



EMERGENCY ACTION ALLIANCE

# UKRAINE APPEAL

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CONNECT.  
COLLABORATE.  
UNITE.





**Conflict in Ukraine has forced over three and a half million people to flee their homes**

Donate now at [emergencyaction.org.au](https://emergencyaction.org.au)

**EMERGENCY ●  
ACTION ●  
ALLIANCE**

THE CHALLENGE

**THEY NEEDED TO ACT FAST...  
BUT ONLY HAD ONE CHANCE TO GET IT RIGHT**

## What happened in the next 24 hours...

01.

TVC was produced and  
live

02.

Social media, search and  
display ads were live

03.

Media plan with the  
ABC was in place

## The Results

**8,700**

Donations

**\$252**

Average donation value

**\$2.3 million**

Raised for families in Ukraine

THE KEY TAKEAWAY

# TOGETHER, WE ACHIEVE MORE

15 charities working together on a common goal were able to share resources, raise more funds, and have a bigger impact than any one charity could alone.