

JUSTTEXTGIVING PARTNERS WITH RACE FOR LIFE 2012

Award winning text donation service JustTextGiving by Vodafone is set to boost fundraising this summer as an official fundraising partner and champion of Cancer Research UK's Race for Life 2012 event series.

Race for Life's 600,000+ participants will be encouraged to use both JustGiving and JustTextGiving as part of their own fundraising efforts in the fight against cancer. By asking supporters to donate online and via text, the platform aims to help participants raise more money, offering donors new ways to give on the spot.

The UK's only free text donation service, JustTextGiving by Vodafone, will give every fundraiser their own text code which they can personalise to help them canvass for donations. The service, now a year old, already has 30,000 individual fundraisers signed up and 15,000 charities.

Andrew Dunnett, Director of the Vodafone Foundation, which funds JustTextGiving, says:

"JustTextGiving is a great fit for Race for Life as it allows speedy, spontaneous donations wherever you are, using your phone. . As the service moves into its second year, we're delighted to have this opportunity to work with Cancer Research UK on its hugely successful Race for Life events. With more than 50 million people carrying a mobile phone, the potential for charities and individuals to raise additional funds is very real and exciting."

Cancer Research UK has been working with JustGiving since 2004 to offer Race for Life participants the very latest in online fundraising technology.

Claire Rowney, Head of Corporate Partnerships at Cancer Research UK, says:

"Our priority is to give our Race for Life participants and supporters an inspirational, rewarding experience while helping them raise as much money as possible to help beat cancer. We're excited to be partnering with JustTextGiving by Vodafone to give our supporters access to the very latest mobile fundraising technology, providing new opportunities for people to raise money and help us to raise vital funds for research to beat cancer."

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About JustGiving

JustGiving (www.justgiving.com) is the UK's largest online fundraising platform and has helped 13 million people raise over £1 billion for more than 12,000 charities since 2001. In 2009, JustGiving's CEO Zarine Kharas was awarded the RSA's Albert Medal for "democratising fundraising and



technology for charities" and JustGiving was awarded the "best use of technology award" at the 2009 Sunday Times

Tech Track 100 Awards. JustGiving has been named Experian Hitwise Number 1 Award winner for 2011, based on market share of visits among all United Kingdom websites in the Hitwise Community industry.

About JustTextGiving

Launched in May 2011, JustTextGiving by Vodafone has now been adopted by over 30,000 individual fundraisers and over 15,000 charities to help increase fundraising in Britain. The service is unique in offering charities and fundraisers the opportunity to use text donations for no cost to the donor or charity, with 100% of donations being passed to charity. Additionally, Gift Aid is easily reclaimed by replying to one text message. Visit www.justtextgiving.com for more information.

About Race for Life

- Cancer Research UK's Race for Life in partnership with Tesco is now open for entries
- The entry fee is £14.99 for adults and £10 for girls under 16. This covers the costs of staging the event series and means that money raised in sponsorship can go to help beat cancer
- Race for Life raises money that goes towards beating over 200 types of cancer affecting both men and women
- Enter now at www.raceforlife.org or via the hotline on 0871 641 1111

About Cancer Research UK

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research
- The charity's groundbreaking work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. This work is funded entirely by the public.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates in the UK double in the last forty years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1861 or visit www.cancerresearchuk.org. Follow us on [Twitter](#) and [Facebook](#)