

**EMBARGO: Not for publication or broadcast before 00.01hrs Monday 9<sup>th</sup> May 2011**

**FIRST FREE TEXT DONATION SERVICE AIMS TO TRANSFORM THE FUTURE OF FUNDRAISING  
FOR BRITAIN'S 184,000 CHARITIES**

- JustTextGiving by Vodafone, the UK's first free text donation service
- Hundreds of thousands of charities and fundraisers will be given a unique, personalised text code in a "game-changing" transformation
- £5m investment in new technology platform and marketing campaign, including free marketing materials for charities
- Every penny raised goes to charity and Gift Aid can be added
- Cancer Research UK says *"this will drive a new age of giving"*

**LONDON – May 9th, 2011 – JustTextGiving by Vodafone launches today in partnership with JustGiving. In a move that for the first time unlocks the power of the text message for Britain's 184,000 charities, hundreds of thousands of charities and fundraisers will be given a unique, personalised text code transforming the fundraising landscape.**

The launch comes at a critical time for the charitable sector which faces the double whammy of funding cuts and a squeeze on disposable income. A recent survey found that more than a third of people in the UK are giving less to charity than they did before the recession.<sup>i</sup>

The sector has also so far struggled to motivate younger givers - less than half (44%) of 18-24 year olds give to charity compared with 80% of over 65 year olds.<sup>ii</sup> Galvanising mobile fundraising is seen as critical to kick starting a new generation of giving. Think tank Respublica estimates that text donations could be worth £96 million annually by 2014.<sup>iii</sup> However, substantial set up costs have previously meant only the very largest charities have been able to use text fundraising, with seven in ten (72%) charities saying the cost of setting up the service was a key barrier.<sup>iv</sup>

Vodafone Chief Executive Guy Laurence said: "We're already supporting over 1,000 charities across the UK through our World of Difference programme. Now, with JustTextGiving, Britain's 184,000 charities, big and small, can benefit from the power of text donations completely free.

"JustTextGiving by Vodafone is speedy, simple, and spontaneous. Around 50 million people carry a mobile so the potential for charities and individuals to raise additional money is very real and

exciting. Whether you're watching a friend run a 5k or at you're at your kid's school concert, you will now be able to give on the spot. Fundraising will never be the same again."

Anne-Marie Huby, Managing Director of JustGiving, said: "The future success of the charitable sector depends on making giving relevant for the next generation of donors and fundraisers – with mobiles a pocket essential, the ability to harness the power of a simple text is game-changing for the country's charities.

"Even the smallest of charities are excited about how JustTextGiving can revolutionise their fundraising. Major events like Comic Relief and Children in Need have led the way in demonstrating the potential of text giving and we're delighted to now open up this income stream to *all* charities, big and small."

The service launches today with a full marketing campaign encouraging all of Britain's 184,000 charities to get involved. Users will personalise their own unique 6-digit SMS code - called a VIC or Vodafone Individual Code - to start receiving donations of up to £10.

Cancer Research UK will use the code CRUK11. Director of supporter marketing Natasha Hill said: "We believe the use of mobile devices for charitable giving is an important future revenue stream which has the potential to tap into a new demographic and create a new age of giving. We are excited to see the impact this new service will have on growing the mobile donation market – not only in support of Cancer Research UK but also for all charities in the UK".

Registered charities can set up their codes from today (May 9<sup>th</sup>) and individual fundraisers from June. There are no set up or running costs for charities, no network charges for people making donations and every penny raised goes to charity.

As well as television advertising and direct mail, there is an online support pack including free marketing materials to help charities promote their new codes. Aspire and The Anthony Nolan Trust are amongst the first national charities in the country to sign up for their personalised 6-digit text code, and another 21 charities across the country have secured VIC codes.

For further information on JustTextGiving, visit [justtextgiving.co.uk](http://justtextgiving.co.uk) for more information. Charities can take part by calling 0800 0521 081 or by logging into their JustGiving account.

JustTextGiving by Vodafone is supported by The Vodafone Foundation, registered charity 1089625.

**-ENDS-**

**NOTES TO EDITORS:**

For further information, contact the JustTextGiving Media Centre at:

- Email: [Vodafone@freud.com](mailto:Vodafone@freud.com) / Telephone: 0203 003 6424

About the Third Sector:

- Latest figures from the Charity Commission and the Office of the Scottish Charity Regulator, show 184,241 charities listed in England, Wales and Scotland, with a total income of £59.437bn.

About Text Donations:

- Mobile fundraising alone generated \$8million in just 48 hours for the American Red Cross following the Haiti earthquake disaster
- Comic Relief raised £15 million in 2011 via text donations – double the amount raised in the last 2009 Red Nose Day campaign

About UK Mobile phone usage:

- 89% of adults own a mobile phone – equating to 48.9 million people – sending on average 300 million text messages every day. ('Communications Market Report', OFCOM, August 2010, [www.ofcom.org.uk](http://www.ofcom.org.uk))

About Cancer Research UK:

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research
- The charity's groundbreaking work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. This work is funded entirely by the public.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates double in the last forty years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 020 3469 6699 or visit [www.cancerresearchuk.org](http://www.cancerresearchuk.org)

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<sup>i</sup> The Pennies Foundation, 28 April 2011

<http://www.pennies.org.uk/2011/04/pennies-survey-finds-donors-prefer-giving-on-spur-of-the-moment-and-charity-boxes-disappearing/>

<sup>ii</sup> 'Consumer Insights - Charity Donor Behaviour', Mail Media Centre, February 2010

<http://www.mmc.co.uk/Knowledge-centre/Facts--Figures/Consumer-insights-charity-donor-behaviour/>

<sup>iii</sup> 'Digital Giving', Asheem Singh and Samuel Middleton, ResPublica, September 2010, p.10,

<http://www.respublica.org.uk/sites/default/files/Digital%20Giving.pdf>

<sup>iv</sup> 'Sending out an SMS', nfpSynergy, CAF and the IoF, 2009, p.22

[http://www.nfpsynergy.net/includes/documents/cm\\_docs/2009/n/nfpsynergy\\_sending\\_out\\_an\\_sms\\_2009.pdf](http://www.nfpsynergy.net/includes/documents/cm_docs/2009/n/nfpsynergy_sending_out_an_sms_2009.pdf)