

# CASE STUDY Charity Campaign

*Pictured right: Students at Henshaws College showing off their Special Olympic swimming medals to Olympic Bronze Medallist, Steve Parry.*



**Henshaws** *Living Life* Campaign  
Seeing beyond blindness

## Henshaws College Living Life Campaign

### CLIENT

Henshaws College is one of the UK's leading providers of life skills training for visually impaired young people with additional disabilities. In 2003 the range of activities the College delivered was virtually unknown in the region. The College launched its Living Life Campaign in March 2005 to raise £7.5m to re-develop residential facilities on campus, bringing outdated accommodation into line with DDA regulations.

### OBJECTIVE

Cicada was appointed in June 2003 to raise the profile of the College in the run up to the launch, then to manage a sustained communications drive to keep the campaign in the public eye. Cicada's role included media relations, sponsorship opportunities and introducing the Henshaws fundraising team to key contacts across the region.

### IMPLEMENTATION

In 2003 Cicada set up a Corporate Advisory Group to help the fundraising team enlist the support of businesses across the region, and hosted an information event which brought the campaign to the attention of key business figures in the area. The chairman of PWC, Ron McMillan, agreed to chair the campaign.

For three consecutive years, Cicada has secured Henshaws as the nominated charity for the Institute of Directors' Annual Dinner, which attracts more than 300 business people from across the region.

Cicada has also secured Henshaws as the nominated charity for two other high profile North Yorkshire events; an annual outdoor Shakespeare production by Sprite Productions at Ripley Castle, and the Nidderdale Messiah, which brings singers together from across the Harrogate district.

In November 2006 Cicada persuaded Hotel du Vin in Harrogate to hold, free of charge, a champagne lunch and fashion show for Henshaws to raise funds for the campaign. Hotel du Vin then decided to name Henshaws as its 2007 charity.

In 2006, Cicada nominated Robert Astick, the Henshaws campaign director, for the IoD's Voluntary Sector Director of the Year award. Robert reached the final and attended the awards ceremony along with 400 Yorkshire directors.

### RESULTS

The information event in 2004 was a huge success, with two well-known Yorkshire organisations signing up as 'Platinum' members of the campaign's Corporate Membership Scheme.

The IoD Annual Dinner partnership has now raised more than £4,000 for the campaign and Henshaws' partnership with Sprite Productions is now in its third year. The ladies lunch and fashion show in November 2006 raised £1,500 and brought the campaign to more than 50 influential women in the region. The Nidderdale Messiah raised £2,500 for Henshaws.

Over the last three years, Cicada has generated more than 450 pieces of press coverage and has achieved extensive broadcast coverage in the region. Weekly stories about the students at Henshaws and its supporters have appeared in the local and regional press keeping the College firmly in the public eye. Gaining the support of the local community was crucial, and from the outset, Cicada achieved buy-in from the local paper, the Harrogate Advertiser, which features regular campaign updates and whose editor is now a personal supporter of the campaign.

CICADA  
communications