



MOBILE
GIVING
FOUNDATION
CANADA

Response to Yonge St. Tragedy | Canadians' Compassion in Action

Uniting in Crisis: The Power of Mobile Giving

In April 2018, after the tragic van attack on Yonge Street, the City of Toronto partnered with the Toronto Foundation to create the TorontoStrong Fund.

The fund provided direct support to victims and families through organizations like Victim Services Toronto.

HIGHLIGHTS

Meeting Donors Where They Are—On-Air, Online, and On Their Phones

- Donors texted "TORONTO" to 80100, selected their donation amount and language, and confirmed via text.
- The campaign was promoted across social media and community platforms to increase participation.
- MGFC consolidated donations and ensured quick, accurate distribution.
- Low donation amounts enabled people from all backgrounds to contribute.
- Donors received real-time confirmations, reinforcing confidence in the process.

A NEW PATH FORWARD

Text-to-donate helped expand beyond traditional fundraising channels.

Mobile giving is built on principles of simplicity, accessibility, and immediacy. It enables anyone, anywhere, to respond instantly to a call for action.

During the #TorontoStrongFund campaign, for example, Canadians could unite behind the people of Toronto, regardless of location or circumstance. Quick processing, clear communication, and flexible donation options further strengthen confidence in mobile platforms, which also scale effectively during emergencies.



IMPACT HIGHLIGHTS

➡ 600+ individuals donated, showing the strength of quick, accessible giving.

➡ Flexible giving options enabled participation from a wide array of donors.

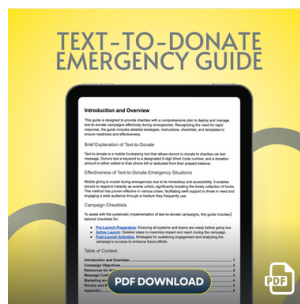
➡ Real-time updates and tracking reinforced donor trust and encouraged repeat giving.

 **600+**
DONATIONS WERE MADE VIA TEXT

 **72 Hours**
TIME DONATIONS WERE COLLECTED

Clear communication and flexible options strengthened donor confidence.

HELPFUL RESOURCE



[Download the Guide](#)

In times of crisis, every second counts.

Our Emergency Text-to-Donate Guide equips charities with a proven, step-by-step approach to launch fundraising campaigns when urgent response is needed.

From rapid deployment strategies to essential checklists, this guide ensures your organization is prepared to mobilize support quickly and effectively.

Start your own campaign: support@mobilegiving.ca

April 2018