

## **INVESTING IN THE COMMUNITY**

At Thinktastic, the awards we are most proud of are those that celebrate our imaginative community investments.

Behind our approach is a firm conviction that within each individual is an enormous capacity to create ideas and make great things happen. We want young people, along with businesses, schools and public service leaders, to move beyond self-limiting ideas, stretch their boundaries, discover their unique talents, and make positive things happen.

We at Thinktastic look ahead. We anticipate opportunities. And, with a focus on building confidence, ambition, and resilience, we help people in communities across Scotland to play their part in shaping a better future.

We are strategic. We know how we want to invest our time, our money, and our expertise, and are clear about our aims:

- Ensure young people leave school confident, positive, prepared to take risks and keen to express their creativity. They will be the lifeblood of our industry, and potentially our future customers – and we thrive on companies and public services that dare to be different.
- Ensure positive role models are seen and heard. We seek out people and bodies who embody spirit, determination and achievement – especially in adversity – and we help them inspire others to show the same attributes.
- Ensure that our staff and associates understand the community around them, step outside their comfort zone, remain sensitive and responsive to the needs of others, and are willing to contribute time and effort to the company's external involvements.

## **WHAT WE DO**

- We invest in turning our young people into leaders, through around 25 pro-bono talks and confidence-building workshops each year in Scottish schools.
- We organise and support events that bring young people together with decision makers to shape together local futures. We have involved more than 600 young people in such events over the past three years.
- We provide Common Purpose (Edinburgh and Lothians) with Lessons on Leadership talks and we support their Universities Graduate programmes.
- We partner identified schools in programmes designed to maximise pride in the school amongst staff, teachers, and parents. We encourage pupils to value their talents, raise academic and vocational attainments, and improve the school's reputation.

## **PROVING THAT SIZE DOESN'T MATTER**

Thinktastic has achieved much positive recognition for its community investments. We won Scottish Business in the Community's Small Company of the Year award in 2008. We have won two consecutive Big Tick awards for our work with young people, and were one of only 21 UK-based companies to be thrice awarded the prestigious CommunityMark. In 2011, we won New Start Magazine's Better Places (private sector) award, and Mike Stevenson, our managing director, was nominated for a Director of the Year Award in 2011 for his work with young people.

These awards each help prove one of Thinktastic's central tenets: size doesn't matter; ambition, passion and commitment do.

## **KEEPING AHEAD OF THE GAME**

Thinktastic regards its social responsibility as a way of business life. Businesses are key partners in changing the world around them, and each has a unique contribution to make.

Thinktastic's central vision is of an ambitious, innovative, 'can do' and confident Scotland in which all individuals recognise their unique strengths and contribute positively to the world around them.

All our Community Investment activities contribute to that vision.

## **HOW DO WE MEASURE SUCCESS?**

We set target and measures in everything we do. Our community work is no exception. We work with partners to determine objectives and measures at all stages.

Measures could be in terms of increasing involvement. For example:

For Craigroyston Community High School targets were set for increasing parental involvement and attendance at school events and forums. In just one year we helped the school go from 31% parental involvement to 60%. A tangible result.

In each case, the measures we adopt are those that demonstrate tangible success, and matter to our partners.