

22 November 2010

News Release

Charities Aid Foundation launches text donation service to open up text fundraising for all charities

The Charities Aid Foundation (CAF) has today (22 November) launched a text donation service which will make it easy and affordable for all charities to fundraise and communicate with supporters through their mobile phones. The new service, part of CAF's Fundraising Support Service, gives charities a new channel for fundraising, opening up access to the 96% of adults in the UK who own a mobile phone¹.

Charities will be able to set up text donation campaigns quickly, allowing them to respond to emergency situations as well as using the service as part of their regular fundraising efforts, and to maintain ongoing communication with donors.

Working with Vir2 Ltd, the specialist provider of mobile fundraising solutions to the not for profit sector, CAF has set up two charity shortcodes to collect £3 and £5 donations. CAF will run the service on behalf of charities – setting up campaign keywords, collecting payments from the mobile phone networks and claiming Gift Aid, freeing up charities to focus on running their fundraising campaigns.

John Low, Chief Executive of the Charities Aid Foundation announced the new service saying; "Donating by text is easy, quick and simple for both donors and charities. We have seen substantial growth in donating by text with Comic Relief raising £7.8million this way in 2009.

"Since VAT free charity short-codes were introduced and mobile phone networks significantly improved their payout rates, it has become much cheaper and more effective for all charities to benefit from text donations."

Roger Craven, Managing Director of Vir2 Ltd commented on the announcement; “It is important that more charities can utilise mobile phone technology especially as the delivery of social networking, entertainment and payment are converging on the mobile phone. I know at first hand the growth in demand from charities for text services and how successful text campaigns are proving. It is key to the future of fundraising and helps charities reach new audiences.”

Charities will be charged £20 per month for each keyword used and a small fee (2.5%) for every donation meaning the cost of the service will reflect the success of a charity’s campaign.

To support the new service CAF has produced a guide explaining how the text donation works and the benefit to charities. The guide is available free online at www.cafonline.org/text.

- ENDS -

Notes to editors:

1. Figures from the Charity Awareness Monitor, nfpSynergy

About CAF

The Charities Aid Foundation (CAF) is a charity set up to help other charities by working with donors, companies and charities to encourage and facilitate a culture of giving. They do this by offering products and services that make giving easier, tax efficient and help charities to make the most of donations through their banking and fundraising support services.

About Vir2

Vir2 is a specialist SMS and mobile technology service provider to the charity sector. Established five years ago, the company helped to create text donation short codes and has helped to deliver over a thousand charity campaigns. Currently working with over 25% of the top UK charities, the company also works successfully with specialist creative agencies, call centres and many of the UK's smallest charities. Vir2 currently has a team of seven people.

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