



MOBILE GIVING
FOUNDATION
CANADA

MobileGiving.ca

BRINGING THE
POWER AND REACH
OF MOBILE PHONES
TO CHARITABLE GIVING

cwta

Canadian Wireless
Telecommunications Association

CONNECTING CANADIAN CAUSES TO MOBILE

The Mobile Giving Foundation Canada (MGFC) supports the philanthropic needs and goals of registered charities. In partnership with the Canadian Wireless Telecommunications Association and Canada's wireless service providers, MGFC has enabled the mobile channel for charities to accept donations via text message.

Donations made through the mobile channel are initiated by a campaign supporter who responds to an advertised call to action by following the instructions to text the campaign specific keyword to an assigned five-digit number.

Mobile campaigns can run at either \$5 or \$10 per text donation. Registered charities can therefore run mobile campaigns with more than one keyword and with up to two donation amounts. Donors can make text donations up to a total of \$30 per month, per campaign, and per mobile number.

The amounts donated by text will be charged to the donor's wireless bill, and are billed as tax exempt transactions. Donors can also obtain official receipts for tax purposes at <http://receipt.mobilegiving.ca/>



FOR REGISTERED CHARITIES – GETTING STARTED

To incorporate mobile giving into a fundraising campaign, registered charities must first apply with the MGFC in order to receive certification. Additionally, they have the opportunity to enlist the services of an MGFC-approved Application Service Provider (ASP).

The ASP is the organization that provides your campaign with access to the messaging platform. ASPs will assist with selecting keywords and developing effective mobile calls to action, as well as provide guidance about marketing mobile campaigns. The ASP is also responsible for tracking and reporting campaign progress, as well as managing communications with MGFC and the wireless service providers.

There are four ASPs that registered charities can choose from. These companies have all been approved by MGFC based on their experience in both the mobile and marketing industries:

Motricity (motricity.com)

MyThum (mythum.com)

Text to Charity
(texttocharity.com)

ZipGive (zipgive.com)

CALL TO ACTION COURTESY OF
BREAKFAST CLUBS OF CANADA

WHERE DOES THE MONEY GO?

Wireless service providers remit 100% of the funds collected from mobile donations to the MGFC, who in turn remits 100% of this amount directly to the registered charity.

Mobile Giving Success:

- Registered charities have raised more than \$600,000 per year
- More than 200 registered charities have been certified by MGFC to run mobile campaigns
- Some 1000 keywords have been issued
- There have been more than 250 mobile campaigns

CONTACT US

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BN-849455662RR0001