

Stand Up To Cancer



## Helping Channel 4's Stand Up To Cancer to raise money with mobile donations

### Overview

Stand Up To Cancer is an annual collaborative campaign between Cancer Research UK and Channel 4, which raises money for translational cancer research. With a telethon every other year, sadly 2020 had to be cancelled due to Covid-19, but the live show was back

even bigger and better in 2021. Money is raised through a range of fundraising efforts involving challenges and sketches, many of which feature celebrities (the star-studded line up of 2021 included Davina McCall, Alan Carr, Adam Hills and Maya Jama).

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### Testimonial



### Ana Maria Flores

Senior Programme Manager, Stand Up To Cancer at Cancer Research UK

"We know that our supporters are increasingly keen to give via their mobile phones. It is important to us that we use the most reliable, robust and user-friendly mechanic possible to cater to this growing demand. Fonix's experience within the charity sector and continual success with text-to-donate made the partnership an obvious choice."

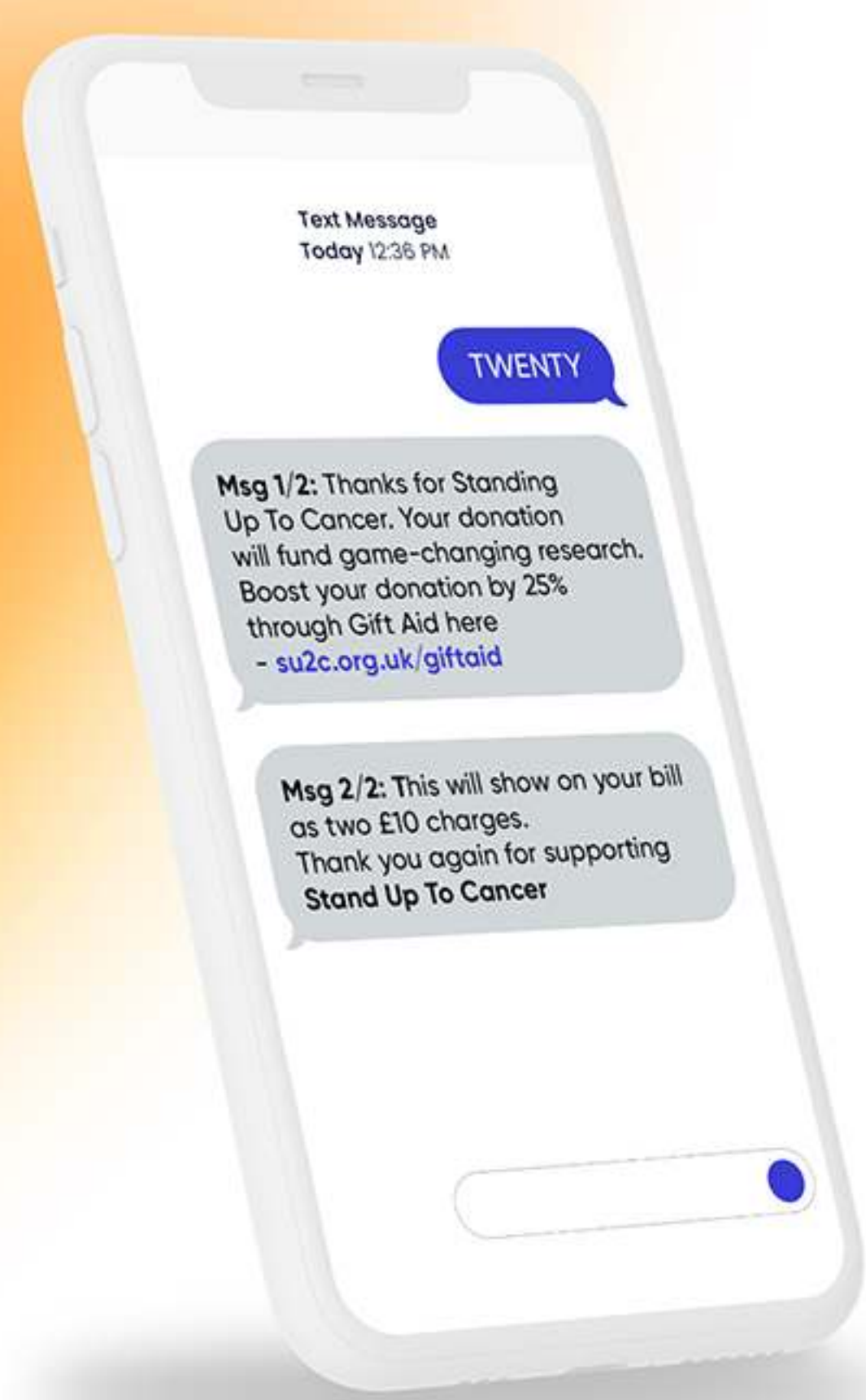
## The Challenge

### What was our job?

For the 2021 campaign, Stand Up To Cancer needed a secure, efficient and simple payment mechanic to maximise the amount of money raised.

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**"efficient and simple payment"**



## The Solution

### Finding the best way

SMS as a donation mechanic was at the forefront of the Stand Up To Cancer campaign, allowing donors to donate to the charity from their mobile phones: consumers simply needed to text a keyword to a shortcode, which was quick and easy to do. They had the option to donate either, £10, £20, £30 and for the first time £40 and the costs were charged to their mobile phone bills.

Donors had the option to donate in this way during the many driver programs throughout the week, as well as during the main live show itself.

This year, Stand Up To Cancer also gave viewers the chance to win some amazing prizes. For the first time ever in a live show environment, there was an electric car, a holiday and an UK overnight stay up for grabs, all for a voluntary donation of just £10.

Fonix also processes donations throughout the year for Stand up to Cancer, with popular Channel 4 shows such as The Great British Bake Off for SU2C and Hunted all carrying text to donate short codes.

## The Results

**£1,815,530**

raised in SMS donations.

## Interested in working with us?

Get in touch and start maximising your reach and revenue.

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