

Multi-charity campaign combines fundraising and media stunts to raise awareness

Sutton Grammar School is a selective boys' school situated in the London Borough of Sutton. In June 2011 the school converted to an academy. The school has approximately 850 boys on roll.

In 2012, Head of Citizenship Hayley Ager met with a member of the outreach team from Giving Nation and registered to run the Challenge with their Year 8 students. The project was undertaken by four classes in the summer term and was primarily delivered through Citizenship lessons.

Choosing their charities

Having researched and voted on a range of causes students picked to support several different charities that addressed the issues they felt most passionately about: PEAS (Providing Equality in African Schools), Shelter and Amnesty International.

Raising the campaign's profile

Raising awareness was an important element of all the projects and students undertook poster campaigns and delivered whole school assemblies. Students arranged for teachers to be briefed at staff meetings, launched a social media campaign and carried out a public demonstration on their local high street.

'We learnt many skills during the process, but to name just a few: team work - because without working as a team sorting out publicising, risk assessment, accounting, photography, coverage and many other things this task would have been a complete failure - from these jobs we got an insight into the professional world as a real taskforce would be split in such ways and would have to work together to produce a suitable outcome.'

Student, Year 8

Creative fundraising

To raise money students took part in a 10km "Bridges to Africa" walk which led them over 10 bridges in London. To ensure they stood out from the crowd an activity was carried out on each bridge - party poppers were let off as they crossed the Millennium Bridge!

In total students raised over £1000 for their chosen causes. This money will be used to support the building of a new school in Uganda.

'The fact the students worked as a class was fantastic; they really bonded through the Challenge and felt a sense of shared achievement.'

Hayley Ager, Head of Citizenship

