

Strictly embargoed for TBC

London marathon runners hit mobile giving milestone

- *Mobile traffic to JustGiving overtakes desktop traffic on marathon Sunday*
- *Online giving platform processes over £300,000 in donations through smartphones and tablets throughout the day*

Traffic to online giving platform JustGiving from mobiles overtook desktop traffic on the day of the London marathon 2013 for the very first time.

On Sunday, 22nd April 58 per cent of traffic to JustGiving came from mobile devices including smartphones and tablets, compared to just 42 per cent from traditional desktop computers – an uplift of 52% from marathon weekend in 2012.

Throughout the day, JustGiving processed a record £300,000 in donations on the go from smartphone users, including spectators in the crowd*. The event represents a record high for mobile donations on JustGiving.

Fundraisers also had the opportunity to take advantage of JustTextGiving by Vodafone, the free text donation service, with over 1,700 marathon runners choosing to use their code this year. Over 12,000 text donations have been made so far to support marathon runners and to date, JustTextGiving has raised close to £10 million for charities. Singer Katherine Jenkins, who ran the marathon on Sunday, has raised more than £800 through text donations alone.

Anna Kuriakose, Head of Product at JustGiving said,

“Just looking at the number of smartphones in the crowds on Sunday brought home just how important mobile has become in mass-participation events. Nowhere is this truer than in the field of giving, where we can see that mobile is driving unprecedented levels of engagement and generosity. The past year has seen a huge leap in the number of our users reaching for their smartphones to show their generosity - to give wherever they are and whenever they choose.”



JustGiving developed a completely mobile optimised product in 2011 and has continued to improve this as smartphone technology moves forward. In particular, social media platforms are helping to push users to give from their mobiles, with 20 per cent of all traffic coming from Facebook mobile on marathon day. To find out more about JustGiving's recent mobile updates, visit just.ly/mobilev1m.

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For more information please contact Chris or Carole at Third City on tel: 020 3657 9773 or email jgteam@thirdcity.co.uk

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". JustGiving was the Experian Hitwise Number 1 Award winner for 2011, based on market share of visits among all United Kingdom websites in the Hitwise Community category and won 'Best Use of Technology' at the Charity Times 2012 Awards.

Methodology and footnotes.

All data is taken from internal JustGiving data

*Excluding GiftAid.