Seeing RED: Exactly What Portion of iPhone Sales Goes to AIDS Causes?

Apparently, the computer giant declines to give a number or percentage.

March 28, 2017

Should you put your excitement for the RED iPhone on hold? Last week, Apple started selling special RED editions of its iPhone 7 and 7 Plus. As the website states: “a portion of the proceeds from every (Product) RED purchase will go to the Global Fund to fight AIDS in Africa.” Wondering exactly what portion of the sales goes to HIV causes, a curious shopper at Pink News reached out to the global giant and asked. The answer?

“A spokesperson for Apple declined to comment, pointing to a release that explains the company has raised $130 million across the entirety of its 10-year partnership with (RED),” writes Pink News. “Though the number may seem high, it works out at 0.01% of the company’s estimated $1.25 trillion net revenue over the same period, which netted the company $274 billion profit.”

(Product) RED also failed to respond to inquiries, though Pink News notes that an email to the nonprofit was opened more than 100 times in Cupertino, California, Apple’s headquarters.

(Product) RED was launched 11 years ago by rock star Bono and activist Bobby Shriver. Sales of RED-branded products have raised more than $465 million for the Global Fund.

The RED version of the iPhone 7 starts at $749 and the 7 Plus at $869.

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