

London 11<sup>th</sup> February 2016

## **RSM 2000 ACQUIRES TEXT DONATION BUSINESS FROM VIR2**

DIRECT DEBIT AND CARD PAYMENT SERVICE PROVIDER RSM 2000 LTD HAS ACQUIRED THE BUSINESS ACTIVITIES, STAFF & BRAND OF THE UK CHARITY TEXT DONATION AND MARKETING SPECIALIST, VIR2.

At a time when charities are worried about reputational risk from their suppliers, the purchase is the first time that a charity text donation provider has been bought by a fully regulated & compliant payment service provider. RSM 2000 can now provide a full range of payment solutions including text donation to charities under one roof and tick all the boxes for compliance and expertise at the same time.

Vir2 have specialised in SMS services for charities since 2005 and pioneered the introduction of VAT free text donation. They offer text services to 100s of charities, both large and small and were behind such text donation campaigns as Stephen Sutton's "#thumbsupforstephen" for Teenage Cancer Trust.

***"Donors naturally expect charities to accept payments in whatever way is most convenient to the donor"*** said Nigel Walters, Managing Director of RSM 2000, ***"We want to simplify the lives of our fundraising clients. We can now offer every form of electronic payment a charity needs with one set of contacts to provide help and support."***

The purchase also reflects the increasing concerns about the risk of reputational damage to charities from supplier relationships. RSM 2000 are registered with the Financial Conduct Authority for Payment Services, and Consumer Credit activities, and are PCI Tier 1 compliant too.

***"RSM 2000 are experts in providing secure payment systems"*** said Roger Craven, Founder of Vir2. ***"SMS suppliers don't have to be registered as payment institutions or be PCI Tier 1 compliant, but RSM 2000's accreditations represent the gold standard and anything less is rapidly becoming an untenable position for charities."***

RSM 2000 already have many charity clients for their payment services. The company is able to offer unique charity rates for card processing and provides special direct debit services designed round the needs of charities.

RSM 2000 also plan to market text services to businesses looking for an SMS supplier that they can trust to take data security seriously.

The purchase cements a 15 year friendship between Roger Craven who founded Vir2 and the directors of RSM. Under Roger's continued guidance they hope to grow the text business into new areas.

## **About RSM**

Established in 1994, RSM 2000 Ltd provides specialist solutions for payment and billing.

Based in Bedfordshire, our expert team is a leading innovator in the field of secure electronic transaction processing, and currently process in excess of 1.5 million transactions a year

RSM 2000's solutions include customer present, customer not present, internet payment and direct debit payment systems. Providing point of sale equipment, interactive voice recognition on fixed & mobile telephony systems and web based solutions to meet the needs of businesses across the UK.

RSM2000's systems have been fully accredited as [PCI-DSS](#) compliant at level 1, the highest level, and rated as excellent when audited by [Bacs](#) during our latest Bureau inspection.

RSM 2000 Ltd is registered with the Financial Conduct Authority under the Payment Services Regulations 2009 (register reference 543079) for the provision of payment services, and regulated and authorised with interim permission under the FCA for consumer credit activities (register reference 517918)

## **About Vir2**

Vir2 was founded in 2005 by Roger Craven. Roger campaigned for the introduction of VAT free text donation. He represented the interests of the charity sector on the board of the Mobile Data Association which was the trade body which wrote the rules for text donation. Following the merger of the MDA with the Association of Interactive Media and Entertainment (AIME).

Vir2's clients include: WaterAid, RNLI, Barnardos, Islamic Relief, World Jewish Relief, UN World Food Programme, The Princes Countryside Fund and Teenage Cancer Trust.

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