

Hungarian Red Cross uses QR code to raise funds for typhoon victims in Philippines

Donations can be made instantly by scanning the QR code with a smartphone

Budapest, November 21, 2013 – The Facebook campaign of the Hungarian Red Cross allows smartphone users to make instantaneous donations through the MasterCard Mobile app, developed by Cellum. This is the first fundraising campaign ever in Hungary where mobile payments are used together with social media. The largest humanitarian organization in Hungary and the developer are asking people to share the photo on Facebook as well as on other social sites.

“When we heard the news about the catastrophe in the Philippines, we did not hesitate to act quickly, so that people who want to donate through their phones could do so right away. After all, the old saying ‘he gives twice who gives without delay’ is now more true than ever, and mobile donation lets you do just that. The Red Cross is contributing its high reputation and the power of social media, and Cellum its technology, to the success of the campaign. Sharing a few horrifying pictures of the tragedy on social networks is not enough when you can actually make a difference”, says Cellum’s Chief Visionary Balázs Inotay. “Every user of MasterCard Mobile can send money to the survivors of the catastrophe right away, with just a few simple clicks. We ask everyone – private citizens, companies, the civil society and the media – to share the photo with the QR code and support the amazing work of the Hungarian Red Cross”, he added.

Cellum’s technology is used by several Hungarian charitable organizations. Mobile donation is available through the MasterCard Mobile app: donations can be made by scanning QR codes. The current campaign of the Hungarian Red Cross, however, is breaking new ground, as until now mobile-based fundraising in Hungary typically ignored the use of social media. The first similar campaign ever to be based on mobile donations was launched following the tsunami in Japan, and ended up exceeding expectations by far. “Donations are a matter of impulse. Once people are touched by an issue and decide they want to give, they want to act quickly. But chances are, they probably don’t carry around a pen to put down a 24-digit bank account number on a piece of paper, and they’re probably in a hurry anyway. And by the time they get home and visit their online bank where they could transfer the money, they have already been distracted by a hundred other stimuli, so they end up sending nothing. Cellum’s solution is simple: whenever the impulse hits people, they probably have their phone at hand”, Mr. Inotay explained.

The Hungarian Red Cross is hoping to reach people with the help of Facebook who are willing to help but haven’t done so because they were having a hard time looking up account numbers when trying to send money.

Link to the Facebook page of the Hungarian Red Cross:

www.facebook.com/photo.php?fbid=696639757014279&set=a.163355187009408.37667.137084602969800&type=1&theater

How to make a donation to the victims of the typhoon on Facebook?

1. If you don’t have it yet, **download the MasterCard Mobile app** to your smartphone and register your bank card. You will be guided through a few steps which are needed to ensure the safety of your personal data.
2. **To donate, simply scan the QR code shared on Facebook** with the built-in scanner of MasterCard Mobile. Transaction data are displayed on the screen so you can make sure you are giving to the right cause.
3. **The QR code contains a minimum sum**, which can be increased.
4. Once the sum is set, **press the Send button to review and confirm transaction data**.
5. The app will then initiate the transaction, which **you will need to authorize by entering your mPIN**.

- 6. You will receive feedback on the successful transaction**, which can later be viewed in the Transactions menu.

Donations pass through Cellum's system and are quickly sent to the Hungarian Red Cross's account dedicated to relief efforts for the victims of the Philippine typhoon.

The MasterCard Mobile app was created from the cooperation of MasterCard, Magyar Telekom, Telenor, FHB Bank and Cellum, and is today the leading mobile payment solution in Hungary, allowing over 200 thousand users to, among others, donate with their phones.

Further information:

Anita Lovász (Public Republic Group), +36 30 445-0198,

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