

Vir2 Welcomes 100% Payouts On Orange & T-Mobile Text Donations

Vir2 the UK's leading specialist dedicated provider of text donation services to charity welcomed the announcement from Everything Everywhere (parent company to T-Mobile UK and Orange) to suspend the charging of administrative fees for donations to charities.

The announcement was made in response to a call from the Institute of Fundraising for Everything Everywhere to waive charges.

Zero cost donations have been available to major campaigns (like Comic Relief) for some time, but the same rates were not available to smaller appeals. The announcement means that all charities can now get text donation without paying any charges to the major networks. Virgin Mobile (5.4% market share) and Three (6.2% market share) will also waive their charges, upon application.

Text donation has huge potential with 91% of the UK adult population having at least one mobile phone and the average UK phone user sending 111 texts a month (Source Ofcom). "It is a big day for the sector – and for the clients and staff at Vir2, it is like all of our birthdays have come at once. A big debt is owed to the Charities Aid Foundation and the Institute of Fundraising, Howard Lake and Joe Saxton for carrying on the campaign, but also the MPs, Mark Oaten and Peter Bottomley with whom we first began lobbying Parliament to get the rules changed in 2006." Said Roger Craven, CEO of Vir2.

About Vir2 Ltd

Vir2 is a specialist SMS and mobile technology service provider to the charity sector. Established in 2005, 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.

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