

Mobiles4Mufti – St Joseph’s College Raise **£4210**

What is Mobiles4Mufti?

Mufti is a colloquial expression for civilian dress. As a result Mobiles4Mufti is primarily aimed at schools where uniforms are worn every day. The concept is very simple. Instead of paying money to wear non uniform you bring your unwanted mobile phone instead. If you are unfamiliar with the expression you can call it something more appropriate for your school such as ‘non-uniform day’.

St Joseph’s College Ran Two Successful Mufti Days, Raising **£4210**

Last year St Joseph’s College in Staffordshire ran a ‘Mobiles Day’ and raised £2130 following the collection of 852 mobile phones from its pupils in exchange for ditching their school uniform for a day. This was one of the biggest single-day collections by any school in Great Britain and was promoted and coordinated using the fonebank.com/schools service.

“Mobile phones are a must have for every teenager, and there must be thousands of them lying dormant in drawers all over the country...Normally, we’re not that enthusiastic about seeing mobile phones in school, but on this occasion, we made an exception!”

Roisin Maguire, Headteacher at St Joseph’s College, Staffordshire



St Joseph’s College fundraisers Samantha Townsend and Andrew Fordham

The money was jointly donated to the LaSallian charities in the UK, as well as going towards St Joseph’s College’s own Sierra Leone education project. Following this success St Joseph’s ran the scheme again in 2010 collecting 722 mobiles and raising £2080, that’s a total of £4210 raised in 12 months.

“I was really impressed with St Joseph’s College as the students arranged and promoted the scheme themselves. Samantha and Andrew did an amazing job raising well over £2,000 in just one day”. Olly Tagg, Fonebank Director.

If you want to organise your own ‘Mobiles4Mufti’ day just like St Joseph’s make sure you read our Top Tips overleaf to make the most of your recycling scheme.

Kind regards

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If you have run a successful scheme please email a photo and a few words about how it went, we can then showcase your school in newsletters or on the website. (Make sure you have permission of the parent/guardian and a credit for the photographer).