

Charity Shortcode Donation Guidelines

Overview

The following relates to Charity Shortcodes only. This type of Shortcode usually starts with a '7' and can be used by registered Charities only. The benefit of Charity Shortcodes is that the Charity will receive the VAT amount paid by the mobile user as a donation.

Charity Shortcodes are for donations only, and cannot be used under any circumstances for campaigns that have a competition element. Charities can use standard Shortcodes (where the VAT amount is not received as a donation) for any projects where they wish to incentivise the mobile user with draws and prizes.

Guidelines

Promotional material must include clear information relating to the beneficiary and the amount to be paid to them:

- The total sum per premium rate donation which will be paid to the beneficiary. Where the amount varies between Network operators, it is recommended that the minimum likely amount is used.
- Where the donation is passed through to the charity intact without any deductions for VAT or revenue share (admin fees charged separately are ignored by this Guidance), then the promotion can carry out the message that 100% of donations are passed through to the beneficiary.

Promotions should also state:

- The identity of the beneficiary.
- Any restrictions or conditions attached to the contribution to be made to the beneficiary.

Other Limitations:

- Regardless of the number of Service Requests made by an end user, the total charges an end user may amass in any 24-hour period relating to any one particular Shortcode shall be no more than £30 including VAT.
- WAP-Push encoded messages must not be sent as billable messages, but must be sent using the 'zero tariff' parameters.

Further guidance can be found [here](#).