



MOBILE GIVING FOUNDATION

Standards for Participation

In order for a Registered Charity (“RC”) to solicit contributions through the mobile channel, the RC must have a rating of m4 or higher. If the RC has a rating of below m4, it may still participate in the mobile channel, however, the charity must be sponsored by the Mobile Giving Foundation or similar, qualified Registered Charity. We have attempted to create a set of reliable, straight forward standards that give all participants in the mobile ecosystem some assurances with respect to who is using the mobile channel.

The following scale is used:

RC adheres to all 11 standards:	m5
RC adheres to 9 or more standards:	m4
RC adheres to 6 or more standards:	m3
RC adheres to 4 or more standards:	m2
RC adheres to less than 4 standards:	m1

Mandatory standards:

1. The organization shall be a Registered Charity with the Canada Revenue Agency (“CRA”);
2. The organization shall engage in only allowable activities;
3. The organization has met its Disbursement Quota;
4. The organization shall be in good standing with the CRA and its federal, provincial or territorial authority and have been operational for at least 1 year;
5. The organization shall make only truthful representations to the public with respect to its fundraising, finances, operation and solicitations;
6. The organization shall be accessible and responsive to the public and shall have a donor privacy policy that allows for donor opt-outs;

Preferred Standards:

7. The organization shall have an elected and volunteer Board of Directors of at least 5 members that has at least 4 meetings each year;
8. The organization shall measure its effectiveness through assessment tools every two years;
9. The organization shall have a well-defined mission statement and operate programs that work to efficiently achieve that mission;
10. The organization shall spend its funds in a prudent and transparent manner;
11. The organization shall accurately report its expenses and make such information, financial statements and annual reports openly available to the public.