



**CHARITY
MOBILES**
WE'RE ALL CONNECTED

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Notes for Trustees

About Charity Mobiles

CharityMobiles.co.uk is a unique UK mobile phone site where £25 is donated to charity for every contract mobile phone purchased on the site. CharityMobiles.co.uk is a sister site to Mobiles.co.uk, so far together we've raised well over £10,000 for registered UK charities.

Mobiles.co.uk has been trading on the Internet since 1995, was the first mobile phone web site in the UK and has grown to be 3's leading web only retailer as well as a Direct Dealer for Orange, O2 and T-Mobile. A privately owned company, Mobiles.co.uk employs more than 30 staff based at its offices and warehouse in Watford, Hertfordshire.

What We Do

- We sell pay monthly contract mobile phones on all five UK mobile phone networks.
- We always offer next working day delivery on all products we sell.
- Our customers have 24 hour access to updates on the progress of their order.
- We constantly monitor our customer service levels to enable us to deal with any concerns in a proactive and efficient manner.
- We look after our staff. We achieved Investors In People recognition in April 2004 and we have one of the lowest staff turnover rates in the industry.
- We won Best Small Retailer 2006 in the annual mobile phone industry awards in March 2006.

What We Don't

- We don't cold call.
- We don't spam (send unsolicited e-mails).
- We don't target children.
- We don't sell non-UK specification products.



Senior Management Team

MD - Simon Mason: Simon is the Managing Director, and is responsible for shaping the overall corporate strategy and technology agenda. Prior to joining Mobiles in 2004, Simon was Operations Director at Corporate Innovations Ltd for two years, which followed a 12 year career with Canon (UK). He joined Canon after five years service in the Royal Navy. Simon holds an MBA from Henley Management College.

Founder – Chris Conwell: Chris founded Mobiles in 1995 with the simple dream of proving what he was worth, and the wish to sink or swim based on his own abilities. His passion and tireless efforts, along with a strong moral standpoint have ensured that Mobiles has enjoyed steady growth and recognition within the industry, culminating in March 2006 with the mobile industry's most coveted accolade, Best Small Retailer 2006.

Board Member – Peter Parry MBE: Peter worked as a consultant for Mobiles for many years before joining the board. His many years as a Squadron Leader in the RAF have endowed him with vast technical expertise. Peter currently plays a key role locally in the charity REMAP, as well as being an adviser to a number of other businesses and the MoD.

Corporate Objectives

Charity Mobiles has the following aims:

- To increase charitable donations without any associated cost to the charities.
- To encourage involvement in charitable causes from the 30% of UK residents who never give to charity and with no cost to the donor.
- To gain mobile phone sales from a previously uncharted sector.

Benefits to Charities

- **Administration** - There is no administrative load or cost to the charity associated with this project as we use our existing infrastructure and procedures. All costs are borne by our sister company Mobiles.co.uk which means that you receive the full £25.
- **Gift Aid** – Charities may claim Gift Aid on all funds donated by Charity Mobiles.
- **Traceability** - we will provide you with detailed information on orders placed via your referrals.
- **Size** - Any registered charity can benefit, regardless of size, location or cause.
- **Product** - Mobile phones are an ideal product with high levels of regular repeat purchases, and used by adults of all ages.
- **Reliability** - Charity Mobiles is an ideal partner – all orders are processed by Mobiles.co.uk: professional, reliable and experienced.
- **No cost to the consumer** - they pay exactly the same and receive the same offers, as they would if they went directly to the Mobiles.co.uk site.
- **Improved fundraising** - this is a simple way that supporters can encourage their friends and colleagues to support your charity with no cost to themselves.