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Mobile Giving Foundation (MGF) Drives New Income for U.S. & Canadian Non-Profit Organizations during Holiday Peak Giving Season

Mobile Giving Pioneer Rallies Nation's Top Carriers and 350-Plus Non-Profit Organizations to Enable Secure, Convenient Donations for Consumers via their Mobile Phones

SEATTLE, WA – October 29, 2009 – With constant news stories about the nation's non-profit organizations (NPOs) dealing with a double-blow of reduced income from donors and heightened demand for their services, the Mobile Giving Foundation (MGF) has rallied the top mobile service providers in the U.S. including Verizon Wireless and AT&T, to help more than 350 charities by enabling trusted, simple and convenient donations directly from their mobile phones. In 18 short months, the MGF has generated more than a million U.S. dollars in donations for its 350 registered charities in the U.S., and recently launched the Mobile Giving Foundation Canada to support Canadian charities.

The MGF has partnered with more than service providers with a "mobile giving channel," whereby consumers can text a keyword that corresponds to a specific non-profit or charitable cause to a designated short code. Upon texting the keyword to the short code, a micro-donation of \$5 or \$10 is made and processed. The wireless service companies collect donations through their regular monthly billing process and remit those funds to the MGF. One-hundred percent of the donation is passed through to designated charitable causes.

"Mobile giving is a terrific concept that has helped hundreds of non-profits raise significant, sometimes organizationally transforming amounts of money, to help the recipients of their programs and services," said Jim Manis, Chairman and CEO, Mobile Giving Foundation. "We want to educate non-profit organizations and the public about the power of mobile, especially as we head into the peak holiday giving period."

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According to Manis, the key to the success of the MGF's work is the carriers, which have graciously enabled the MGF to use their networks for premium-billing services. "We have worked with virtually all of the wireless service providers in the U.S. and Canada to establish pay-out agreements at 100 percent of each donation," added Manis. "Clear standards have been designed to provide a quality user experience and a trusted source of donor engagement for non-profits."

"Mobile giving is a simple, fast and safe way for wireless consumers to give back to their communities," said Carol Wilner, Vice President Public Affairs for AT&T. "AT&T is proud to support the efforts of the Mobile Giving Foundation, especially during a time when so many non-profit organizations are in need of donations."

"Mobile giving encourages consumers to donate to charities of their choice by making the process simple and utilizing a tool, such as their mobile phone, that is familiar," said Scott Bennett, national vice president of marketing at the American Cancer Society.

"Mobile is an ideal fundraising platform for enabling consumers to donate quickly and spontaneously," said Chuck Scofield, Chief Development Officer at Share Our Strength.

To speed up time-to-market for charitable giving programs, the MGF established the industry's only campaign-launch processes that are based on existing shared short codes that have reduced provisioning times from as high as eight weeks to a low of five days in many cases. At the end of 2008, the MGF had set up 85 active campaigns on the MGF platform. Today, there are more than 400 active campaigns working at multiple price points of either \$5 or \$10 donations, including the capability to offer information opt-in based text alert packages as part of that donation to help the donor maintain visibility to the causes they support. Each week, the MGF launches up to 20 new campaigns. Response rates for these campaigns range from 1.5 percent up to a staggering 63 percent, depending on variables such as the cause, celebrity endorsement, co-branding affiliations and related marketing efforts.

"It has been hard but rewarding work to solve the various issues in using mobile to acquire new donors, raise funds, and help our NPO partners engage and keep new supporters of their cause," said Manis. "We continue to collect case study data to share with our non-profit partners and work diligently to increase general consumer awareness of mobile giving."

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About The Mobile Giving Foundation

The Mobile Giving Foundation (MGF) was founded in 2007 to create a “mobile giving channel” that empowers non-profit organizations and donors. Working with North America’s top mobile carriers, the MGF enables the mobile channel for charitable giving by providing the organizational layer, operational guidelines and technical infrastructure for non-profit organizations and donors to use the incredible power and convenience of mobile technology. The "Mobile Giving Channel" gives wireless users a simple and immediate way to receive and respond to appeals from worthy causes with the donation charged back to the carrier bill and 100% of the donation going to the designated charity. For further information, please refer to the MGF Web site at www.mobilegiving.org.

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Editor’s Notes:

*For a listing of MGF charities please visit <http://www.mobilegiving.org/Charities.aspx>

***Approved MGF ASPs:*

- a. MobileCause, www.mobilecause.com
- b. Mobile Commons, www.mcommons.com
- c. Wireless Factory, www.wirelessfactory.com
- d. Distributive Networks, www.distributivenetworks.com
- e. g8wave Inc www.g8wave.com
- f. Give on the Go, LLC., www.giveonthego.com
- g. Guide by Cell, www.givebycell.com
- h. iLoop Mobile, Inc., www.iloopmobile.com
- i. Russ Reid, Inc., www.russreid.com