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JustTextGiving—getting bigger every day

In just two years, more than 100,000 fundraisers and 18,000 charities have signed up to raise funds through [JustTextGiving](#). Between them,



Tree of Hope - just one of more than 18,000 charities to use JustTextGiving

they've managed to raise more than £10,000,000.

Because there are no charges to use the service, even the smallest charity can benefit—and every penny goes to

the good cause.

JustTextGiving has also won some fantastic accolades during the past

couple of years—including the Prime Minister's Big Society Award. When presenting the award, David Cameron said: "Vodafone's JustTextGiving service has revolutionised the way people give to

charity, and many other groups that form part of the Big Society benefit from it. The idea of enabling people to donate to charities using their mobile phone is so simple, but by having the vision to use its technology and make it happen, Vodafone has helped millions reach

charities that need it."

JustTextGiving is supported by the Vodafone Foundation.

Challenging our own employees

We've got our own employees involved too. We've given them 100 days to raise £100 for charity through JustTextGiving—and then the Vodafone Foundation will double it.

We've already seen a lot of activity—some of our colleagues have already taken part in our Big Bike Challenge, cycling 300 miles in three days. Others are planning to run marathons, grow moustaches, or hold coffee mornings to reach their target.

Moshi Monsters help keep children safe online

Through the Vodafone Foundation, we've worked with Moshi Monsters to produce a clear, fun way of helping parents talk to their children about keeping safe online.

Most children – around 82% - use the internet for fun but at least a fifth of them say they have seen things online which scared them. Our Moshi Monsters Digital Facts of Life cards are designed to help.

Free to everyone from our retail stores, they help children and parents talk about how to keep information

safe, the difference between offline and online friends—and whether they are who they say they are—and being aware of costs to download games and apps.

Andrew Dunnett, Director, Vodafone Foundation, said:

"Education for younger children on internet safety is essential. It is important parents talk to their children about staying safe online and these cards were created to help them have this conversation."



The majority of children (82%) say their online activities make them laugh, but a fifth (21%) say they have experienced or seen things online which have scared them.

RESPONSIBILITY

Vodafone Foundation sends support to the Philippines



Setting up Vodafone Instant Network

A Vodafone team has travelled to the Philippines to set up two Vodafone Foundation Instant Networks in Palo – one of the areas worst-affected by Typhoon Haiyan. The portable mobile phone network— which fits into four suitcases and can be transported on commercial flights—arrived within 24 hours of the typhoon hitting.

Working with Smart Inc., the local mobile operator, and a team from Télécoms Sans Frontières, Vodafone volunteers are helping aid agencies communicate and families and loved ones get in touch with each other. Instant Network was deployed in the Philippines last December during Typhoon Bopha and almost 300,000 calls were carried in 17 days.

So keen are those affected by the typhoon to keep in touch that

they've been donating diesel from their own cars and motorbikes to keep our generators going.

When the normal network is restored, it's packed up and moved on to another area where there is a communications black-out.

Our Vodafone volunteer reported on his first day in the Philippines:

"As soon as we put up the network last night, people started gathering around the coordinating centre to make calls and thank us for our help with big smiles. Some were crying from the emotion of having spoken to their family for the first time in days."



Back in touch. Vodafone Instant Network—helping put minds at rest.

Supporting the Sun's campaign

We're also supporting the Sun's campaign to help the people of the Philippines. Using our free text donation service—

JustTextGiving—The Sun is asking its readers to donate £1 each to help people affected by the disaster. We've pledged to match the fundraising pound for pound up to £100,000.

The appeal has been backed by a host of celebrities including Simon Cowell, Michelle Keegan and Olly Murs—all calling for the public and businesses to get involved. Readers are asked to text **SUNP99 £1 to 70070**—every penny goes to supporting the relief effort in the Philippines.

And helping our customers

We've sent a message to customers who have been in touch with the Philippines in the last month. To help them keep in contact we've topped up their Pay as you go phones with £15 credit.

Please address any feedback or queries to:

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vodafone.co.uk/our-responsibilities

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Vodafone partners Text Santa

For the third year, Vodafone will be supporting ITV's Text Santa annual charity appeal on 20 December. Viewers will be able to make donations throughout the appeal through our JustTextGiving free text donation service. It doesn't matter which network you're on, there's no

charge for the text, and 100% of the donation goes to the charity.

This year Vodafone employees are operating the phone lines in our contact centres, including Stoke on Trent and Newark, to process donations from viewers who

prefer to phone in. All the money raised goes to Age UK, Barnardo's, BeatBullying, the British Heart Foundation, CLIC Sargent and Help the Hospices.

