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MGF Canada Celebrates First Anniversary of Mobile Giving in Canada
*Generous Support from Canadian Carriers and CWTA Enables Non-Profit Community to Raise
New Funds and Increase Donor Engagement*

TORONTO – November 29, 2010 – [Mobile Giving Foundation Canada](#) (MGF Canada), in collaboration with the [Canadian Wireless Telecommunications Association](#) (CWTA), announced today that it will hold a first-anniversary celebration commemorating the launch of mobile giving in Canada on Wednesday, December 1 from 6pm-8pm EST at Haliburton Hall in the [Intercontinental Toronto Centre](#). The event will recognize the Canadian carriers, application service providers (ASPs) and charities that have made the past year of mobile giving in Canada a tremendous success, as well as give the non-profit and wireless communities an opportunity to hear what is in store for MGF Canada in 2011.

In 2009, MGF Canada partnered with CWTA and its Canadian wireless carrier members to create awareness around mobile giving, and make charitable donating simple and convenient for consumers throughout the country, generating significant contributions in donations for its registered charities. This year, MGF Canada made great strides in furthering education about the value of mobile giving as a driver for donor engagement and acquisition within the non-profit community, and is partnering with the Association of Fundraising Professionals (AFP) Foundation for Philanthropy, Canada and the AFP Greater Toronto Chapter for its [AFP Congress](#) event this week to grow even more awareness among its delegates.

“With the growth of mobile giving in Canada this past year, we want to celebrate this special occasion by bringing together all the key players in the industry to thank them for their ongoing efforts in guiding mobile giving to where it is now and where we need to take it in the future,”

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said Jim Manis, Chairman and CEO of the Mobile Giving Foundation and MGF Canada. "Our hope is that MGF Canada will continue the mission of further educating people, companies and charities about how mobile can play a key role in their development and marketing campaigns."

"We have thoroughly enjoyed working with the MGF to strengthen the humanitarian presence in Canada through the use of the mobile channel," said Bernard Lord, President and CEO of CWTA. "Mobile giving is a natural fit for the CWTA and has proven to be successful in enabling and encouraging the mobile community to make donations using this rapidly growing medium, as well as to allow wireless operators in Canada to give back to their communities."

Non-profit organizations in Canada, such as the [Children's Miracle Network](#), have been able to find an additional resource for much-needed funds by enabling donors to give through their mobile devices during fundraising campaigns. The Children's Miracle Network hosted a radiothon in 2010 and was able to raise more than \$20,000 in donations in one day through mobile donations.

"Mobile giving has been incredibly useful in helping us increase our donor response," said Perry Esler, Vice President of Radiothon and Corporate Development at the Children's Miracle Network. "We are excited about the potential for larger donations moving forward and hope to continue to leverage mobile giving in our campaigns in 2011 and beyond."

For more information about the Mobile Giving Foundation Canada, visit www.mobilegiving.ca.

About Mobile Giving Foundation Canada

[Mobile Giving Foundation Canada](#) (MGF Canada) was founded in 2009 to create a "mobile giving channel" that empowers non-profit organizations and donors. Working with Canada's top mobile carriers, the MGF enables the mobile channel for charitable giving by providing the organizational layer, operational guidelines and technical infrastructure for non-profit organizations and donors to use the incredible power and convenience of mobile technology. The "Mobile Giving Channel" gives wireless users a simple and immediate way to receive and respond to appeals from worthy causes with the donation charged back to the carrier bill and 100% of the donation going to the designated charity. For further information, please refer to the MGF Canada Web site at www.mobilegiving.ca.

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About the Canadian Wireless Telecommunications Association (CWTA)

The [Canadian Wireless Telecommunications Association](http://www.cwta.ca) (CWTA) is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite carriers as well as companies that develop and produce products and services for the industry. (www.cwta.ca)

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