

WHAT IF THIS SPACE WORKED HARDER?

Turning existing construction hoarding into free promotional and fundraising space for charities



Charity Hoarding Initiative

- £500 total additional campaign spend
- 6.1m of roadside charity space
- +22% donation uplift*
- Independent adoption

The idea isn't ours to keep. It's there for the industry to use.

Young Lives vs Cancer reported a 22% uplift in donations from Aberdeen postcodes vs the preceding two-month period, and an 18% increase year-on-year. TSL does not attribute this uplift solely to the campaign.