

Soccer Aid



## Soccer Aid for Unicef raises donations using Fonix's mobile billing platform for the third year in a row

### Overview

Soccer Aid for Unicef is a British annual charity football match. The game raises money for Unicef UK, which helps children all over the world to grow up healthy and happy. It brings together sport and entertainment in the form of an England v Soccer Aid World XI football

match, involving many famous faces, including Robbie Williams, Usain Bolt, Lee Mack and Alex Scott. The 2021 campaign saw £13M raised and over £3M of this was raised by mobile donations alone.

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### Testimonial



### Suzanne Ryder Richardson

Head of Soccer Aid at Unicef UK

Fonix recognise our core strategic objectives to drive the Soccer Aid for Unicef campaign forwards. Throughout the campaign we felt fully supported by the team at Fonix; when they joined us for the big match at Stamford Bridge, there was absolutely no doubt that everything would run smoothly. So far we've been smashing records, raising more than ever before in two years working together.

## The Challenge

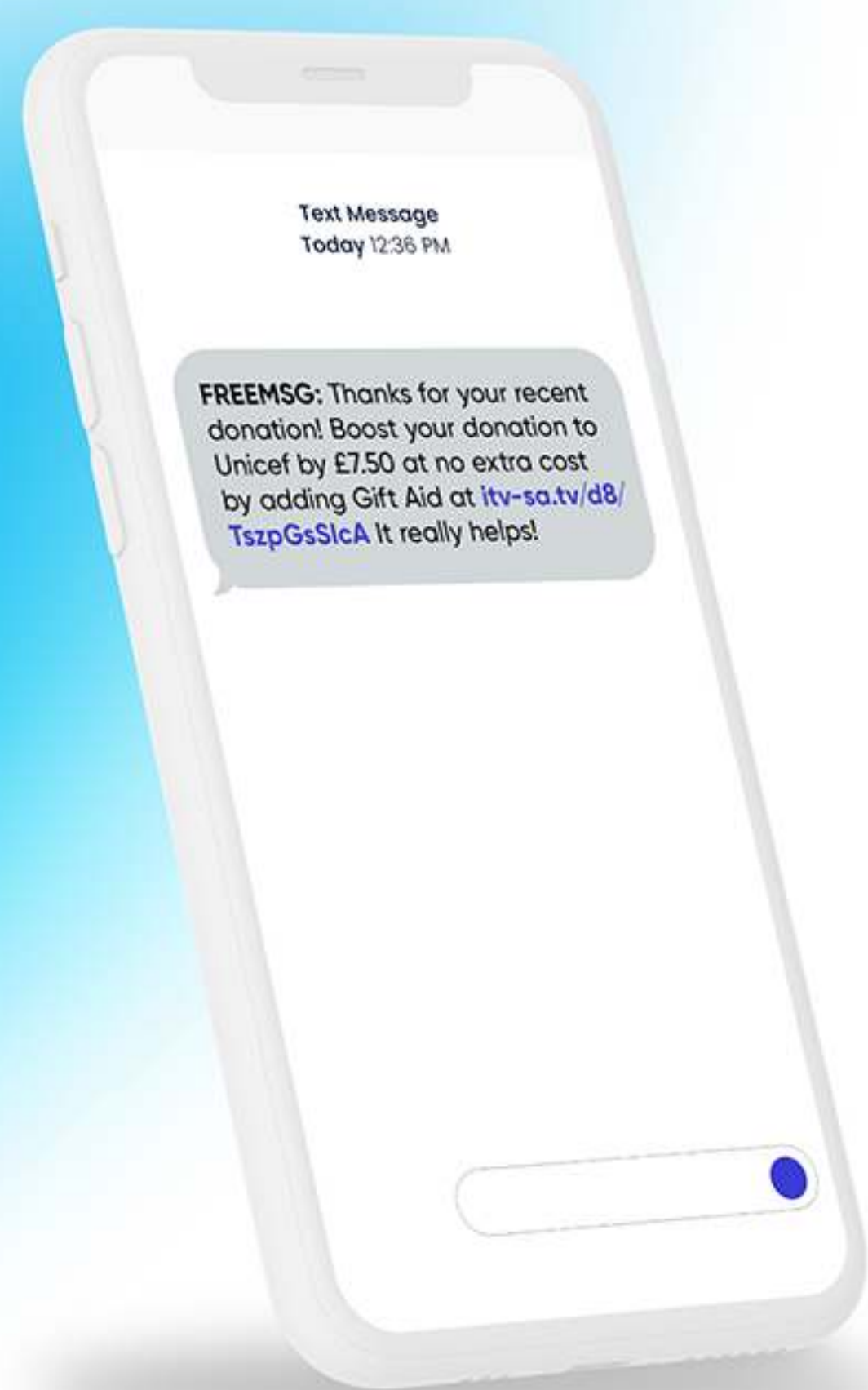
### What was our job?

Soccer Aid for Unicef wanted to raise as much money as possible so that more children can grow up happy, healthy and able to play – just like children should. They needed to make it as easy as possible for the public to donate during the live broadcast of the match; to do this they needed a quick and intuitive way for people to donate.

The charity was also looking to maximise the amount of Gift Aid donated by the UK government, to boost the total amount raised.

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**"make it as easy as possible for the public to donate during the live broadcast"**



## The Solution

### Finding the best way

Mobile billing has been incredibly effective when it comes to voting, entering competitions and donating to charity – essentially for any campaign where there is a clear call to action.

## The Results

- ✓ **£3.1M out of a total £13M was raised by mobile donations**
- ✓ **£704k+ was donated at the £40 price point alone**
- ✓ **£367k was raised through Gift Aid**

## Interested in working with us?

Get in touch and start maximising your reach and revenue.

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