

Reckitt Benckiser staff from over 30 countries raise £500,000 for charity



160 staff from over 30 countries raise £500,000
for Save the Children through JustGiving

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When it comes to raising money for charity, international borders are no match for Reckitt Benckiser. In 2011, the company's employees, spread out across 30 countries, united on JustGiving to raise more than £500,000 for Save the Children.

Staff from as far afield as Spain, China and Mexico joined their colleagues in the UK to make more than 160 fundraising pages.

They raised money through several events, including the company's flagship Global Challenge. This involved intrepid employees trekking in Brazil and renovating two crèches for vulnerable children.

By sharing their fundraising pages on email and Facebook, employees gave their friends, family and global colleagues an easy way to sponsor them. And with the donations, came messages of support from around the world.

"We raised £2 million last year for Save the Children, and more than a quarter of that was thanks to the cross-company participation we achieved by using JustGiving. Our employees all around the world were able to challenge and motivate each other, working together as one team. JustGiving made it easy to share our achievements, helping us smash our fundraising target and raise an amazing amount for Save the Children."

Sandra Hennessy

Corporate communication and affairs manager, Reckitt Benckiser