

# CKUA Radio Network



"We are so pleased about our incredible success with Mobile Giving Foundation Canada in this extraordinary season. MGFC worked with us to find unique ways to customize the donation path for our loyal listeners. Through our on-air broadcast and our social and digital platforms, we've invited listeners to turn their enthusiasm for our community radio programming into an easy donation. If a particular song or program resonates with a listener, mobile giving is a great way for them to connect with CKUA and support us. Some listeners donate for the first time through mobile giving. Others are motivated to 'top up' their ongoing support with a one-time mobile donation; still others donate multiple times. This effort has significantly contributed to our year-round fundraising. The services that Mobile Giving Foundation Canada offers enhance and support our other ongoing fundraising campaigns. Thank you, team MGFC!"

*- Karla Schell  
Director of External Relations*

During their inaugural month of using text-to-donate, CKUA raised over **\$20,000**.

# About CKUA Radio Network

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Since 1927, CKUA has offered musical variety and thoughtful programming, as Alberta's only province-wide public broadcaster unified by one signal. From our broadcast studios on Edmonton's Jasper Avenue and in Calgary's East Village, CKUA audiences hear their own melodies and the diversity of their own experience through musical and arts and culture programming. Moreover, this creates a powerful connection and a distinct sense of place.

CKUA benefits a multitude of artists, culture-makers, festivals, sponsors, small businesses, and venues who leverage our extensive reach to promote their own ventures, and generate revenue for themselves and their communities. CKUA also reaches people around the globe through online streaming. We remain strongly committed to making our expert programming free and accessible to everyone, everywhere. CKUA promotes and supports diverse music and emerging artists, and strengthens the entire arts community in Alberta and beyond, creating vibrant, positive communities with a reach of 494,000 listeners every month.

## Contact MGFC

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[www.facebook.com/MGFCCanada](http://www.facebook.com/MGFCCanada)



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