



MOBILE
GIVING
FOUNDATION
CANADA



The Canadian Red Cross, part of the largest humanitarian network in the world, has been serving vulnerable people in Canada and globally for decades. With emergencies happening suddenly and unpredictably, the organization needed a way to empower donors to respond quickly, simply, and effectively.

Partnering with MGFC, The Canadian Red Cross built a proven Text-to-Donate program that has raised \$3M+ and continues to provide charities with a scalable, reliable fundraising tool.



Donate
\$5 now

Just text
redcross
to 30333

For local disaster relief.
#GIVINGTUESDAY

LESSONS FOR FUNDRAISERS

- Mobile giving creates an instant channel for donors to respond when crises strike.
- Establishing ongoing mobile programs builds resilience and sustainability.
- Working with MGFC gave the Canadian Red Cross confidence to integrate text-to-donate into both corporate and public-facing campaigns.

A NEW PATH FORWARD

During the 2016 Fort McMurray wildfires, Text-to-Donate proved its power in real time as thousands of Canadians gave through their phones, helping the Red Cross deliver large-scale relief.

That moment transformed mobile giving from an emergency tool into a trusted fundraising channel. Since then, the Red Cross has integrated Text-to-Donate into both crisis response and ongoing programs, relying on MGFC's expertise and infrastructure to make it seamless. Today, the Red Cross considers MGFC a key partner—one that helped turn a little-known tool into a cornerstone of their donor strategy.

IMPACT HIGHLIGHTS



\$3,000,000+

RAISED THROUGH MOBILE GIVING OVER 9 YEARS.

Text-to-Donate has removed barriers to giving by making donations:

- Simple: Donors can give with a single text message
- Inclusive: Accessible to Canadians without credit cards
- Scalable: Capable of mobilizing thousands of donors nationwide

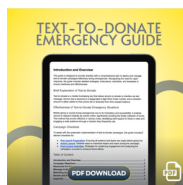
This accessibility has allowed the Canadian Red Cross to inspire a broad and diverse donor base, from individuals making one-time emergency gifts to supporters joining as recurring monthly donors.



"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."

— **Karen Delorme, Associate Director, Direct Marketing**

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