

news release



11 February 2013

Nova International partners with JustGiving and JustTextGiving by Vodafone on Bupa Great Run Series and Great Swim Series

Event organiser Nova International, the team behind the Bupa Great North Run and its associated swim and trail series, have appointed JustGiving and JustTextGiving by Vodafone as their official online fundraising partners.

The agreement, which runs for three years, will see JustGiving and Vodafone working closely with Nova International to grow fundraising across their events series, with close to 225,000 participants each year.

JustGiving already supports the fundraising efforts of over 20,000 Nova event participants each year. In 2012 the Bupa Great North Run alone raised over £6m for good causes on JustGiving.com. Through a closer partnership, Nova hopes to increase fundraising for their events even further.

Participants in 2013 will be able to use the award winning text donation service, JustTextGiving by Vodafone, to boost their fundraising. Additionally, they can make the most of JustGiving's mobile-optimised fundraising pages, integration with Facebook and Twitter, and apps for iPhone and android.

Nicky Homes, Commercial Director at Nova International said,

“Thanks to JustGiving’s investment in their product and continuous innovation in fundraising, we felt they were the best choice for an ongoing partnership. We believe that by using JustGiving, participants taking part in Nova International’s challenge events will have the best possible experience, helping them raise more than ever for causes they care about. Not only that, but they’ll have access to JustTextGiving by Vodafone to boost their fundraising even further.”

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Howard Bell, Director of Partnerships at JustGiving, commented: "We're very proud to be partnering with Nova International and working together on some of the most popular fundraising challenges in the UK. We've been working hard to continually improve our tools to ensure fundraising and giving is as easy as possible, and are delighted to be giving all Great Run participants access to this technology."

Clare Jones-Leake, Head of Giving Something Back, Vodafone UK said "This is a very exciting development for JustTextGiving by Vodafone, as we will be helping thousands of individuals to boost their fundraising using text donations. This will be the first time for many, as they add text to their fundraising efforts and see the benefits of quick, easy spur of the moment donations which are free to send with 100% of the donation being passed to their charity."

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For more information please contact Vodafone Media Relations on 01635 666777.

About JustGiving

JustGiving (www.justgiving.com) is the UK's largest online fundraising platform and has helped 13 million people raise over £1 billion for more than 12,000 charities since 2001. In 2009, JustGiving's CEO Zarine Kharas was awarded the RSA's Albert Medal for "democratising fundraising and technology for charities". JustGiving was the Experian Hitwise Number 1 Award winner for 2011, based on market share of visits among all United Kingdom websites in the Hitwise Community category and won 'Best Use of Technology' at the Charity Times 2012 Awards.

About JustTextGiving by Vodafone

JustTextGiving by Vodafone is now used by over 60,000 individual fundraisers and more than 17,000 charities. Since its launch in May 2011, over £8m has been raised using it.

JustTextGiving is supported by The Vodafone Foundation, registered charity 1089625 as part of its Mobile for Good programme.

About Nova

Nova International Nova International, headed by Olympic medalist Brendan Foster, is one of the UK's leading event management and sports marketing agencies. The company's current brand portfolio also includes some of the biggest running events in the world, all based on the Bupa Great North Run, the world's biggest half marathon with 55,000 entries.

Nova International was established in 1988 and has a strong sporting pedigree. Based in Newcastle upon Tyne, Nova has established itself as a market leader in the world of sports marketing and event management.