PR opportunities

Cash Donation vs Match-funding



The Future

This is just the beginning of the partnership between Vitalograph and Royal Latin School; environmental and sustainability initiatives will almost certainly be part of future collaborations as the Vitalograph board recently declared a climate emergency and look to focus efforts on tackling the key issues facing our planet. In the short term, Vitalograph are using match-funding to encourage local corporate giving, and aim to raise £10k through £1k Corporate Pitch Sponsorship pledges. They hope that their example inspires peers in the corporate and educational worlds to engage in similar, meaningful and enduring partnerships.

To find out more about the Royal Latin School 600 Campaign, visit the website: royallatin.org/corporate/