



MOBILE
GIVING
FOUNDATION
CANADA

Food Banks
Canada



Stronger Together: A Nation Unites for Food Banks Canada

In the early months of COVID-19, as families faced growing uncertainty and food insecurity surged, Canadians came together like never before. Stronger Together united millions through music, culture, and solidarity, raising vital support for Food Banks Canada.

Broadcast nationwide across TV, radio, and digital platforms, the 90-minute special became the most-watched non-sports broadcast in Canadian history.

With mobile giving seamlessly integrated, viewers could turn compassion into action, proving that when this country comes together, giving changes lives.

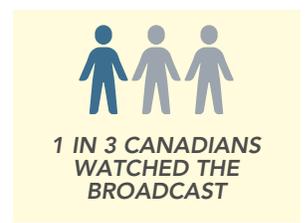
A NATIONWIDE MOVEMENT

By embedding text-to-donate directly into the Stronger Together broadcast, Food Banks Canada offered Canadians a simple, accessible way to respond in real-time. The campaign showed how mobile giving can scale alongside mass media to meet urgent needs, converting moments of national attention into measurable impact.



Stronger Together was a nationwide movement. With over 12 million viewers, it became the most-watched non-sports event in Canadian history.

Online, the campaign generated 2.1 million impressions and 587k engagements, reaching more than 1.2 billion people worldwide.



In total, over \$8 million was raised for Food Banks Canada, proving the power of mass media and mobile giving to turn compassion into action at scale.

IMPACT HIGHLIGHTS



\$1,600,000

RAISED VIA TEXT-TO-DONATE IN 3 DAYS



200,000+

DONATIONS MADE IN 24 HOURS

Canadians gave generously, in just 24 hours, more than 200,000 donations poured in. A total of \$1.6 million via text-to-donate was raised within three days, making up 20% of the total funds raised for Stronger Together.



DONATIONS
GENERATED FROM
TEXT-TO-DONATE

Stronger Together proved that when accessibility and storytelling align, generosity follows. A clear call-to-action, combined with the emotional power of shared experience, empowered Canadians to give instantly and at scale.

Stronger Together showed how mobile giving transforms storytelling into action, uniting Canadians to support families nationwide.

HIGHLIGHTS

- Aired nationally on major networks and online platforms during the height of the COVID-19 crisis
- Featured artists and celebrities, including Justin Bieber and Hailey Baldwin Bieber, amplifying awareness and participation
- Used visible text-to-donate prompts throughout the event, making it simple for viewers to give in real time
- Demonstrates the power of mass media and mobile giving working together to mobilize unprecedented generosity

Start your own campaign: support@mobilegiving.ca