



Statement on the Closure of the Mobile Giving Foundation

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The Mobile Giving Foundation (MGF) will end operations on December 31, 2024, after seventeen impactful years of service to the public, charitable organizations across the United States, and the wireless industry. All funds raised through our programs have been distributed to the donor-designated beneficiary causes, as we continued to provide messaging support to charities through December 2024.

While economic realities faced by us and many other small charitable organizations have influenced this decision, we are proud to retire the organization with our values intact and mission achieved. We are also pleased that our sister organization, the Mobile Giving Foundation Canada, will carry forward this pioneering work in Canada in partnership with the Canadian Telecommunications Association.

A Legacy of Innovation and Impact

MGF was founded with the vision of leveraging wireless networks to make charitable giving quick, easy, and accessible to everyone. We pioneered mobile solutions for philanthropy, starting with the development of text-to-give programs that enabled carrier-billed donations directly through mobile phones—securely and without fees to donors.

Our model revolutionized giving by reaching new and younger donors, fostering civic engagement, and emphasizing trust, transparency, and accountability. We set industry standards for messaging practices, established safeguards for charitable transactions, enabled a media-friendly platform for driving acquisition, and delivered a secure rapid response mechanism for supporting trusted disaster relief efforts. Between **2010 and 2024***, **4,459,642 unique donors** in the U.S. initiated **6,565,658 contributions totaling over \$40 million** to **623 qualified charities**.

Challenges and Reflections

As a technology-focused nonprofit dedicated to maximizing value for beneficiary causes, our business model relied on volume-based service revenue and external support from partners and grants. While revenue was sufficient to maintain baseline services, the overall model fell short of supporting essential initiatives for growth and innovation. In a sector easily disrupted by technical advances and boutique service offerings, our leadership found it difficult to generate the resources necessary to stay ahead of the curve we helped to create.

Over these past few years, we explored numerous partnership opportunities across a variety of nonprofit, public, and private entities to support long-term sustainability. Each failed for a range of reasons. Some prospective partners would have required us to compromise our core donor protection in favor of noncompliant push message campaigns. Others were more interested in leveraging their proprietary technology while deemphasizing mobile-based campaigns. Certainly, some potential partners were dissuaded by applying nonprofit financial metrics when investing in the complexity of platform and service enhancements across new markets with

differing regulatory environments. Each opportunity required solving questions related to funding, technology, staffing, leadership, mission and/or goal alignment, and integration of business practices. These are real obstacles we share with many nonprofits seeking long-term sustainability. In the final analysis, protecting the integrity of our mission and the trust we built with donors remained our top priority, regardless of the need to grow and innovate.

Looking Ahead: The Future of Mobile Philanthropy

Mobile technology is one of the most powerful tools for charities looking to acquire and engage new donors. Its ability to connect people quickly and efficiently to causes they care about will continue to shape the future of philanthropy. As the sector evolves, we encourage charities and stakeholders to focus on three key priorities:

1. **Develop AI-Driven Applications that:**

- Enhance donor discovery of causes aligned with their values.
- Provide personalized impact tracking and engagement opportunities.
- Build communities and networks to accelerate progress on civic and mission-driven goals.
- Track and measure impact against mission and specific problem resolution.

2. **Improve Standards and Platforms:** Implement messaging and payment standards—such as RCS and MMS messaging with embedded, frictionless transactions—that enhance user experience while prioritizing nonprofit ownership and control.

3. **Ethical Practices:** Safeguard the mobile channel from vendor practices that erode trust, such as non-compliant fundraising tactics that abuse donor intent. Sustainable donor engagement depends on transparency and respect for consumer preferences.

Gratitude and Appreciation

The Mobile Giving Foundation's journey has been one of innovation, impact, and meaningful connections. We are deeply grateful to the donors who supported causes through our platform, to the wireless operators who made this technology possible at no cost, and to our partners who collaborated with us along the way.

We extend special thanks to our sister organization, the Mobile Giving Foundation Canada, and the Canadian Telecommunications Association for continuing this important work. We are also profoundly appreciative of Wiley Rein LLP for their pro bono legal support, Global Results Communications, CTIA, Fabrice Sergent and the Cellfish team, and federal regulators who recognized the importance of our mission. A heartfelt thank-you must also be given to Sonia Vahedian, the late Christian Zimmern, our dedicated team members Becky Shanafelt and Joe Manis, and our board members over the years whose leadership and commitment were instrumental to our success.

**2010 – 2024 data excludes results beginning in 2008 and encompasses only partial data for the Haiti earthquake response during the first quarter of 2010. 2024 data reflect shutdown planning.*