

The **1010 Challenge** is a simple concept. You're given a tenner and three options of what to do with it. Give it back, keep it, or take up the challenge to multiply it by 10 for **HOPEHIV**. Here at **Red Door Communications** we took up the challenge and had so much fun doing it that we want to encourage others to get on board.

HERE ARE OUR 10 REASONS WHY EVERY COMPANY SHOULD EMBARK ON THE 1010 CHALLENGE:

1 IT'S A LOT HARDER THAN IT LOOKS

As a PR consultancy we pride ourselves on our strategic thinking and commercial acumen. When we were set the challenge, the fighting talk was rife with lots of big and bold ideas. However, when it came to the crunch, making money from £10 is much harder than it seems, which was all part of the fun of the challenge. In this time of shrinking budgets what better way to encourage people to be doing more with less.



2 IT'S GOOD TO CREATE SOME HEALTHY COMPETITION

You can run the challenge as individuals but we decided to organise people into teams so they had the chance to pool their cash for greater spending power! A word of warning though, an ultra-competitive bunch can mean the competition gets fierce!



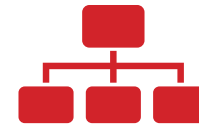
3 MORALE HAS NEVER BEEN HIGHER

For the month when we ran the challenge the office was abuzz with bake offs, socials and general merriment. If your company has undergone recent change, you have new joiners or you've just finished a particularly busy period it could be a great time to do the 1010 and give everyone a real morale boost.



4 A MONTH MAY NOT BE ENOUGH

We ran the challenge over a month, but in hindsight, a little longer may have been optimal to make sure all teams had a chance to run their events, sell their wares and take on their challenges to avoid charity fatigue setting in.



5 THERE ARE SOME SECRET ENTREPRENEURS AMONGST US

Entrepreneurship often doesn't shine through unless you're given the right opportunity. The 1010 challenge unlocked some really ingenious ideas, and marked out the Richard Branson's amongst us.



6 THE 1010 CHALLENGE IS INFECTIOUS

Everyone we told about the challenge loved the concept and wanted to get on board. One team decided to run a social media auction and asked local businesses to give prizes. The generosity was unbelievable and prizes were donated by restaurants, gyms, spas, the list goes on. Of course this was partly down to our charm :-), but part of the success was also down to people really buying into the intriguing concept of multiplying a humble tenner. Everyone was keen to help out.

7 IT SHOWCASED ALL OUR SKILLS

Who knew we had a qualified beautician, singer, artist, cook, mountain climber and long distance cyclist in our midst? The challenge was a great way to get to know each other and showcase all our skills.



8 IT IS A FORM OF TRAINING

We often sit in boardrooms for long theory based sessions and spend a lot of cash on training budgets in the process. Our Senior Management were surprised at what great hands on training the challenge was, and how many company objectives it covered off: encouraging creativity, team work, entrepreneurship, leadership and CSR. The challenge makes business sense as well as being a great thing to do for charity.



9 IT HAS A REAL MESSAGE AND LINK TO THE END CAUSE

Did you know that the seed capital **HOPEHIV** provides the young people it serves to start up their own business is often just £10? It seems much more meaningful to support a fundraising activity that has such a strong link with the cause you're working towards. To be able to see potential in a modest amount is exactly the message of the 1010. We multiplied our tenner by ten to give the opportunity for someone to start a business that could be life sustaining.

BUT MOST OF ALL

10 IT HAS A SUSTAINABLE IMPACT ON THE LIVES OF OTHERS

We managed to raise £4,000 through our challenge. When we'd finished, **HOPEHIV** were able to let us know how that cash could be potentially spent and the lives it will impact. We found out that if 30 people took part, each would have raised enough to have transformed 7 lives through a great project called **AFREDA**. The project based in Tanzania works with elderly grannies and female guardians who provide for AIDS orphans to offer training in entrepreneurship, credit management and group leadership. There are few fundraising challenges through which you can measure the direct impact, which is truly hopeful.



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GET INVOLVED TODAY BY EMAILING Kasia@hopehiv.com or find out more at WWW.HOPEHIV.ORG/1010

