



PLUS ONE & WAR CHILD. ENGAGING AUDIENCES TO EFFECT CHANGE.

We at War Child are proud to be working with Plus One. Plus One grew out of the band Arcade Fire who were looking for a way to support Haiti and realised the power that lay with the most passionate and committed people they knew: their audience. By including and committing to a \$1 donation from every concert ticket sold, together with education and creative outreach, the band created a new community of support for Haiti. From this success, Plus One was formed to galvanize the music industry and bring artists, thousands of volunteers, and millions of concert goers together.

It's simple – artists partner with Plus One to add £1, €1 or \$1 to each of their concert tickets to go to a recipient organisation, in this case, War Child UK. Working directly with the agent and promoters the Plus 1 can be applied right across a global tour and each £1, €1 or \$1 will tracked and donated 100% to War Child.

**OVER \$7,000,000 RAISED & GRANTED DIRECTLY
FROM 3,500 SHOWS & FESTIVALS
IN 22 COUNTRIES
OVER 120 PARTICIPATING ORGANISATIONS**

*Plus One's administration is supported by private philanthropy which enables us to ensure every "+1" pound raised goes directly to support its recipient organisations.

By working with Plus One & War Child UK, £1 from every ticket sold will go directly to support and improve the protection and care of children and young people who live with a combination of insecurity, poverty and exclusion in some of the worst conflict-affected places. Artist that have taken part for War Child include;

Liam Gallagher
Sam Smith
Frank Turner
Jack Savoretti
Billy Talent
Glass Animals
Sufjan Stevens

With the amazing support of the artist community we've raised over £500k working with Plus 1 which has had a huge impact for the children we work with. By taking part you can help change the future for children who's lives have been torn apart by war and help give them a childhood back.

For more information please contact:

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