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Vodafone gives charities 100% of customer text donations

From today, Vodafone, the UK's best network, will be the first mobile operator to pass on 100% of all charity donations made via SMS. UK charities will now receive the full amount donated by Vodafone customers when they give £1 or more via a five digit 'short code' number which starts with 70.

"Customers find donating via SMS an easy and simple way of supporting charitable causes. Now they can do so knowing that every penny they donate will go to the charity of their choice," said Libby Pritchard, Head of Corporate Responsibility and Reputation at Vodafone UK.

John Low, Chief Executive of the Charities Aid Foundation said: "This is terrific news. It is very generous of Vodafone to commit to processing donations for free. Donating by text is popular because it is instant and easy for donors but in the past high charges have put donors and charities off. Charities will celebrate this announcement."

Customers will still pay their standard rate for the SMS to make the donation.

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