



MOBILE GIVING FOUNDATION

ANNUAL REPORT

2020 EDITION





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ABOUT US

The Mobile Giving Foundation (MGF) is a 501(c)(3) Public Charity, who operates as a Donor Advised Fund, and grants 100% of the donation to the recommended pre-qualified charities. Our goal is to enable the mobile channel for charitable giving in support of good causes by using the convenience, security and ubiquity of wireless network based billing systems.

MGF is America's premier carrier-billed text donation provider, where donations are charged to a donor's monthly cellphone bill. We offer a turn-key fundraising solution – we take care of all the billing, technology, and tax receipting. Through our Text-to-Give channel, donors can engage with their favorite charities in a convenient and secure way, and charities in turn can cultivate new supporters and expand their donor base one text at a time.

"We have been privileged to be a part of the charitable community and serve its needs for over thirteen years. Trust, innovation and accountability matter when asking the public to support our causes with their hard earned money and time. That is what the Mobile Giving Foundation delivers. The dishevel brought by the global Covid pandemic beginning in 2020 underscores the importance of these values as charities continue to manage through very uncertain times. I am proud that MGF – our staff, partners and sponsors – continues its commitment to supporting charitable causes and civic action through mobile solutions."

–Jim Manis, *Founder*



For 13 Years

**MGF has proudly
served over 2,250
U.S. charities.**



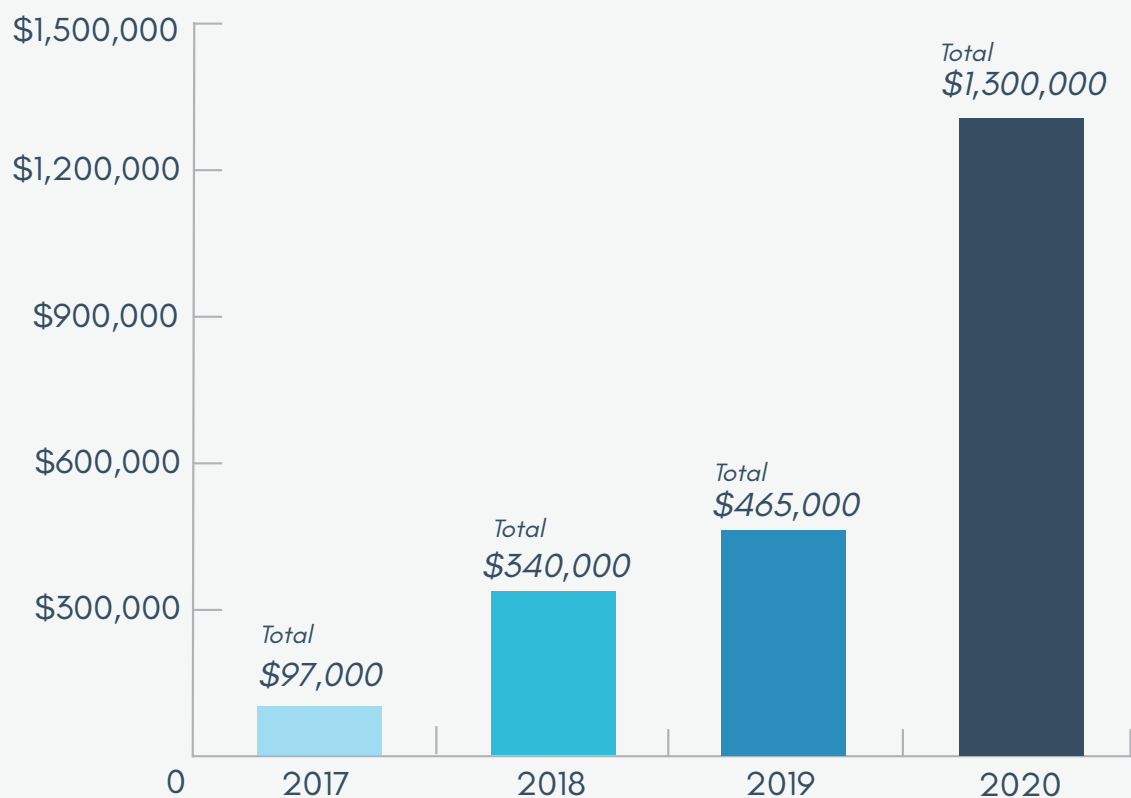
2020 IN REVIEW

- In 2020, over **279,000** donors initiated a Text-to-Give (TTG) donation with over **250,000** being unique donors.
- More than **\$1,875,000** was raised throughout the year with 100% of those funds gifted to **203 unique, pre-qualified charities**.
- **43 charities** tried mobile giving for the first time this year.
- MGF's total operating expense for 2020 was **\$410,122** with offsetting revenue primarily from CSR sponsors, ASP fees, and some administrative fees charged to participating charities.

COVID-19 RELIEF EFFORTS

With country-wide shutdowns, the majority of charities had to put a hold on any in-person fundraising or large scale public events for the foreseeable future, and for many, this meant severing their usual revenue sources. Beginning mid-March charities began to promote their TTG call-to actions in a variety of ways for Covid-19 relief.

TOTAL DONATIONS: MARCH 1st – MAY 31st



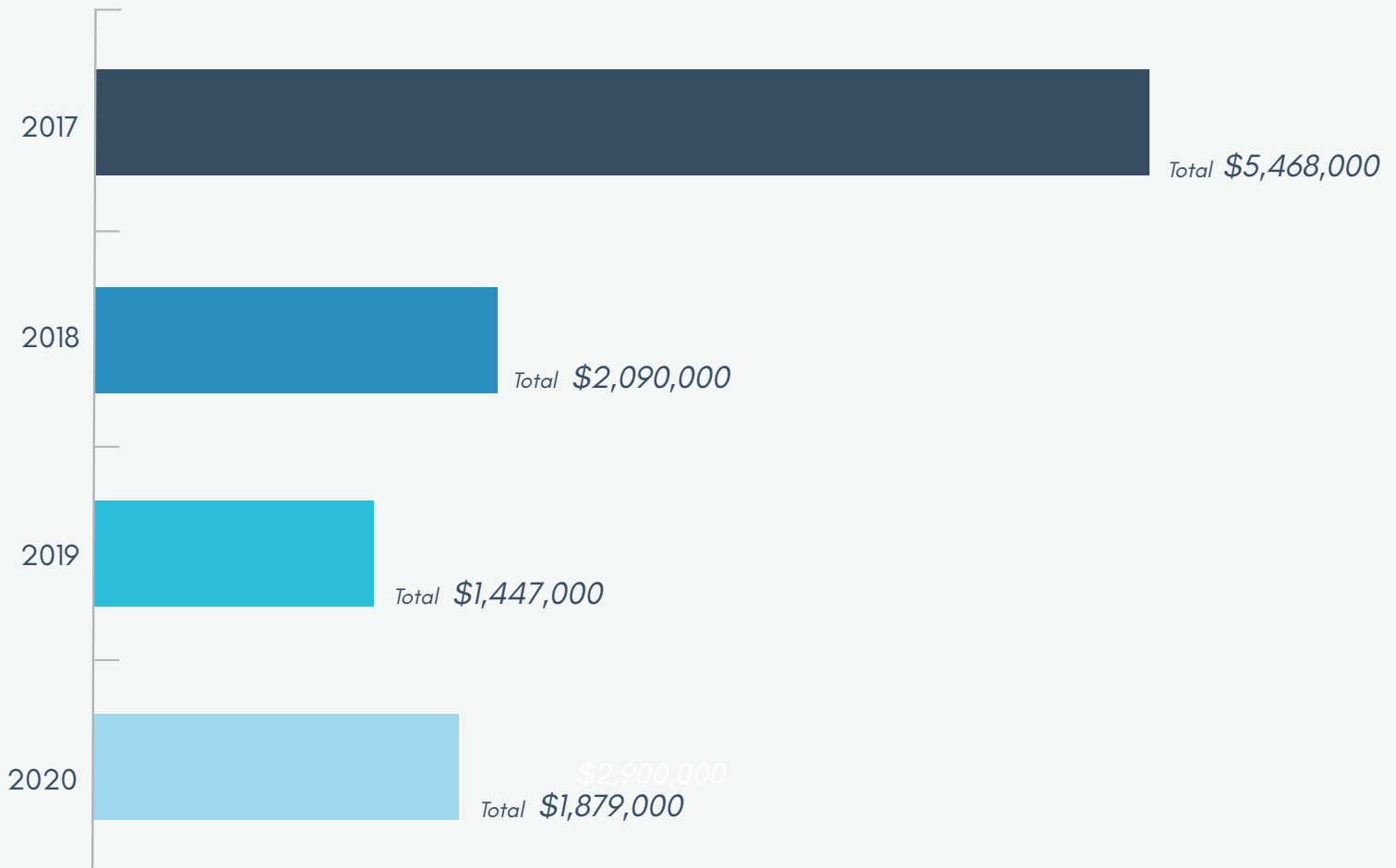


2020 DONATIONS & CONTRIBUTING FACTORS

MGF works with a wide range of charitable organizations, who support vastly different causes. In 2020, MGF saw the public respond to organizations that focus their charitable activities in the following core areas:

- Disasters and Emergency Management: **\$608,000**
- Youth Services: **\$595,000**
- Food Banks: **\$368,000**
- Medical Services: **\$235,000**
- Animal/Wildlife Protection Welfare: **\$34,000**

TOTAL DONATIONS BY YEAR: 2017-2020



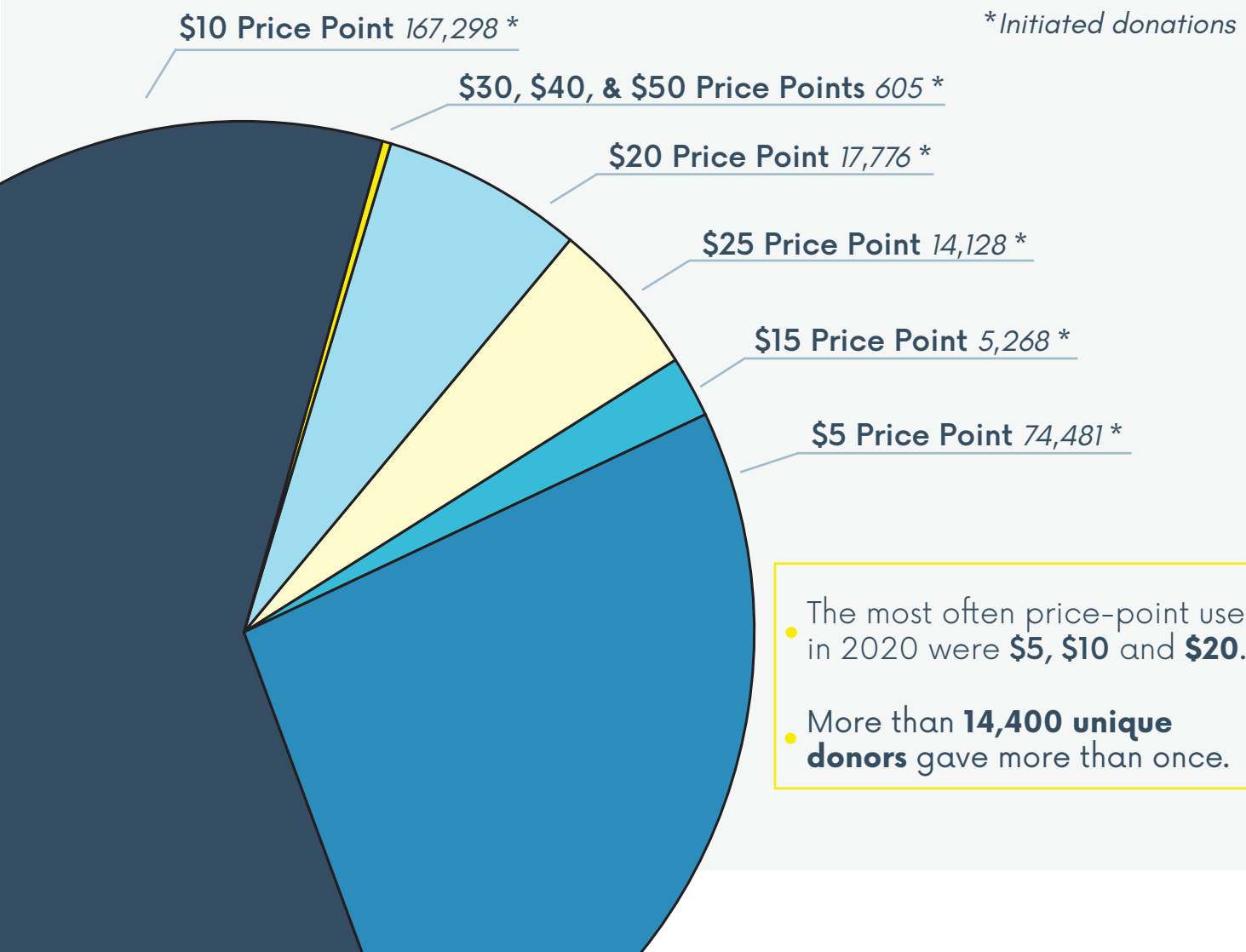


DONOR BEHAVIOR

Donors using mobile giving have a high degree of satisfaction in the process based on immediacy and simplicity of action, trust in participating charities, and flexibility of giving options that do not require the use of credit cards. MGF offers flexible donation amounts for individual and monthly recurring text-to-give campaigns, as illustrated below:

- One-time donations amounts: **\$5, \$10, \$15, \$20, \$25, \$30, \$40, and \$50.**
- Monthly recurring donations amounts: **\$5, \$10, \$25, and \$50.**

PRICE POINT FREQUENCY

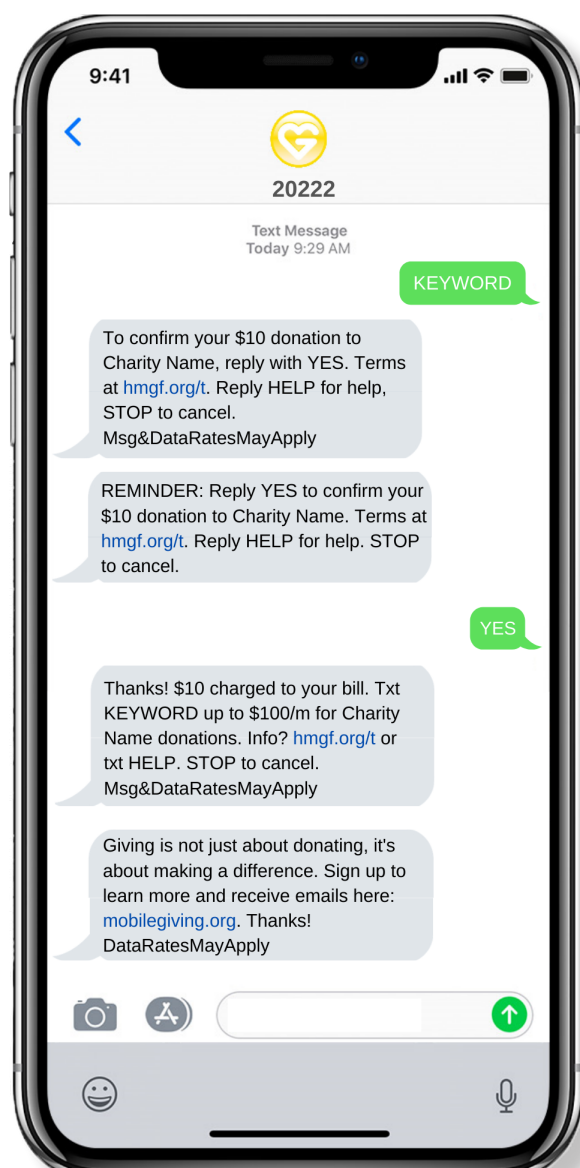




INCOMPLETE REMINDER

In order to complete a TTG donation, donors are required to initiate and confirm their donation. The incomplete reminder message is sent to all donors at the 30 minute mark if they have not confirmed their donation by responding with YES or ZIPCODE to boost conversion rates.

While the reengagement rates can vary based on the type/scope of any given campaign – we've tracked up to an **80% reengagement rate**, making it a valuable feature in reminding donors they need to confirm their donation when prompted.

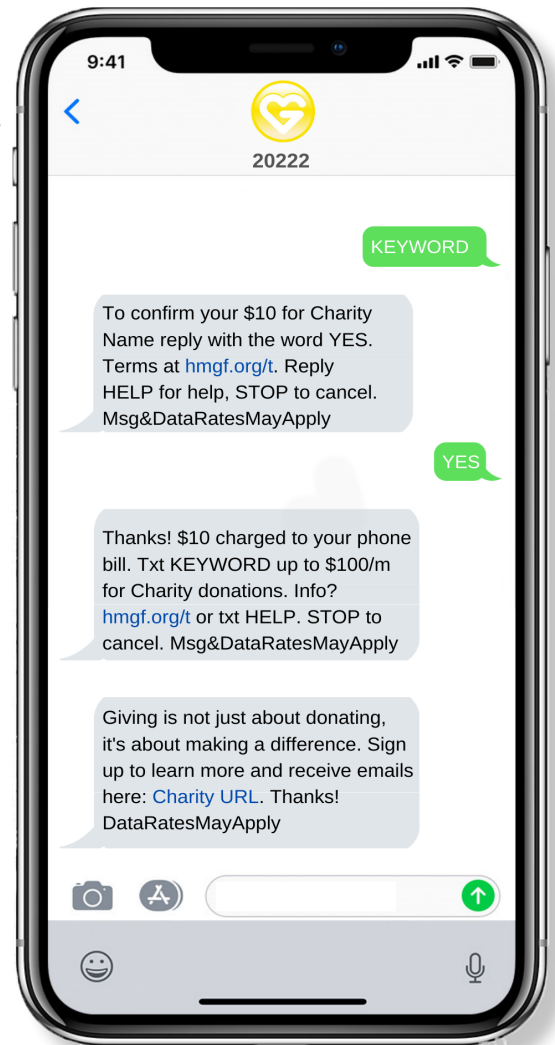
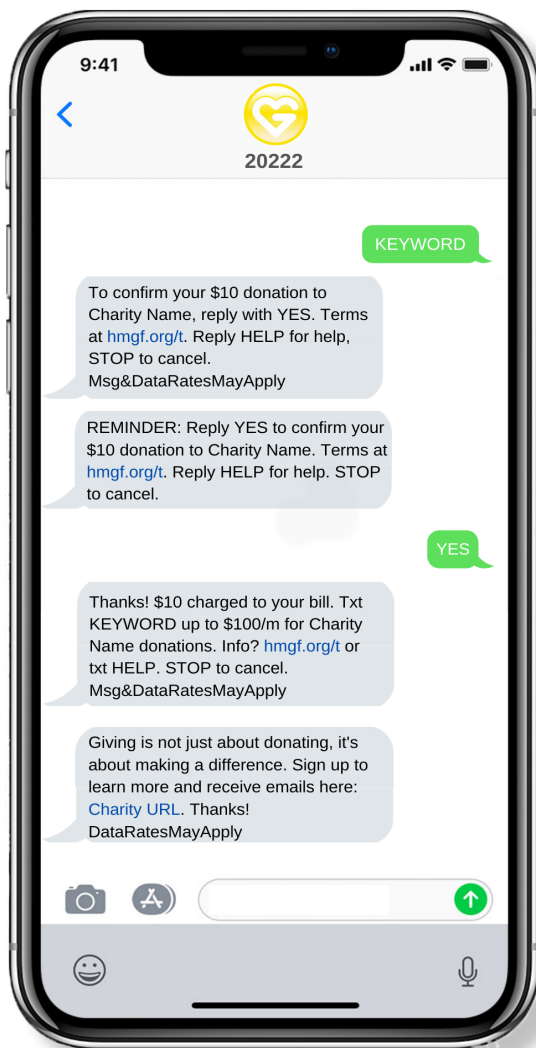




POST DONATION

To fully optimize campaigns, MGF developed a feature where it can send a unique and custom follow-up message to both donors who successfully complete a donation and those whose donation attempts failed due to individual carrier billing policies.

The **Accepted Donor Message** is designed to increase value to the charity and donor by delivering custom content following our standard thank you message. This can include whatever the charity deems of value to cultivate a relationship with their donor base.



The **Redirect Message** is designed for donation attempts that fail due to individual carrier billing policies. Each carrier has its own unique policies when allowing their customers to make a carrier-billed donation. If a donation fails, MGF is then able to send a message to the donor redirecting them to the charity's website where they can make a donation online.

While data is not comprehensive we have tracked up to a **78% click through rate** for this message making it an extremely valuable acquisition tool for beneficiary charities.



DONOR ENGAGEMENT

MGF has designed several ways charities running Text-to-Give campaigns can engage with donors beyond the initial donation. We offer charities a customizable web based application with multiple possible functions, and is really the link or bridge between communication channels and platforms. We call this web based application a widget and it can take a number of different forms depending on the desired functionality.

Most often this is used to collect additional information from donors post-donation, and can only be done with their explicit consent.

We also offer the ability to build a community of consented donors using a standard follow up message where they can reply MORE to receive periodic messages directly from the charity's Text-to-Give Short Code or from their own marketing Short Code.

9:41

<

[Charity Logo]

Customizable Message

This area is reserved for a customizable message, decided by the charity. This could include a thank you message or more information about your campaign.

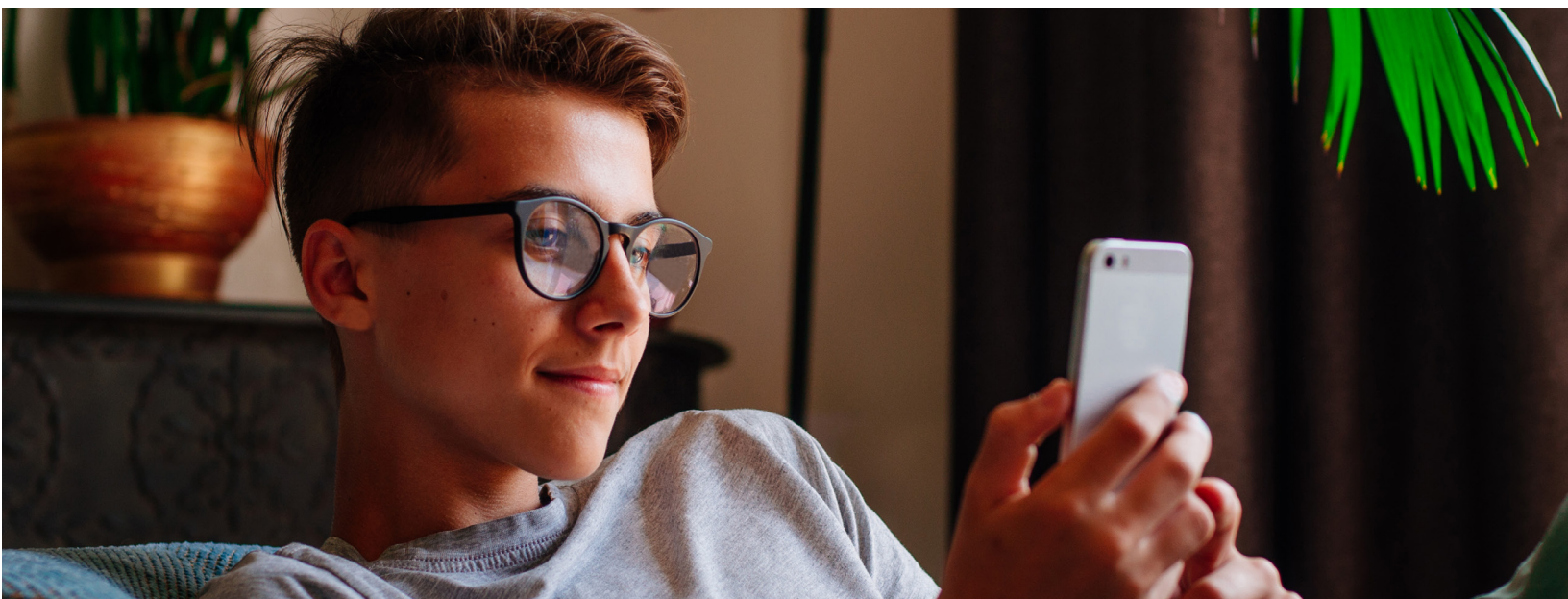
First Name:

Last Name:

Email Address:

☒ I agree to the terms and conditions outlined below

The information submitted herein will be collected by the Mobile Giving Foundation and provided to Charity Name in accordance with the Mobile Giving Foundation privacy policy at www.hmgf.org/t. This information will be used by Charity Name for its intended purpose only, further in accordance with Charity's privacy policy at Charity Privacy Policy URL. By clicking 'submit' you agree to these terms. For questions concerning your donation, or otherwise related to mobile giving programs, or to opt-out of future contact, please email support@mobilegiving.org.



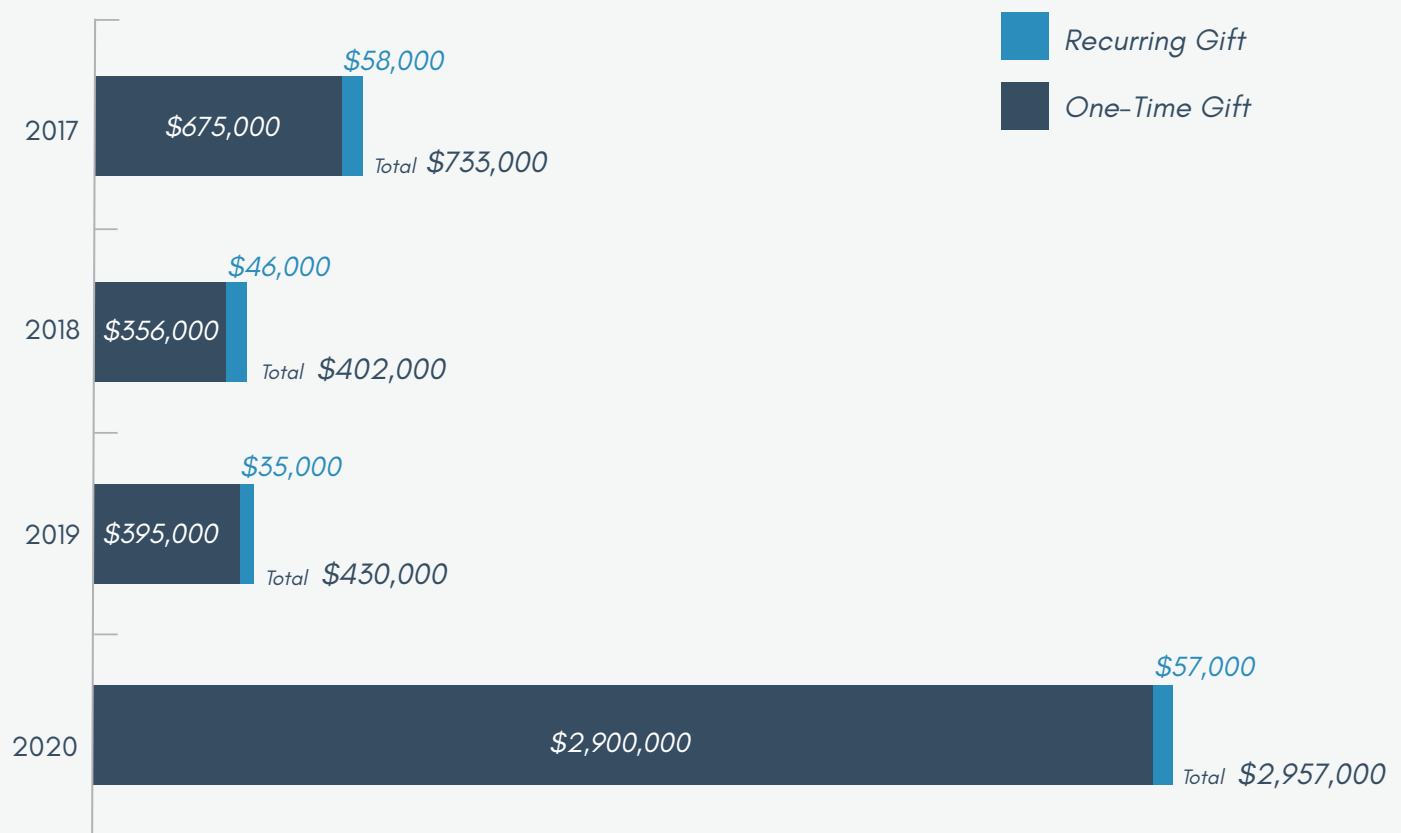


MONTHLY GIVING

The monthly giving feature is a newly available option for charities considering a long-term campaign and is a great way to convert a one-time donor into a monthly recurring donor. When charities have the Recurring Gift feature enabled, donors will first complete a one-time gift before being presented with the option of subscribing to give monthly.

MONTHLY GIVING IN CANADA

Our Canadian counterparts, Mobile Giving Foundation Canada (MGFC), have had the privilege of utilizing the monthly giving feature for a number of years already and many charities rely on this function as an integral part of their fundraising efforts.



328

monthly subscribers as
of Dec. 31 2020

41 months

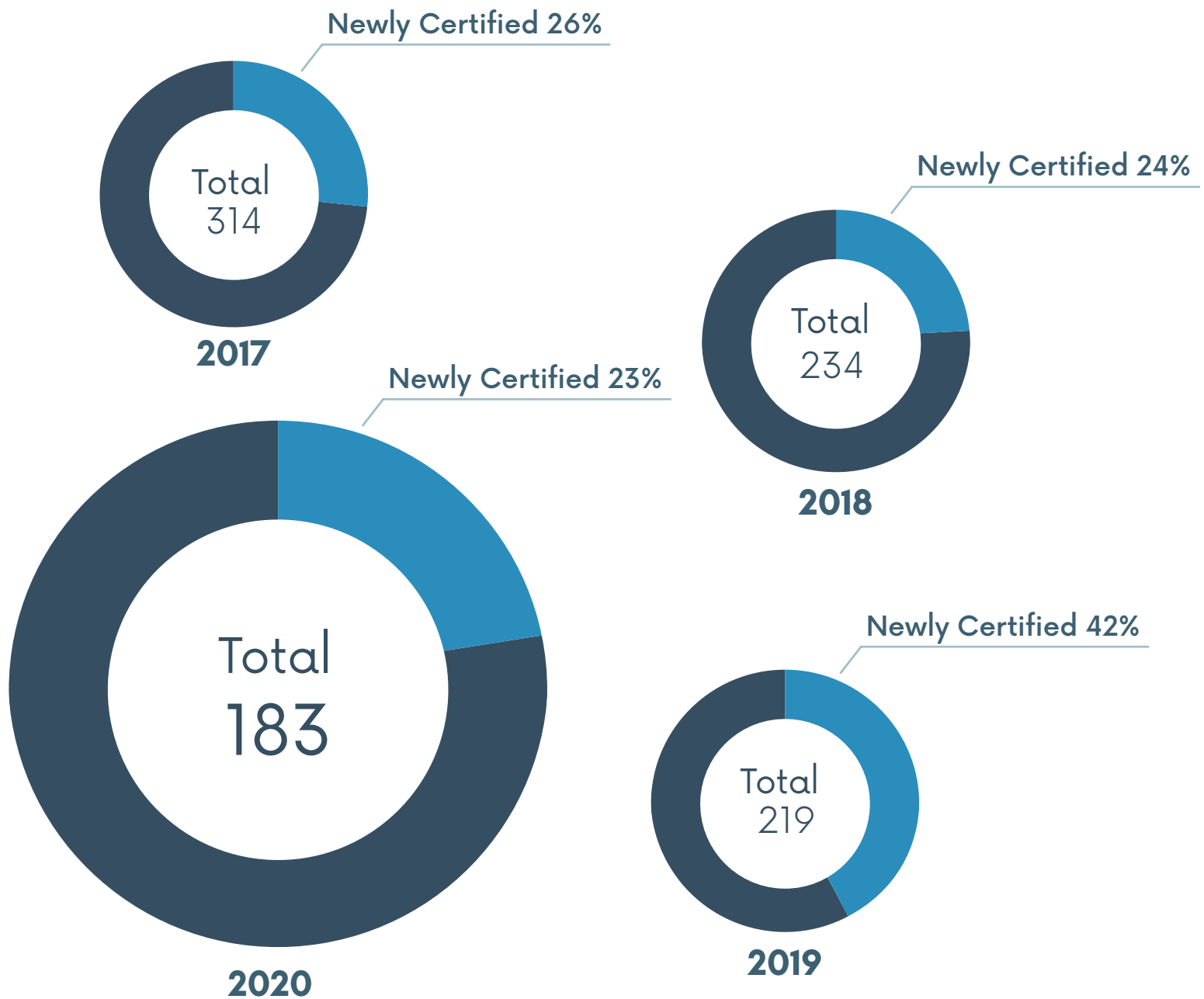
is the life time value of opt-
ed-in monthly subscribers


6.75%

opt in rate



BENEFICIARY CHARITIES



 **Active Charities** represents the total number of unique charities that collected donations through the mobile giving channel throughout the calendar year.

 **Newly Certified Charities** represents the total number of charities that became newly certified with MGF to run their first campaign.



CHARITY FEEDBACK

THE GREATER BOSTON FOOD BANK

GBFB is the largest hunger-relief organization in New England and among the largest food banks in the country. Last year, we distributed 98.8 million pounds of nutritious food to people who struggle to have enough to eat. They are committed to increasing food distribution to provide three meals a day to every person in need in Eastern Massachusetts while supporting healthy lives and healthy communities.

“The Greater Boston Food Bank (GBFB) had to quickly pivot our operations in March 2020 like so many other organizations. As food insecurity rose as a direct result of job loss and uncertainty related to the COVID crisis, the demand for our services increased exponentially. Getting more food to more people in need as quickly as possible, while also ensuring we keep our team members, partner agencies, and community safe, meant we had to make critical changes to our operations across the entire organization. GBFB is fortunate to have incredible support from our community—individuals, corporations, and other partners.

Eastern Massachusetts rallied to ensure our neighbors affected by the crisis had the healthy food they needed to weather the pandemic.

Mobile Giving is one of many channels we deploy to fundraise in support of our mission. In 2020, GBFB was fortunate to receive tremendous support from local media partners via on-air telethons that helped raised money to support our work. Having Text-to-Give available and ready to deploy during the crisis meant donors had a quick and easy way—right at their fingertips—to support GBFB and our neighbors in need in time of crisis.”

- Mekea Harvey,
Marketing Programs Manager



BOYS & GIRLS CLUB OF AMERICA

For 160 years, Boys & Girls Clubs of America (BGCA.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,700 Clubs serve 4.6 million young people through Club membership and community outreach. They provide a safe place, caring adult mentors, fun and friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Club programs promote academic success, good character and citizenship, and healthy lifestyles.

"BGCA went into overdrive during the pandemic to try to ensure students were going to have minimal interruptions in the programming they were receiving. T-Mobile stepped up to help create a positive impact on those effected by COVID-19. The text-to-give campaign allowed T-Mobile to engage with their customers to bring more attention to the heroic work BGCA does daily, and for the company to make a greater impact by matching its customers' donations throughout April 2020. Through the T-Mobile Tuesdays app, customers found information on how to text-to-give and learned more about BGCA. It was also an opportunity for customers to double their efforts through the T-Mobile donation match (up to \$300,000). "





"Our partners at T-Mobile teamed up with Jimmy Fallon and the Tonight Show to amplify their COVID support in a turnkey way for 3 nights with a 20 second integration delivered by Jimmy Fallon himself. The show partnered with brands to highlight what they were doing to support communities during the pandemic. The segment spoke about T-Mobile's partnership with Boys & Girls Clubs of America and our campaign throughout April, which matched \$5 text-in donations to Boys & Girls Clubs' COVID-19 Relief Fund.

Text-to-Give was a very successful and effective fundraising channel that reached many donors. The donations were very easy to make, the amount was just right where most donors felt comfortable making the donation and having it charged to their monthly phone bill. BGCA would certainly be open to doing future text to give campaigns with T-Mobile. We loved how T-Mobile facilitated the text messages through their giving platform and processed the billable donations, making it an easy and seamless process for donors."

- Stephan Gater,
Director of Account Relationships





REGIONAL FOOD BANK OF OKLAHOMA

The Regional Food Bank of Oklahoma is a 501c3 nonprofit organization that provides food assistance and other resources to neighbors in need across 53 counties in central and western Oklahoma. Established in 1980, the Regional Food Bank leads the fight against hunger in Oklahoma.

"We have used Text-to-Give campaigns in the past and been pleased with the results. Many of these past campaigns also included in-person donation opportunities as well. With the restrictions of COVID-19, we as other nonprofits began using virtual events to continue to raise much needed funds. Text-to-give campaigns are easy and convenient and provide a wide range of donors a quick way to support our mission.

We felt that during 2020, with the restrictions of having in-person fundraising events, text-to-give was a very effective channel to use. We had fun with one text-to-give campaign that included a TV partner. The ABC affiliate was airing the national broadcast of the Bedlam football game between the University of Oklahoma and Oklahoma State University, a bitter state rivalry. So we created two keywords based upon both schools mascots (Sooners, Cowboys) and the TV station promoted on-air a competition of which fans wanted to help fight hunger the most.

We have a great completion rate on the text-to-give campaigns and I believe that our donors appreciate the ease of being able to make an automatic gift so easily. We will definitely continue to use text-to-give in 2021! "

- Cathy Nestlen,
Director of Communications and Marketing





GENYOUTH

GENYOUTH is a nationally recognized youth wellness non-profit organization with reach and impact. GENYOUTH and its partners have a shared purpose: creating healthy school communities by empowering students and providing resources for youth to build healthy, high-achieving futures.

"GENYOUTH's Text-to-Give campaign launched at the end of March 2020 to benefit our COVID-19 Emergency School Meal Delivery Fund and is ongoing. The campaign has been promoted on news segments our CEO appeared on, social media, public service announcements, virtual events and on promotional videos. We utilized the automatic follow-up messaging sent to donors to direct them to our website to learn more about the organization or make another generous donation whether their donation via text-to-give went through or not. Our text-to-give campaign was very successful raising over \$19,000 for GENYOUTH's COVID-19 Emergency School Meal Delivery Fund. The text-to-give campaign gave us a clear and concise call to action for potential donors to contribute to our cause. This helped with communication (broadcast and social) opportunities that had character limits or time restraints.

GENYOUTH plans to use text-to-give as a consistent donation platform in the future for quick, one-time donation options for campaigns and events. The support of the Mobile Giving Foundation team with the set up and follow through of our campaign was crucial to our success."

-Caragh Corcoran, *Manager, Programs, and Events*





REPORT CONTRIBUTORS

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DATA COLLECTED FROM:

Mobile Giving Foundation (MGF) & Mobile Giving Foundation Canada (MGFC)





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Jim Manis, *Founder*





SPECIAL THANKS



CONTACT US

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