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CASE STUDY – School
Washington School, Tyne & Wear
June 2009

BACKGROUND

Washington School in Washington, Tyne & Wear is a co-educational secondary school with 983 pupils aged between 11 and 16. The school is a DfES specialist technology college and has received many awards including Investors in People accreditation.

CAMPAIGN DETAILS

Washington School registered in July 2008, making their default search engine across the school. The launch was featured on their school website and has been featured regularly in the school newsletter. Everyclick posters were also displayed around the school.

CAMPAIGN RESULTS

Washington School pupils and staff have averaged around 26,000 searches per month since going live, generating over £2,000.00 in additional funds for investment in school projects.

TESTIMONIAL

Tina Hannant is Business Manager for Washington School and has been the driving force behind introducing and promoting Everyclick to pupils and staff. Here are her comments:

‘It was late June last year when we signed up with Everyclick.com. I saw an article on it via the ‘Fundraising for Schools’ publication. Initially I thought it seemed too good to be true, but I thought it was well worth a try.

The process was very simple in order to get registered and set up. I worked with our Network Manager in school, and we set up every staff and student PC in school with our Everyclick home page as the default page when logging onto the internet. I publicised the site to staff, students, parents and school governors. I even encouraged my family and friends to use it to support our school. I have displayed posters around the school, and provide regular updates in our school newsletter.

To date we have raised £2042 (within 12 months), which in our view is an enormous success. The funds are going into our school fund at present, and will be used to fund some new resources for our new school, which we move into in August 2009. The resources have not yet been chosen, but I would like to involve the students via the school council in making the choice, as it’s the students who have helped us achieve this level of fundraising.’



Washington School

"Achievement Through Caring"



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Welcome

Washington School is a unique community. We aim to ensure that every young person follows a learning pathway that meets their needs, develops their character and enables them to achieve their personal, social and academic best.

We are proud of our school and the successes of our students, yet still continue to work towards making the learning experience a positive one for every young person. We believe that we are on the way to achieving this by developing staff who are able to work together with the students, leading their learning and challenging their ambition.

High expectations, high standards and cutting-edge technology combine with strong traditional values to form the collective vision for our school.

Our young people achieve success through shared high expectations and standards, acceptance of responsibility, quality relationships and consistency of approach. Sharing these values between students, staff, parents and local partners leads us to the realisation of our belief in Achievement through Caring.

I invite you to come and see for yourself what Washington School has to offer its community, and will be pleased to discuss our work and aspirations during your visit.

"Together we, through nurturing relationships, are building a learning community and transforming lives"



Screengrab of Washington School's website featuring Everyclick banner

For more information please contact Nick Croall on 01608 653026 or at nick@everyclick.com.

General notes on Everyclick:

- Everyclick is an online fundraising platform which enables consumers to give to any charity in a range of ways.
- Everyclick services include donations, sponsorship, appeals, vouchers, eGreetings and free giving via web search and shopping.
- Everyclick users can support any of the 200,000+ registered charities in the UK.
- Everyclick has raised over £750,000 for charities chosen by its users
- Polly Gowers, CEO, was the winner of the Triodos Bank sponsored "Entrepreneur of the Year" at the Women in Ethical Business Awards 2007 and also won a Blackberry Women in Technology Award 2008.
- Everyclick is a Hitwise Top 10 Award winner, a winner of the Netimperative "Best Start Up of the Year" Award and was voted 'Website of the Year 2008' in the MetrixLab People's Choice Awards.
- Everyclick is a member of the Institute of Fundraising and the Fundraising Standards Board