



6th July 2010

VODAFONE ANNOUNCES 100% PAYOUT TO CHARITY

Vodafone has become the first mobile phone operator to pass on 100 per cent of text donations to charity.

From today, UK-based registered charities will receive the full amount donated by the network's customers using a five-digit 'shortcode' starting with the numbers 70.

John Low, chief executive of the Charities Aid Foundation, said charities "would celebrate this announcement".

He added: "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. It is very generous of Vodafone to commit to processing donations for free."

Roger Craven, founder of Vir2, the market leader in dedicated charity fundraising via charity short codes welcomed the news. "Vodafone have taken a brave and principled decision which means that text donations are the most efficient way to give low value non-cash donations to charity. When Gift Aid is added the charity could be earning £1-28 for every £1 donated."

Joe Saxton, co-founder of research body nfpSynergy and a key player in the Text Donation Campaign Group, which has lobbied for lower charges on text donations to charity, said the news was "a fantastic boost for charities".

Figures released by CAF in May revealed that the proportion of money operators passed on to charities from text donations varied between 80 and 95 per cent. Vodafone's fees were 10 per cent on donations of £1, £1.50, £3 and £5.

A spokesman for Vodafone said: "We're very proud to be the first operator in the UK to do this, but we hope others will soon follow suit."

About Vir2

Vir2 specialise in providing marketing and fundraising solutions to the charity sector. Founded in 2005 it was the first text service provider in England to specialise solely in the charity sector. It has run over a thousand campaigns for over 200 charities including many well known names including ActionAid, Age Concern, RNLI, The Woodland Trust, and UNHCR

Vir2 started lobbying for a change to the VAT status of SMS donations in 2006, through their former MP Mark Oaten. They joined the Text Donation Campaign Group in 2008 and have continued to campaign for better rates for text donation ever since.

Vir2 are based in Wickham, Hampshire. Vir2 are members of the Mobile Data Association (www.themda.org). Roger Craven, CEO of Vir2 is also a Board member of the MDA responsible for charity initiatives.

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