

FOR IMMEDIATE RELEASE

Monthly Giving in Finland is catching up: Mobile payment will accelerate growth

Charities increasingly rely on private donations to raise more money for their causes. When it comes to donations, iRaiser Finland's clients have seen a significant increase in Peer-to-Peer donations compared to previous years of about 300%, with this trend expected to continue across other fundraising channels. The introduction of MobilePay for Finnish donors is expected to drive even more growth in the future - particularly in the areas of monthly giving.

In 2016 Finland contributed approx. 280.000 Euro of about 3.500.000 Euro donated through iRaiser Peer-to-Peer fundraising solutions in the Nordics. In 2019 the Finnish share of donations has increased to over 700.000 Euro – or approximately 14 percent of the total in the Nordic countries, up from 8% in 2016. A trend we should expect to accelerate, according to Fundraising specialist and International Partnership Manager with iRaiser, Rebecca Thomson.

“We have seen an increase in fundraising activities in the Finnish market with organizations becoming much more agile and progressive as they utilize leading tools coming to market. Many have begun to experiment with Peer-to-Peer fundraising, and some have also begun to reap the rewards of updating their general collections and donor journeys with best-in-class software solutions, giving them more funds for less internal resources. The real jump in results going forward, however, I believe will come from charities now being able to use a feature rich tool for their individual monthly giving programs with leading payment methods like MobilePay, centralized in one fundraising application”, says Mrs. Thomson.

Make it easy to donate

"According to surveys the interest in supporting charities on a monthly basis has increased among the Finnish donors. We know, that in Finland it has been a challenge how the charities can offer people the most effective ways to support them, and that area has required improvement for some time. The new Fundraising Act (from 1.3.2020) will offer more opportunities as to how, and in which channels, the charities can appeal to the potential donor. This will also give opportunity for service providers to be more innovative and help charities in their fundraising actions. We're pleased to see the introduction of leading fundraising solutions like iRaiser to Finland to support the NGO sector. Through solutions like iRaiser, charities in Finland can offer their monthly giving programs and leading payment methods", said Pia Tornikoski, secretary general of the Finnish Fundraising Association (VaLa).

“For charities and NGOs, it is all about being efficient in fundraising, so as much money collected as possible can go to the cause. This is an integral part of being a professional fundraiser and paramount for the consumers' willingness to donate. Therefore, any fundraising activity should focus on making it easy to complete the actual donation transaction. And when it comes to making it easy to donate, nothing beats the smartphone and MobilePay”, explains Fredrik Pernell, Sales and Partnership lead of Mobile Pay Finland.

“The mobile phone is part of the everyday life for almost all consumers today, increasingly being used also for convenience, planning and direct shopping – and therefore of course also for donating to charities. With leading

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partners like iRaiser for fundraising, we see a trend where more than 90% of donations are being driven by the mobile channel – for Denmark the figure is actually 97% - so the introduction of MobilePay for fundraising in Finland, I expect to accelerate donations even more. It is exciting and we are proud to be part of doing good with our product”, says Fredrik Pernell.

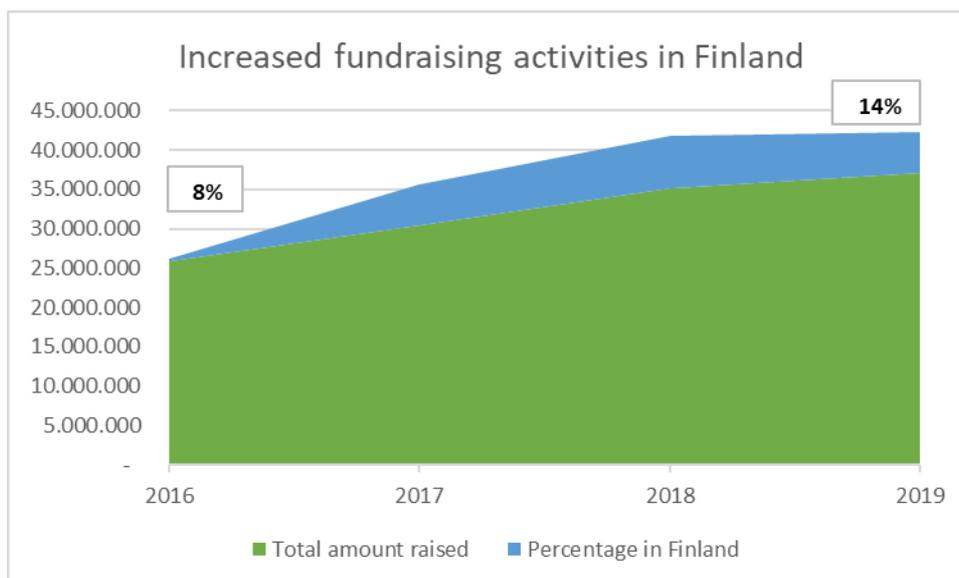
Scouting for children, teenagers and donations!

Accepting mobile payments was important to The Guides and Scouts of Finland, aiming to provide more and better scouting opportunities for Finnish children and teenagers. According to Simo Pynnönen, in charge of fundraising activities at The Guides and Scouts of Finland, the combination of mobile payment and SaaS software solutions is the most professional choice for the modern fundraiser.

“The core of our purpose is to support scouting and be an organization that drives that cause efficiently. We can not spend our time following the latest developments in donor management or payment gateways. It would take our focus away from what we are here for. Therefore, we rely on partners to supply the most efficient software and best performing payment channels. I am excited to be among the first charities in Finland offering mobile payment monthly subscriptions and I am very optimistic about our ability to generate more funds for scouting in Finland in the future”, says Simo Pynnönen.

Figure 1: Increased fundraising activity in Finland

Fundraising in Finland is becoming more efficient and donors give more. According to data from iRaisers peer-to-peer fundraising activities in the Nordic countries, Finland has increased its share of donations from 8% in 2016 to 14% in 2019. The introduction of Mobile Pay in Finland is expected to increase the amount and value of donations.



Source: iRaiser Nordic P2P fundraising across customers

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About iRaiser

Founded in 2012, iRaiser is Europe's leading white-label fundraising platform for non-profit organizations. Using iRaiser, charities, corporate foundations, hospitals, educational institutions, museums, political parties and religious institutions can raise funds simply, quickly and securely. iRaiser's platform includes an online payment solution, peer-to-peer, event fundraising, advocacy, crowdfunding, CRM, and marketing automation.

iRaiser works with more than 500 top organizations such as WWF, Red Cross, Doctors Without Borders, Unicef, The Louvre Museum, and GreenPeace in 18 countries worldwide. Since its launch, iRaiser has helped organisations raise over 900 million euros.

About MobilePay

MobilePay is the most used mobile payment solution in Finland with over 1.2 million users. MobilePay is free for the customers of all banks and it works on all most commonly used smartphones and with all payment cards. MobilePay can be used for different payments such as person-to-person payments, online shopping, in stores and restaurants, on apps, NGO fundraising, recurring payments and invoices. MobilePay was used for over 21 million payment transactions in 2019 meaning 123% increase compared to the previous year. In total, almost EUR 626 million was transferred via MobilePay in 2019. MobilePay Finland is part of the MobilePay Group.

About The Guides and Scouts of Finland

The Guides and Scouts of Finland is Finland's largest youth movement with 65 000 members.

Scouting supports children's growth and promotes their development as individuals and group members. Considering the environment and other people, operating in a group, learning various skills, developing the ability to solve problems and taking responsibility are important parts of the hobby. With the help of donations, we receive, we presently grant socio-economically motivated exemptions to approximately a thousand scouts each year.

About The Finnish Fundraising Association

Vastuullinen Lahjoittaminen VaLa ry (The Finnish Fundraising Association) acts as a co-operational network for non-governmental and non-profit organisations in Finland having 60 member organizations.

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