



vodafone

Vodafone Red Alert

€5.24 million raised by SMS for Haiti earthquake appeal

SMS giving for crisis relief

Vodafone Red Alert, a programme of the Vodafone Foundation.



Photograph: Talia Frenkel/American Red Cross

During the recent Haiti earthquake, we saw the power of SMS fundraising to raise large amounts of funding for disaster relief programmes in a very short space of time.

Vodafone Foundations contributed £275,000 towards the appeal and working with 14 Vodafone companies around the world, were engaged in SMS fundraising, enabling Vodafone customer's to give in excess of €5.24 million.

Now Vodafone Foundations and companies in 21 countries have agreed to work together under a programme called Vodafone Red Alert, to respond next time there is a global or local disaster/emergency.

Types of emergencies

Vodafone Red Alert will help

Vodafone Red Alert appeals, here and overseas, are reserved for major disasters and emergencies. The emergency would need to be such that it cannot be dealt with by the usual coping mechanisms, and where agencies require additional funds to help them respond quickly and effectively.

Vodafone Foundation Trustees have to be sure that an appeal can make a difference and be confident that the public donations can be spent effectively.

Vodafone Red Alert A simple way for Vodafone customers to donate

Vodafone Red Alert allows customers and employees to donate money to nominated good causes direct from their mobile phone using an SMS number or an embedded application. All SMS charges associated with Red Alert campaign will be waived.

Criteria for making a Vodafone Red Alert

Crises and emergencies occur regularly throughout the world and Vodafone Red Alert is not designed to respond to them all. So how do we decide when a Red Alert is the right response to a particular emergency or disaster?

There are 4 key criteria used by leading fundraising organisations and we will follow the same criteria before raising our own alert:

1. **The disaster or emergency must be on such a scale and of such urgency as to call for swift national or international humanitarian assistance.**
2. **The humanitarian relief organisations must be requesting assistance and be in a position to provide assistance to justify a national or international appeal.**
3. **We must believe that an appeal to Vodafone's employees and customers would be successful.**
4. **We must be giving to the response before requesting additional support from Vodafone employees and customers.**



Photograph: UN Foundation/D. Evans

Supporting and creating emergency fundraising programmes

The Vodafone Red Alert programme will vary according to country. If emergency fundraising is already in place we will support those programmes and generate further support from Vodafone's employees and customers for those appeals.

For others where there is limited or no SMS emergency fundraising, the Vodafone Red Alert programme will initiate its own emergency SMS short code and process donations directly.

For the latest information on the Vodafone Red Alert programme please go to www.vodafonefoundation.org



Photograph: UN Foundation/D. Evans