

The Canadian Red Cross



“Our partnership with the Mobile Giving Foundation Canada has been integral in the establishment and growth of our mobile fundraising programs at the Canadian Red Cross. With their help we were able to navigate the relatively small and unknown channel of text to donate through the massive Alberta Fires Appeal in May of 2016 and from there build and maintain an established mobile giving program.

We have, with the help of MGFC, been able to provide text campaigns for our corporate partners as well as our internal teams along with creating a new type of monthly donor within mobile giving. Their approach has always been collaborative and supportive which is why we look forward to our continued partnership as we explore new innovations and all the possibilities within mobile giving and philanthropy.”

- Karen Delorme
Associate Director, Direct Marketing

Over the course of the Canadian Red Cross' 10-year relationship with the Mobile Giving Foundation Canada, they have raised more than **\$3 million** dollars through the text-to-donate channel.

About the Canadian Red Cross

The Canadian Red Cross mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

The Canadian Red Cross Society is part of the largest humanitarian network in the world, the International Red Cross and Red Crescent Movement. The Canadian Red Cross is the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need.

Contact MGFC



support@mobilegiving.ca



www.facebook.com/MGFCCanada



Toll-free: 1-855-643-6431



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