

Communicating the need for and impact of charity donations



PHD STUDENT:
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COMPANY:
BETTER GOOD

Jo collaborated with Better Good, a US based technology company, to test an app which promotes personalised charitable giving by allowing users to set rules based on personal values and choices. Giving is tied to discretionary spending. Examples include:

- **At the bar:** Getting drinks with friends? Help a community get access to clean drinking water by automatically rounding up your tab.
- **Netflix and Charity:** Waste 30 minutes on Netflix, automatically move a quarter to help educate a child.
- **Game Winner:** When your team wins, pass on the good luck with an automatic donation.

CONTEXT

Jo explored a business collaboration to ensure that work she did in the lab reflected real world challenges. Collaborating on the use of technology was a significant motivator. A synergy between her interests and the business led to a thesis that used Better Good's data-rich environment to understand charitable giving behaviours.

For Better Good the collaboration was driven by a desire to optimise their application to maximise charitable giving, as well as an academic interest in the subject area.

RESEARCH

The collaboration's two studies were mutually beneficial both to Jo's PhD and the refinement of the app:

- **The first extended and combined two concepts from Jo's existing PhD work in the lab to better understand the motivations for charitable giving and how these differ between people.**
- **The second was inspired by giving behaviour in the beta version of the app; how the way in which information is presented differs from traditional fundraising methods and the impact this has on donations.**

Jo and Better Good collaborated on these remotely and in person, with Jo visiting the team in California. In addition to these specific studies, more informal collaboration took place through the development of ideas, theoretical concepts, and having problem solving discussions.

IMPACT

Jo's knowledge of the psychology of charitable giving was highly valued. Through regular communication, Jo and Better Good were able to talk through conceptual issues, helping to speed up the development and refinement process for the app.

Other more intangible impacts were described as:

"Jo might say something that could be the one thing that might save your company – it's really valuable, but harder to measure." (Business)

"Having Jo involved in the development process has been awesome; she's a great person to bounce ideas off." (Business)

Engagement with digitally empowered entrepreneurs



PHD STUDENT:
**NARAYAN
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COMPANY:
**31 NEPALESE SMALL
BUSINESSES ACROSS
A RANGE OF SECTORS**

CONTEXT

Narayan wanted to undertake research that would benefit businesses by supporting them to grow and develop. The shared common interest between Narayan and the business owners helped to drive a range of collaborations, complementing his doctoral research.

RESEARCH

Narayan's research explores the needs of migrant entrepreneurs from Nepal. He collaborated with small businesses including accountants, lawyers and education providers to understand their experiences of using digital technology.

IMPACT

Narayan's research has had tangible benefits to the Nepalese business community. He has acted as a facilitator; helping the network grow and succeed:

" We [Narayan and I] involved the local communities. We did a half-day programme – we would present some basic stuff, sharing our knowledge. If someone wants to know about something, Narayan will refer us. If someone needs an accountant, he will put us in contact, give us a lead. He introduced me to other community leaders and business people" (Business owner)

There is an appetite from the business community for Narayan to remain involved. They recognise his facilitation skills and there is opportunity to share learning within the community:

" They [business community] want me to be their mentor long term. They want me to create a network [...] They want to share their experiences and different practices" (PhD Researcher)

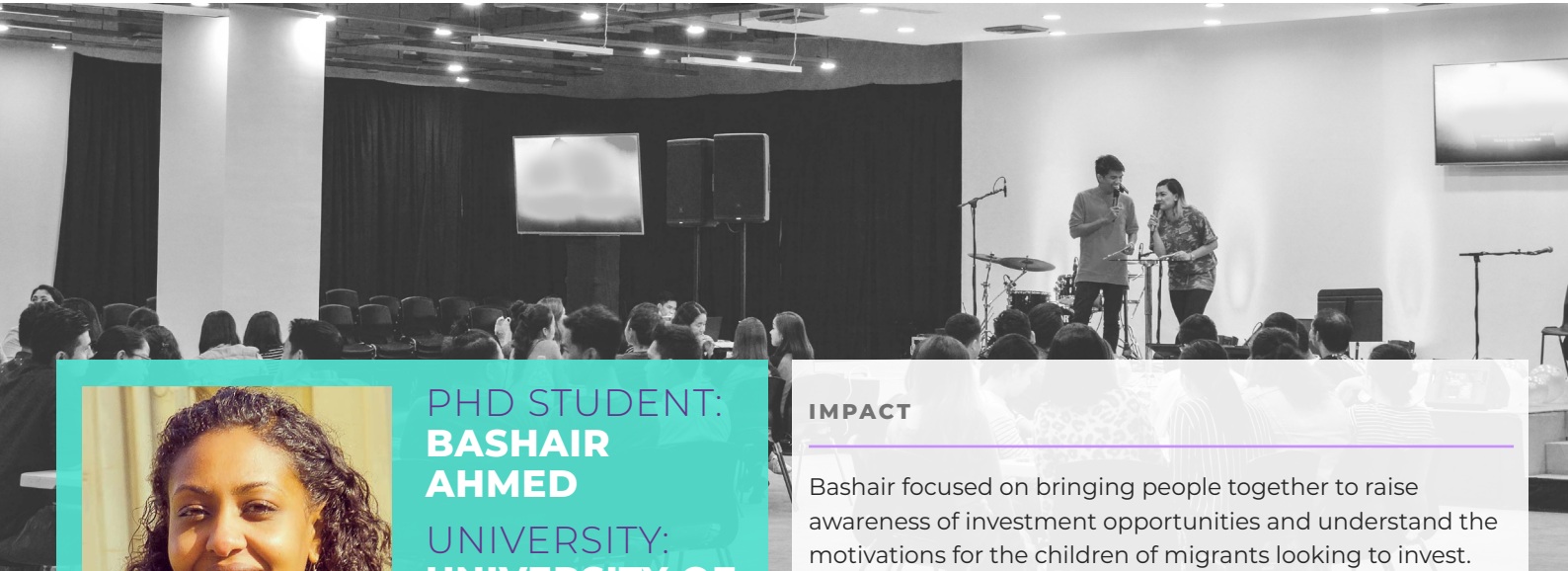
Businesses have already benefited from collaboration and an IT support project between 3 or 4 businesses has developed. It is unlikely this would have taken place without Narayan's input.

" For Narayan it was a very worthwhile exercise. He applied for the additional funding which helped him to develop his skills – managing the money and delivering what he said he was going to do. It helps PhD students grow for the future. This sort of project is important for skills development, it improved his CV" (PhD Supervisor)

In addition, the engagement has improved the quality of the research:

" If a student can use these applied ideas, what they write in their thesis can be more powerful, more interesting" (PhD Supervisor)

Emerging markets investments through diaspora engagement



PHD STUDENT:
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UNIVERSITY:
UNIVERSITY OF SUSSEX
COMPANY:

COMPANIES SEEKING TO INVEST IN EMERGING MARKETS

CONTEXT

This research explored activism among children of migrants from the Horn of Africa based in London and Washington, D.C. Findings which are applicable to the private sector include that children of migrants do not want to just send remittances, they are looking to have more impact with their skills, knowledge and finances. Children of migrants are interested in socio-economic development opportunities in countries and regions of origin and can be allies for companies who want to enter new markets.

RESEARCH

Bashair met numerous businesses as part of her research including diaspora-led companies to explore how to market their services to the diaspora. This project, linked to her doctorate, allowed her to understand how research can be valuable to people who, for example, want to work or invest in Ethiopia.

Bashair reports that additional funding she received enabled her to organise events and build networks making it relevant for a wider audience.

IMPACT

Bashair focused on bringing people together to raise awareness of investment opportunities and understand the motivations for the children of migrants looking to invest. Bashair aimed to help people see that they can have a positive social impact through supporting businesses and collaborating with the private sector. Specifically:

- Identification of future sustainable businesses
- Opportunities including developing ideas for market leaders on how an innovative focused research can open new opportunities for business to operate in markets that can have significant returns in the long-term.

Research collaborators came through existing networks as well as through attending conferences, organising networking events, recording a podcast and launching a website. This helped her to understand how to make the research relevant for different communities so that she could engage with them and explore further opportunities.

Crucially Bashair believes that the research boosted her skillset across a range of areas and that there are opportunities to further develop or leverage the research in a number of areas:

- Bringing people together through networking
- Exploring research needs for businesses that provide evidence-based information which has been reviewed by an expert
- Providing consultancy and advice

“ Working in different sectors can seem scary but it's not such a big thing, it doesn't take much. You can think about smaller businesses and incubators rather than big companies like Google. Outreaching through technology hubs to reach certain audiences like disabled people for example. It doesn't have to be a big step.”

(PhD Researcher)