

30th November 2012

## **JENSON BUTTON HELPS VODAFONE PEOPLE CELEBRATE CHARITABLE SUCCESS**

F1 champion Jenson Button yesterday made a pit stop at Vodafone HQ to congratulate employees who have raised nearly £300,000 for British charities, as part of Vodafone's JustTextGiving £100 Challenge.

Vodafone's employees were challenged this summer to raise £100 each to support British charities using the JustTextGiving service, with the Vodafone Foundation matching the £100 to make a donation of at least £200 for each charity. Fundraising activities ranged widely from extreme sports activities like sky diving, bungee jumping and a zip wire challenge to a 300-mile 'Le Tour De Yorkshire' bike ride, marathons, cake sales and a musical soiree.

With the matched funding, £280,000 has been donated to more than 630 large and small charities across the country.

Button, who raises thousands of pounds a year for charities through The Jenson Button Trust, said: "I'm thrilled to be part of today's celebrations as I know first hand the huge boost that the JustTextGiving service gives to charitable fundraising efforts, making it easier for my family, friends and fans to donate. The Vodafone people here today deserve a huge slap on the back."

JustTextGiving by Vodafone enables anyone to get their own Vodafone Individual Code (VIC) to raise money for their chosen charity. Using their unique, personalised VIC, 100% of the donation is passed to the charity and Gift Aid can easily be added. The text to donate is also free on any network. To date over 50,000 people have registered for their own VIC to use in their own fundraising and over 17,000 charities are now using JustTextGiving too.

Emer Boulter, Head of HR Business Partnering, Vodafone UK said: "This has been a powerful challenge as it combined employee engagement and product advocacy while fundraising. Our employees have seen for themselves, often for the first time, just how powerful JustTextGiving can be in fundraising."

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*For further information please contact:*

Miranda Lacaze or Rebecca Dickinson at Freud Communications on 020 3003 6493 / 6638 or email [firstname.surname@freud.com](mailto:firstname.surname@freud.com).

### **Notes to Editors**

#### **About JustTextGiving:**

The service unlocks the power of text donations for Britain's 184,000 charities by enabling anyone to donate to individual fundraisers and charities via a unique, personalised text code, such as JEDI49. The service is unique in offering charities and fundraisers the opportunity to use text donations for no cost to the donor or charity, with 100% of donations being passed to charity. Additionally, Gift Aid is easily reclaimed by filling out a simple form in one text message. Visit [www.vodafone.co.uk/justtextgiving](http://www.vodafone.co.uk/justtextgiving) for more information.