



MOBILE GIVING
FOUNDATION

Mobile Giving Foundation

May 27, 2010

London

Proven Vision

- Charitable and emergency relief giving now have access to the powerful broadcast and direct response mobile channel
 - Empowers donors with the ability to make an impulse gift
 - Enables charities to acquire new donors, raise new incremental funds, and interact with donors on an on-going basis
 - Provides tremendous good will for wireless operators and industry while highlighting services
- Wireless is now at the forefront of rapid response with the ubiquity of text messaging providing a basis for social action





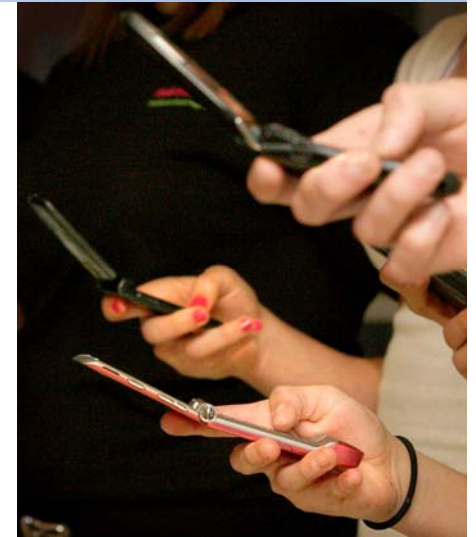
Changing the Face of Philanthropy

- Mobile giving democratizes fundraising
 - A “micro-donation” billed to the donor’s wireless statement broadens the base of donors who can afford a smaller gift – over 4 million people made gifts to Haiti relief by mobile in U.S. and Canada
 - It empowers a younger demographic to get involved – skews in favor of the 18-29 age group
 - It enables action by those without a credit card, and by those who simply forget by the time they find a check book or go on-line – 81% of all customer care calls to the MGF are from a new-to-text demographic wanting to make sure they are texting correctly
 - It is incremental giving – approximately 14% of all donations during the first 5 days came from mobile giving representing first time donors



What do we do?

- Pioneer and manage the mobile giving channel with the consent of wireless operators, support of registered charities, and trust of donors – US and Canada
- Manage standards for access of non-profits and charities to the mobile channel
- Certify to carriers the qualification of charities and their campaigns with the “Certified by MGF” mark
- Act as a billing settlement and records clearinghouse between carriers and participating charities, plus issue donor receipts as a partner charity
- Research and publish metrics and case studies on the effectiveness of donor response and mobile giving
- Educate consumers and non-profits about the mobile-giving channel





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Donor's confirmed response to call to action triggers a premium charge on the donor's carrier bill

Carrier collects donation and remits 100% to MGF

MGF reconciles donor pledges with carrier payments by campaign and keyword.

MGF remits payments to recipient RC based on 100% pass through

Donor contribution

Mobile Carriers

Mobile Giving Foundation

Registered Charity



Carriers

United States

- AT&T Mobility, Sprint/Nextel, T-Mobile USA, Verizon Wireless, and virtually all tier 2 and 3 carriers

Canada

- Rogers, Bell TELUS and Virgin are full participants
- SaskTel and MTS are expected to launch in Q2/Q3 after modifying billing to process a non-taxable event.

This provides access to an addressable market of almost 280 million potential donors who have phones with text capability in both the US and Canada.



ASPs

- The MGF enables mobile giving to take place in an efficient, controlled manner. We depend upon ASPs to optimize campaigns and mobile engagement for charities
 - MGF has 10 approved ASPs for the US
 - MGF-C has 4 approved ASP's in Canada
 - Approval is based on published criteria
- We bill these ASPs for running campaigns on our platform while passing 100% of the donation to the RC.



Charities

- Massive demand by charities
 - 500 plus approved charities running over 1000 campaigns– 700 new inquiries in the last quarter, processing 200+ new applications, launching 40 - 50 campaigns a week.
 - Charities are representative of large and small, and a range of causes
- MGF made campaign launch available in mid 2008
- MGF-C made campaign launch available in December '09



Factors of success

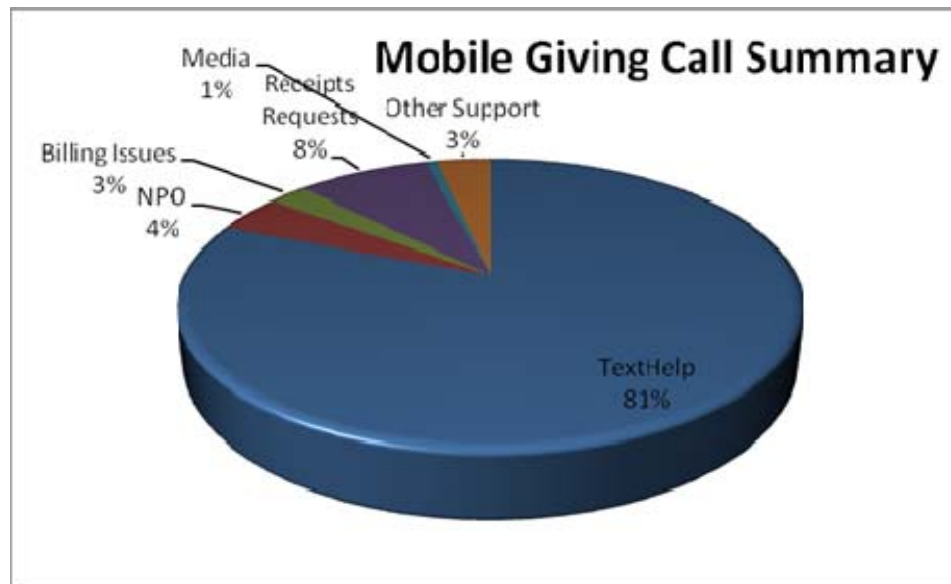
- An organizational layer defined by charitable goals that enables others to act.
- Standardized processes and message flow reduces overhead and work flow on parties who give their time, and drives costs down.
- Simple and ubiquitous technology that allows for an impulse response
- Consumer trust that 100% of the donation will go to the stipulated cause, the cause is legitimate, and they won't be spammed with unwanted texts or charges.
- If there is a question they can reach out to one party to find an answer
- People actually feel good because they took action and made a difference in a small way.



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And...

- Refund rates run approximately half a percent
- We have received more than 12,000 customer inquiries



- TextHelp breakdown (approx): 40% STOP, 50% Keyword confusion, 10% messaging confusion (I dialed 20222 but they said it was the wrong number...)



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Thank You!

Jim Manis, Chairman and CEO

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