

Fundraising in the Information Age: Combining the charitable with the commercial

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CEO, PayPal Giving Fund

Together with PayPal, PPGF

Builds commerce networks that create new funds for charities...

...along with business value for our partners

PayPal Giving Fund's partnerships with internet businesses

We hope to generate \$50m in customer giving this year



A growing range of branded customer giving programmes, along with individual campaigns and initiatives. (\$17m)



eBay customers can donate to their favourite charity as they buy or sell on the site, or purchase items from charities. (\$9m)



Digital creations sold and distributed online at customer-determined price, including a proportion to a charity chosen by Humble Bundle or the customer. (\$12m)



Fundraisers create campaigns to support their favorite charities, with donations collected by PPGF. (Projected \$12m+ in 2017)



Approximately £5m of the funds raised go to UK charities

PayPal Giving Fund

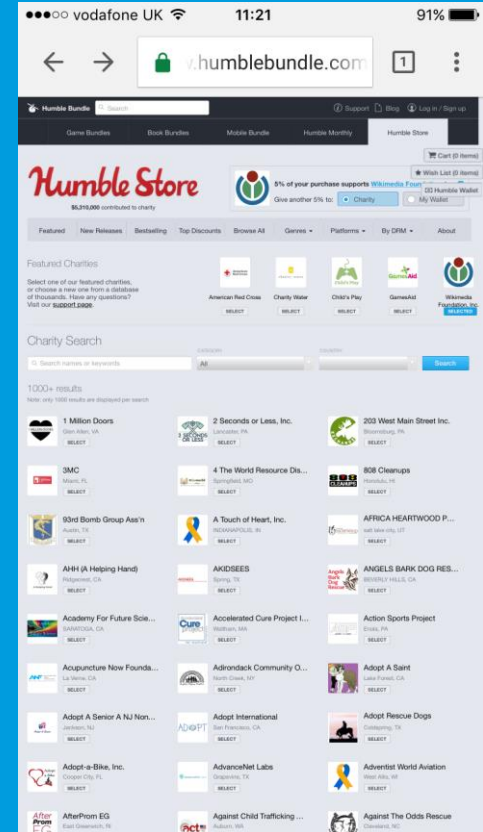
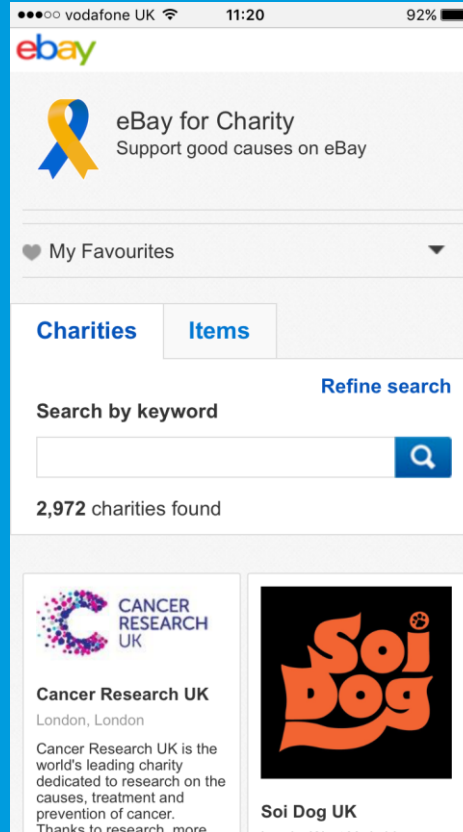
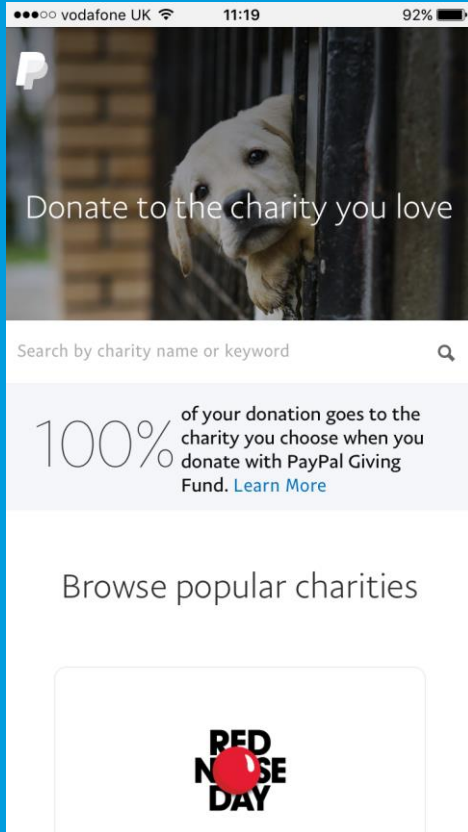
US & UK registered charity that provides charity choice and scalability for online customer giving programs

Charities enroll with PayPal Giving Fund to receive funds raised through our programs.

PayPal Giving Fund:

- Holds legal agreements with nearly 4,000 UK charities (growing fast)
- Acts as a single entity to receive/escrow/distribute & track donations from millions of donors in support of these charities
- Can claim Gift Aid as a charity and re-grant
- Provides a structure for redirecting donations when charities close or cease to meet program requirements
- Funded by PP and partners: no PPGF fees to individual donors or charities

Businesses use our directory to enable donations



eBay for Charity has raised \$725m worldwide



Has raised
£100M
IN THE UK

£20M
PER YEAR

Managed by
EBAY.CO.UK + **PAYPAL GIVING FUND**
in partnership with a registered charity

HOW DOES IT WORK?

1



CHARITIES

Sell items, from every day to unique and high-profile special auctions

2



BUYERS

Shop for items that benefit charities, and add donations at checkout

3



SELLERS

Can donate 10%–100% to their favourite charity from any sale

Customer donations on eBay



eBay buyers give at checkout



eBay sellers donate 10-100% of sales



PPGF collects and re-grants donations with Gift Aid



Charities receive monthly pay-outs into their PayPal accounts

...with no fees charged

Direct selling on eBay



Charities list new
and donated
stock on eBay



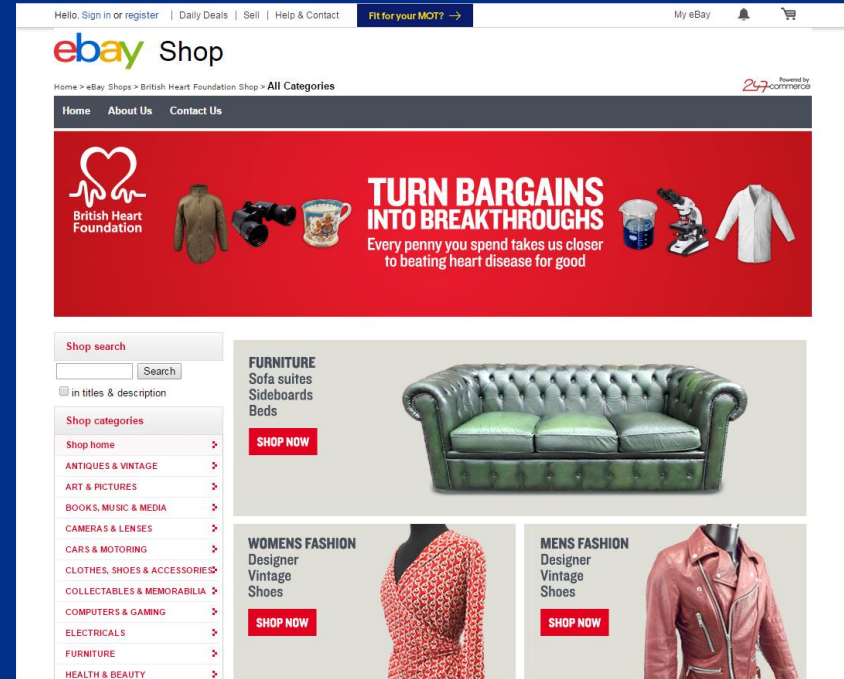
eBay buyers bid
on and purchase
items



Charities receive
funds directly into
their PayPal
accounts

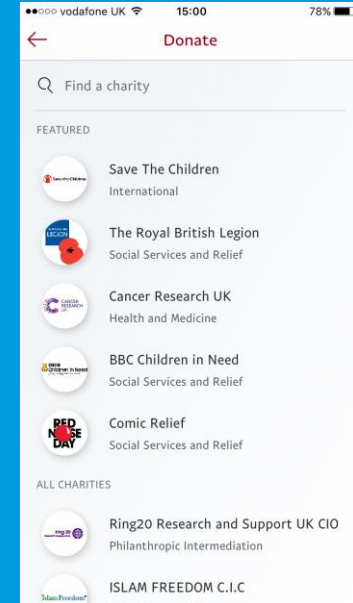
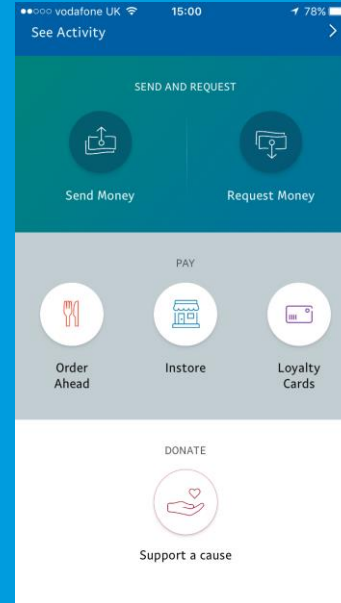
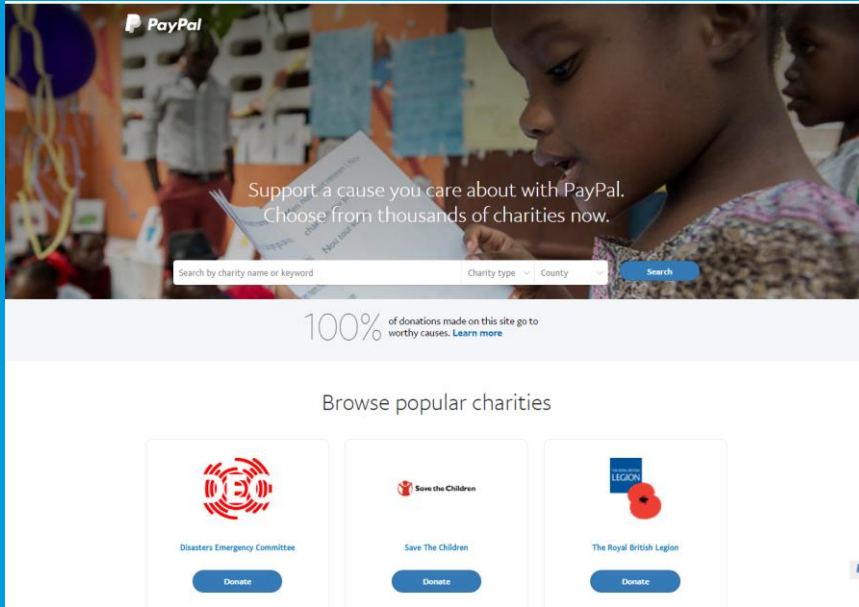
...with discounts on
eBay and PayPal fees

Direct selling on eBay



PayPal uses PPGF to promote giving through its sites

Last year we added donations to the PayPal App as well



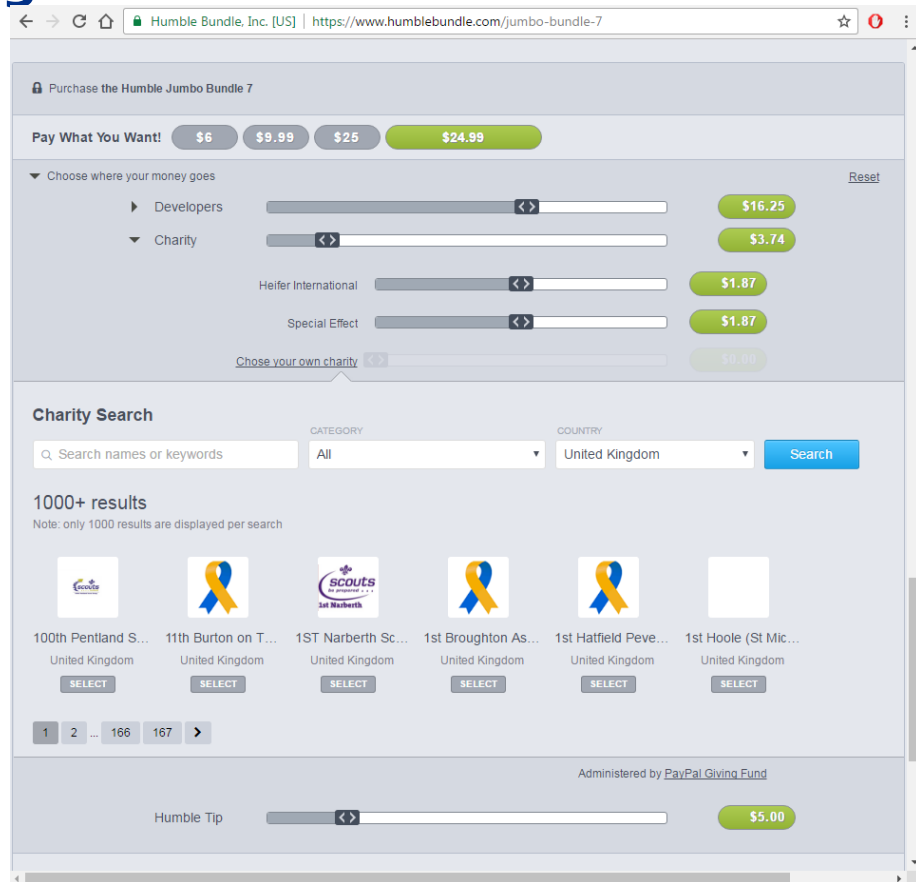
Humble Bundle: major retailer of games and books

Maximising consumer choice



Customers can:

1. Pay what they want
2. Choose how their money is split between Humble Bundle, developers and charities
3. Choose which charities should benefit (from the PPGF directory)

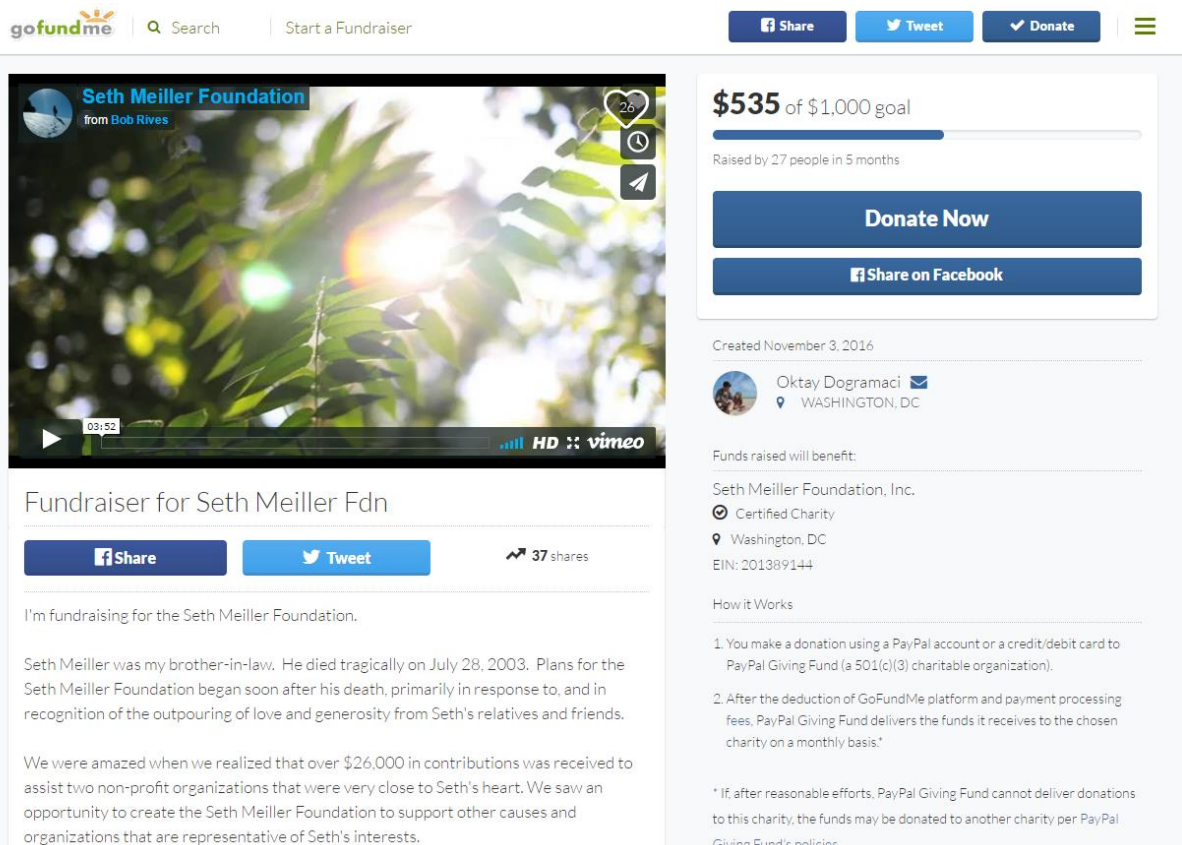


The screenshot shows the Humble Bundle website interface. At the top, it says "Purchase the Humble Jumbo Bundle 7". Below this, there's a "Pay What You Want!" section with buttons for \$6, \$9.99, \$25, and \$24.99. A section titled "Choose where your money goes" allows users to split their payment between Developers (\$16.25) and Charity (\$3.74). Under Charity, there are sliders for Heifer International (\$1.87) and Special Effect (\$1.87), with an option to "Choose your own charity" for \$0.00. Below this is a "Charity Search" section with a search bar, category dropdown (All), and country dropdown (United Kingdom). It shows "1000+ results" and a list of charities with "SELECT" buttons. At the bottom, there's a "Humble Tip" slider set to \$5.00.

GoFundMe certified charity campaigns

US program to integrate charitable fundraising into Crowdfunding site

- Majority of GoFundMe business is individual fundraising
- PayPal Giving Fund (US) enables fundraising for certified charities
- Donations are made directly to PPGF, which seeks to regrant them to benefiting charities



The screenshot shows a GoFundMe campaign page for the Seth Meiller Foundation. At the top, there is a navigation bar with the GoFundMe logo, a search bar, and a "Start a Fundraiser" button. On the right side of the navigation bar, there are social media sharing buttons for Facebook, Twitter, and a "Donate" button. Below the navigation bar, the main content area features a video player for a video titled "Seth Meiller Foundation" by Bob Rives. The video player shows a progress bar at 03:52 and a "vimeo" logo. To the right of the video player, there is a progress bar showing "\$535 of \$1,000 goal" and a "Donate Now" button. Below the video player, there is a section for the fundraiser titled "Fundraiser for Seth Meiller Fdn" with "Share" and "Tweet" buttons and a "37 shares" indicator. The text of the fundraiser reads: "I'm fundraising for the Seth Meiller Foundation. Seth Meiller was my brother-in-law. He died tragically on July 28, 2003. Plans for the Seth Meiller Foundation began soon after his death, primarily in response to, and in recognition of the outpouring of love and generosity from Seth's relatives and friends. We were amazed when we realized that over \$26,000 in contributions was received to assist two non-profit organizations that were very close to Seth's heart. We saw an opportunity to create the Seth Meiller Foundation to support other causes and organizations that are representative of Seth's interests." On the right side of the page, there is a section for the fundraiser's details, including the creator's name "Oktay Dogramaci" from "WASHINGTON, DC", the date "Created November 3, 2016", and the beneficiary "Seth Meiller Foundation, Inc." which is a "Certified Charity" located in "Washington, DC" with EIN: 201389144. Below this, there is a "How it Works" section with two numbered steps: "1. You make a donation using a PayPal account or a credit/debit card to PayPal Giving Fund (a 501(c)(3) charitable organization). 2. After the deduction of GoFundMe platform and payment processing fees, PayPal Giving Fund delivers the funds it receives to the chosen charity on a monthly basis." At the bottom right, there is a footnote: "* If, after reasonable efforts, PayPal Giving Fund cannot deliver donations to this charity, the funds may be donated to another charity per PayPal Giving Fund's policies."

Challenges and opportunities

A few things we've learned...

Businesses want social impact that reinforces the business and brand



Business benefits strengthen commitment to charity

eBay for Charity is supported for its social impact, but it's good for eBay's metrics too



eBay is not just a means to an end for any of our sellers and buyers: It is a place where they connect, share and build. And they give. In the last 15 years, our community has raised over half a billion dollars on our platform for charity. Join us today and help make a bigger positive impact in our world!

-Devin Wenig, CEO

eBay for Charity participation leads to:

- 34% higher sales and 8% higher prices for sellers
- 35-40% higher activity on eBay
- Higher likelihood of remaining active after 12 months

Sources: Columbia Business School; Internal analysis of donor vs. non-donor behaviour, comparing against non-donating users with similar profile/behaviour.

The business model must suit the company

Each programme reflects unique structure and preference of the business

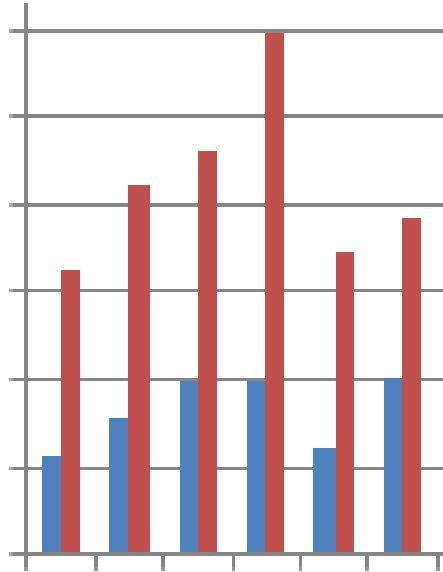
| | PayPal | eBay | Humble Bundle | GoFundMe |
|-------------------------------|-----------|------------------|---------------|-------------------|
| Who donates? | Consumers | Buyers & Sellers | The business | Consumers |
| Who picks the charities? | Consumers | Buyers & Sellers | Buyers | Consumers |
| Who covers transaction costs? | PayPal | eBay | N/A | Charged as normal |
| Covers refund costs? | No | No | No | Yes |
| Option to share donor info? | Yes | Sellers only | No | Yes |

The experience must be integrated and transparent

Fundraising compliance must be combined with a strong user experience

“Please take two minutes to register your details with us...”

“No, thanks.”



eBay seller donations after registration flow removed

eBay seller donations with registration flow

Keep it fresh with campaigns

- Donors were asked to favourite a charity on eBay
- Over 22k eBay users participated
- Smaller charities received more votes thanks to their strong engagement on social media

Winning charities:

- 1) Prince Fluffy Kareem – 6776 votes
- 2) Freegle – 6496 votes
- 3) Cancer Research UK – 1669 votes
- 4) Soi Dogs – 1635 votes

Get picked.



Win **£7,000** for your charity + grow your donations



Powered by
PayPal Giving Fund

The image shows two social media posts. The top one is a Facebook post from 'Prince Fluffy Kareem' (15 hrs ago) with the text: 'Dear UK supporters. We really, REALLY need your help. As Emma posted last week, we are currently participating in UK Ebay's charity competition. The three top charities receive cash prizes, the first place gets a fantastic £7,000! You also have the chance to win £250 for yourself. ... See More'. Below the text is a video of a brown horse running in a paddock. The post has 199K views, 3.2K reactions, and 3,012 shares. The bottom post is a tweet from 'Soi Dog Foundation' (@SoiDogPhuket) dated 10:12 PM - 1 Oct 2016. The tweet text says: 'If you shop on eBay you can now nominate Soi Dog Foundation as your favorite charity and help the do'. Below the text is a screenshot of the eBay nomination page. The tweet has 31 retweets and 8 likes.

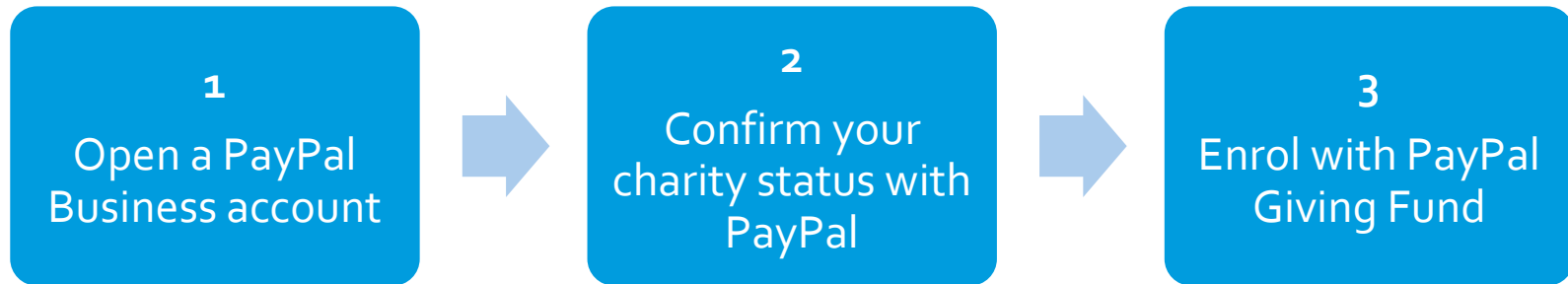
Involve and engage the charities

In 2016 we “re-enrolled” 20,000 charities (3,000 in the UK)

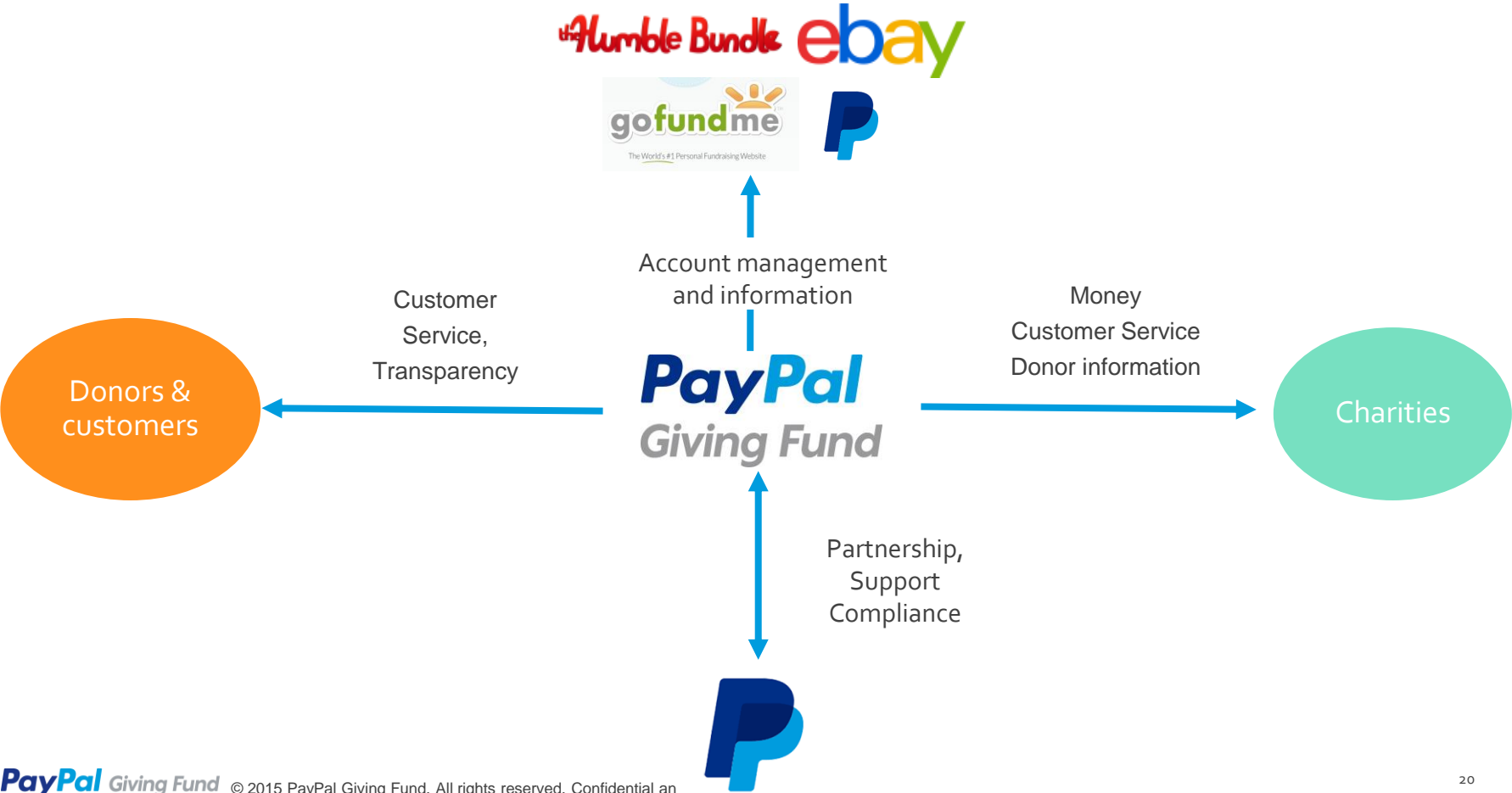
Integrated and improved PayPal’s vetting process for charities

New experience, content, and guidance for charities

Set up dedicated customer service team for PPGF inquiries



Effective management of stakeholders is crucial



PayPal Giving Fund priorities for 2017-18

*Prove value of
PPGF*

*Grow partnerships
to sustainability*

*Drive more impact,
more efficiently*

Visit our stand, and enrol at:
www.paypalgivingfund.org.uk

Any questions?