

## Mobile for Good: the work of the Vodafone Foundations

# Mobilising the community

At the heart of our Foundations is the belief that mobile communications technologies can address some of the world's most pressing humanitarian challenges and our responsibility is to utilise our innovative mobile technology in mobilising social change and improving peoples lives.

**2011 was the twentieth anniversary of the establishment of the first Vodafone Foundation, a programme which has developed into a unique network of 28 Vodafone Foundations across the markets in which Vodafone operates. Total donations for the year were £52.1 million which included £6.8 million towards Vodafone Foundations' operating costs.**

Foundation activity now centres on a Mobile for Good strategy – combining a privileged access to Vodafone networks, technology, customers and employees with its charitable giving, to empower people with the necessary tools to make a difference in the world.

### Mobile for Good

In September 2011, Vodafone pledged to raise over £7 million to support Comprehensive Community Based Rehabilitation in Tanzania (CCBRT). Obstetric fistula leaves women incontinent following childbirth and is believed to have affected up to 24,000 women in Tanzania since the millennium. Using Vodafone M-Pesa, the CCBRT hospital sends travel funds across the country to enable some of the poorest and most marginalised women to get to hospital for life changing surgery.

£7 million will help CCBRT expand and refurbish existing facilities, launch an extensive awareness and education programme, and build a brand new dedicated maternity hospital in Dar es Salaam. This campaign will help to change the lives of 31,000 women in Tanzania by 2016.

Vodafone Egypt Foundation developed and launched a mobile application for its adult literacy campaign. The application aids learning through utilising a talk back function and picture association. Over 12,000 volunteers are engaged to recruit participants, build schools and teach. Since the campaign launched in February 2011, 3,000 literacy classes have been held and 50,000 adults have enrolled in the programme.

Vodafone Italy Foundation launched Ricarica Insieme (Top Up Together) a €20 top up card which provides €19 credit with the remaining €1 being donated to charity. For every €1 donated through Ricarica Insieme, the Vodafone Italy Foundation donates an additional €1. In the first 17 weeks Ricarica Insieme raised €916,000, which combined with the Foundation matched pledge, totals more than €1.8 million for charity.

For more information please go to [www.vodafonefoundation.org/m4gplayer](http://www.vodafonefoundation.org/m4gplayer)

