



MOBILE  
GIVING  
FOUNDATION  
CANADA



## Feeding Canadians in Unprecedented Times

When COVID-19 hit in 2020, the Greater Vancouver Food Bank (GVFB) saw demand surge while in-person fundraising came to a halt.

To keep supporting thousands of people each week, they needed a safe and simple way to give. Through their long-standing partnership with MGFC, they activated Text-to-Donate, allowing supporters to contribute instantly from their phones and helping sustain vital food programs across Greater Vancouver.

## LESSONS FOR FUNDRAISERS

- **Be Ready to Adapt:** Having a mobile giving strategy before a crisis ensures agility when circumstances change.
- **Innovation Engages Donors:** Creative tools like emojis capture attention and simplify the act of donating.
- **Accessibility Builds Trust:** Text-to-Donate removes barriers by meeting donors in creative spaces like drive-thru community events and parades, while consistent emoji-based giving builds familiarity and makes it easy to donate.
- **Partnerships Strengthen Impact:** MGFC's guidance and platform helped GVFB scale its fundraising safely and effectively during uncertain times.

## A NEW PATH FORWARD

After launching their first Mobile Giving campaign in 2016, the Greater Vancouver Food Bank began integrating Text-to-Donate into their fundraising strategy long before the pandemic.

Over the years, they have frequently activated mobile giving for seasonal drives, community events, and rapid-response needs; even pioneering Canada's first emoji-to-donate campaign.

That foundation allowed them to move quickly when COVID-19 hit. With in-person fundraising paused and demand sharply rising, GVFB relied on the flexibility of Text-to-Donate to reach supporters safely and keep donations flowing. Their regular use of mobile giving made the transition seamless.



*"We have found it to be a convenient and easy way to collect donations when closer contact is difficult or unsafe."*

*— Terra Paredes, Manager of Community Events & Engagement, Greater Vancouver Food Bank*

## IMPACT HIGHLIGHTS

GVFB's experience proved that even higher donation amounts, like \$25, could succeed in a mobile format when the giving experience was simple and meaningful.



**\$16,000+**

RAISED THROUGH WINTERLIGHTS  
TEXT-TO-DONATE CAMPAIGN



**21 nights**

TIME TO REACH \$16K DONATIONS  
THROUGH WINTERLIGHTS

## LOOKING AHEAD

The Greater Vancouver Food Bank continues to see mobile giving as a key part of its fundraising strategy. As the first charity in Canada to introduce an emoji-to-donate prompt back in 2018, GVFB continues to embrace innovative approaches to engage supporters.

Together, MGFC and GVFB are showing how innovation and compassion can work hand in hand to feed communities, no matter the challenge.

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