



With a budget under £50k (£24k spent), Pick Everard's School Finds turned one of the largest real estate events into a platform for purpose. The campaign combined creativity, efficiency, and social value.

1.5m

Social media impressions  
+ 1.5m PR reach

15,813

Emails opened

266

Leads generated

£4.8m

Estimated in revenue

x60

Return on investment

PICK EVERARD UKREiIF

### Pick Everard champions STEM education with donation to National Literacy Trust

A creative campaign at UKREiIF saw £5,000 raised for the National Literacy Trust through a venue-wide treasure hunt. Branded cubes were hidden, with £500 donated each time one was found. The funds raised will help support literacy skills for children, young people, and adults in disadvantaged communities.

[Find out more.](#)

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Day 1 UKREiIF: Anyone else found a rubix cube from Pick Everard in Leeds? Thanks for donating £500. I've not read the Terms but I assume the money goes towards building a life size bronze statue of me? 🙏 Morgan Sindall Construction #schoolfinds #ukreiff

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