



All you need to know



Lunchbox gives your customers the chance to make a small donation to charity each time they use their contactless card – turning a flick of the wrist into a much bigger gesture.

80% of people in the UK already give to charity on a regular basis, donating over £12 billion each year to worthy causes. But as technologies adapt and evolve, it's becoming clear that we could be doing much more to simplify the process of donating – making it a no-hassle, no-pressure spontaneous act.

We want you to be part of our mission to create a way for charities to tap into the potential of contactless payments, making the act of giving easy and habitual.



# What's it all about?

Lunchbox donations go directly to our chosen charity, Harambee Schools Kenya – supporting their school lunch programmes in developing countries.

For millions of the world's poorest children, a school lunch is so much more than just a meal – it's the fuel they need to stay focused and ensure their minds get fed too. And that means a brighter future.

Incredibly, in many developing counties, just 50p is enough to pay for FIVE school lunches. And we've set up the Lunchbox to take 50p with every tap, so your customers can give lunch to five children while they're buying their own.

**£6.60**

is the average spend on lunch, per day, in London. That could feed a child lunch for 22 school weeks

**30%**

increase in school enrolments due to lunch programmes



# How does it work?

The Lunchbox is a contactless payment terminal made by our technology partner, LibertyPay.

The device is completely stand-alone so it's not connected to your till or payment systems – it's effectively a digital collection box that sits on your counter. Once tapped, the box gives customers a visual message thanking them for their donation.

**It's as simple as that.**

# What's great about Lunchbox?



## **It's easy**

A donation is just one tap, and the amount is small.



## **No pressure, just pleasure**

Tappers can enjoy giving without commitment or hassle.



## **We hope to create a new social norm**

Supporting children through Lunchbox taps will become a natural part of buying lunch.



## **Right place, right time**

What could be more natural than buying lunch for hungry children when we're buying lunch for our hungry selves?

# Some questions you might have

## **How much will this cost me/us?**

Having Lunchbox in your shop doesn't cost you a penny. The terminals, set up costs and promotional materials are all paid for by us.

## **How do I make sure my staff know all about it?**

It's really important that anyone who works in your shop knows what Lunchbox is about. Any of your staff can have an introductory booklet as well as a short training session.

## **How will I ensure customers use it?**

We will make sure to spend some time in your shop to talk to customers – offering up as much information as possible and promoting Lunchbox as far and wide as possible.

## **What if something goes wrong?**

We are based locally in Soho, so if anything goes wrong we will be on hand in person to help you out.

## **How do I know if it's being used?**

Each week you will receive a report on how the box is being used and have an opportunity to meet with us to discuss any ideas/concerns you might have.

## **How often do you come and visit us?**

We will come to your shop on a weekly basis to check everything is working smoothly.

# A little more about our charity partner

HARAMBEE SCHOOLS KENYA

# HSK

Charity No: 1078592

Harambee Schools Kenya (HSK) work with rural Kenyan communities to improve and better educational opportunities. They focus primarily on providing and upgrading school buildings and teaching materials. Since 1999 they have raised over £800,000 to build three new schools from scratch and renovated and are maintaining eight more.

In 2016 HSK launched their school feeding programme to provide lunches for children in schools to fuel their learning – a campaign which is growing year on year and will be heavily boosted by each tap on a Lunchbox.

“The lunch programme has transformed our school. We now have 100% attendance in every class, and because the children have the energy to concentrate after lunch, we also have an extra hour of lessons every day”

**Headteacher, Cedar Primary School, Kenya**



# Who's behind Lunchbox

Lunchbox is a venture that has come out of Earnest Labs – the innovation arm of marketing agency, Earnest.

While Lunchbox has no commercial relationship with the business, it's our opportunity to help develop new technologies and explore customers' attitudes to contactless donations. The whole scheme is currently funded by private investment.

 [\*\*hello@taplunchbox.com\*\*](mailto:hello@taplunchbox.com)

 **07786 223669**

# Find out more

If you would like to use Lunchbox in your shop please email:

 [hello@taplunchbox.com](mailto:hello@taplunchbox.com)

To read more about Lunchbox and HSK visit:

 [www.taplunchbox.com](http://www.taplunchbox.com)

 [www.hsk.org.uk](http://www.hsk.org.uk)