



WHAT WE LEARNT FROM WESEEHOPES CORPORATE 10¹⁰ CHALLENGE

Chatham Financial is a global leader in financial risk management, with over 3,500 clients worldwide, who took on our 10¹⁰ Challenge in 2023.

Implementing their own spin on it, Chatham put the challenge to their new intake of five interns. Working together, they managed to turn £50 of seed capital between them into a profit to support the work we do at WeSeeHope, raising an amazing £643!

Here's 10 lessons they learned along the way.

1. PLAN FOR SUCCESS

First and foremost, it's important to consider the logistics and how to get widespread participation across the company as that's the way to generate as much profit as possible. We hosted several meetings to plan how to best maximise the seed capital and focus our efforts.

2. BE CREATIVE & ENTREPRENEURIAL

The open nature of this fundraising challenge meant we were forced to think outside of the box. We had our ideas, but we then had to get creative about how we could use them to raise money. We came up with three initiatives: a Wimbledon sweepstake, a fitness challenge and a games night.

3. YOU HAVE TO SPEND MONEY TO MAKE MONEY

It's important to be shrewd with your investments. We soon decided to pool our money to invest in prizes for our sweepstakes and refreshments for the games night. All of this served as a way to get more people involved, driving up engagement, and in turn, profits.

4. GET INTO THE COMPETITIVE SPIRIT

The competitive nature of the event fuelled enthusiasm and soon enough our colleagues were eager to participate. As more and more people got involved, we were able to surpass our fundraising expectations.

5. USE IT AS A WAY TO BUILD RELATIONSHIPS

As we were new to Chatham it was the perfect opportunity to begin integrating within the team. Having to work together so closely required effective communication,

coordination; support among team members was very beneficial and helped build foundations for strong working relationships.

6. TIME MANAGEMENT IS KEY

Balancing work commitments with organising the events required careful planning and communication throughout the team - skills that will no doubt serve us well as we start our careers.

7. IT'S NOT YOUR AVERAGE ICEBREAKER

Beyond the positive feedback from those taking part in the challenge directly, senior management at Chatham were also fans of the 10¹⁰. It proved to be a great conversation starter for members of the team that may have otherwise not interacted with one another. This goes beyond your normal "tell us a fun fact about yourself" icebreaker, and can really lead to the development of good working relationships.

8. YOU'LL WANT TO DO IT AGAIN & AGAIN

We had such a great time with the 10¹⁰ and are hoping that our fitness challenge is something that the office will continue with. On top of all the benefits it brings, it's also a good bit of fun and a morale booster!

9. IT'S IMPORTANT TO REITERATE THE "WHY"

We learned that the £10 seed capital we were given as part of the challenge is the same as it costs to help a parent or guardian start their own business through WeSeeHope's community banking initiative, the Village Investors Programme (VIP). This provided real meaning to our efforts and really resonated with Chatham's values.

10. THE MONEY RAISED WILL MAKE A HUGE DIFFERENCE

The £643 we raised is enough for 64 parents and guardians of vulnerable children to join the VIP, helping them to create a sustainable livelihood and transform their family's future.

The 10¹⁰ Challenge was such a success and so enjoyed by those involved, that Chatham Financial have decided to run the challenge again this year with their next intake of summer interns!

If your company is interested in taking on our 10¹⁰ Challenge or in learning more, please get in touch using the contact details below.

FIND OUT MORE

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