



MOBILE  
GIVING  
FOUNDATION  
CANADA



SOCKS  
4 SOULS  
CANADA

Socks 4 Souls Canada has been dedicated to supporting vulnerable communities across Canada by providing warm socks to those in need. Partnering with MGFC, they have integrated a simple yet powerful text-to-donate campaign to reach and engage their supporters.

With their focus on sustainable support, they set out to inspire donations and provide essential items more efficiently through digital fundraising methods.

## HIGHLIGHTS

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

- Text-to-donate helped unlock a new donor base and reduce missed opportunities at events
- Promoting clear, tangible outcomes (e.g., “\$10 = 20 pairs”) made giving meaningful and easy
- Their multi-channel approach (radio + signage + digital) created a surround-sound effect that drove results



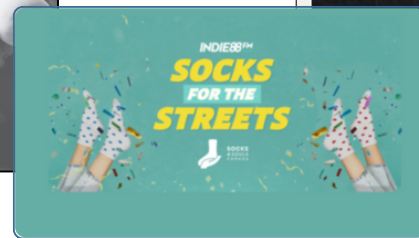
“If we didn’t offer a text-to-donate option, we would be missing out on the generosity of hundreds of people and thousands of dollars in impact. Our annual 3-month campaigns have been easy to set up and launch and because of their simplicity and success, we have decided to run the campaign all year long for 2025.”

— April Watts, Managing Director

## A NEW PATH FORWARD

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

They’ve shared this message widely: on-air through Indie88, in high-foot-traffic malls, on social media, and during major awareness days like World Homeless Day and Giving Tuesday.



## IMPACT HIGHLIGHTS

Impactful messaging proved essential, with many donors responding positively to clear statements connecting their donations to real-world outcomes.



**\$15,000+**

RAISED THROUGH TEXT-TO-DONATE FROM 2022 - 2024



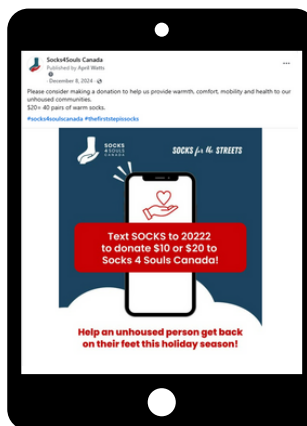
**30,000+**

PAIRS OF SOCKS PROVIDED WITH FUNDS RAISED VIA TEXT-TO-DONATE

## INSPIRATION FOR CHANGE

Socks 4 Souls Canada has demonstrated that impact-based communication can significantly drive donor engagement and loyalty.

By emphasizing tangible results such as the number of socks provided with each donation, they’ve educated donors on the importance of their contributions while motivating continued support.



Start your own campaign: [support@mobilegiving.ca](mailto:support@mobilegiving.ca)

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