WHAT IS EBAY FOR CHARITY?

eBay for Charity enables members of the eBay community to connect with and support their favorite charities when they buy or sell in the U.S. and abroad. Every time a community member buys or sells on eBay, it's an opportunity to support causes that matter the most and to help with their fundraising goals.

With more than 183 million active buyers globally and over 83,000 charities enrolled on the site, eBay is home to one of the world's largest and most active giving communities. Since 2003, the eBay community has raised more than $1 billion for charities around the world, with $102 million raised in 2018 alone.

ebay FOR CHARITY

HOW DOES IT WORK?

BUYING • SELLING • FUNDRAISING

Buying for charity

Anyone shopping on eBay can choose to shop for items that directly benefit their favorite charities or to add donations at checkout. The eBay for Charity ribbon next to the listing, indicates that the listing will benefit charity. Buyers can also add a $1 to $25 donation to their favorite charity during checkout.

Selling for charity

Any eBay seller can choose to donate a percentage of a sale to their favorite charity. Sellers can donate 10% - 100% of an item's final sale price to a charity that is on the eBay platform. For those sellers, eBay credits the insertion and final value fee, equal to the percentage elected to donate.
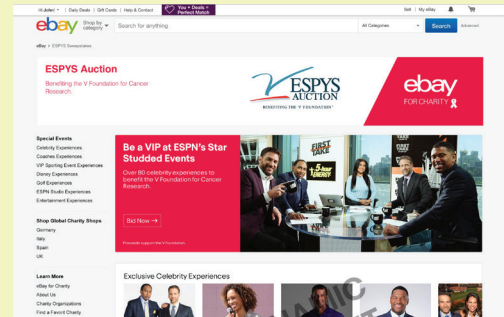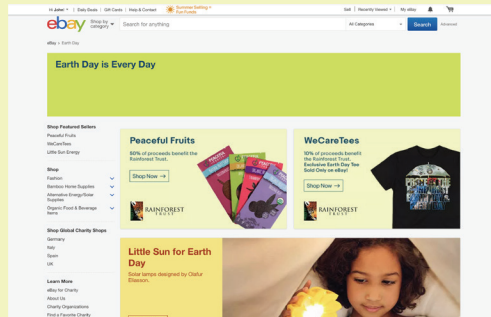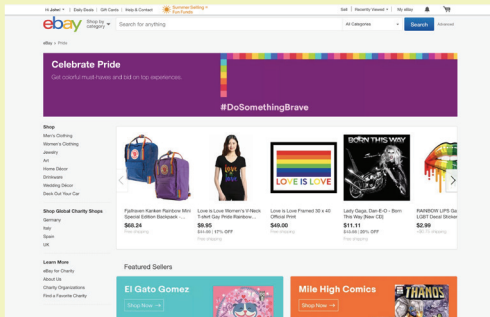
Charities on eBay

Charities enroll on eBay so people can choose to support them every time they buy or sell on eBay and to ultimately help with their fundraising goals. Charities with access to inventory can also sell directly to the active buying community on eBay and all seller fees are waived.
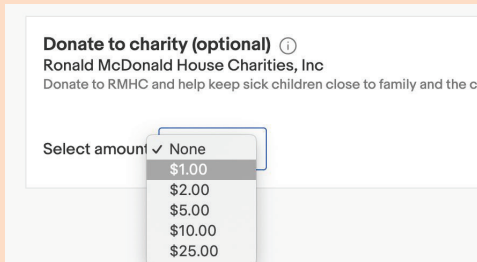
HOW DO THE FUNDS GET TO THE CHARITY?

The money collected from sales and check-out donations are collected by our partner, PayPal Giving Fund (PPGF). PPGF then sends the donations to the charity's PayPal account once a month. Charities selling directly on eBay receive the funds directly into their PayPal accounts, similarly to our regular eBay sellers.
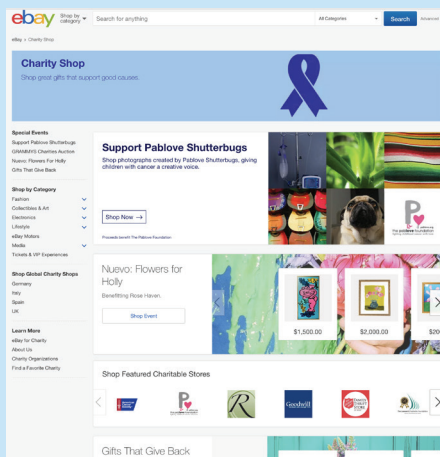
HOW TO SUPPORT CHARITIES WHEN YOU BUY

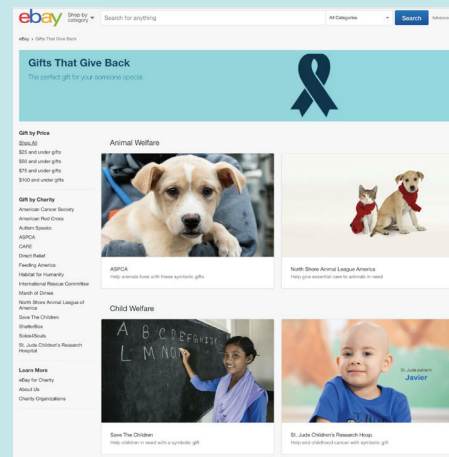Anyone can help support charities when they shop on eBay.

When using PayPal as the payment option at checkout, buyers on eBay can elect to donate $1.00 - $25.00 to any participating charity.

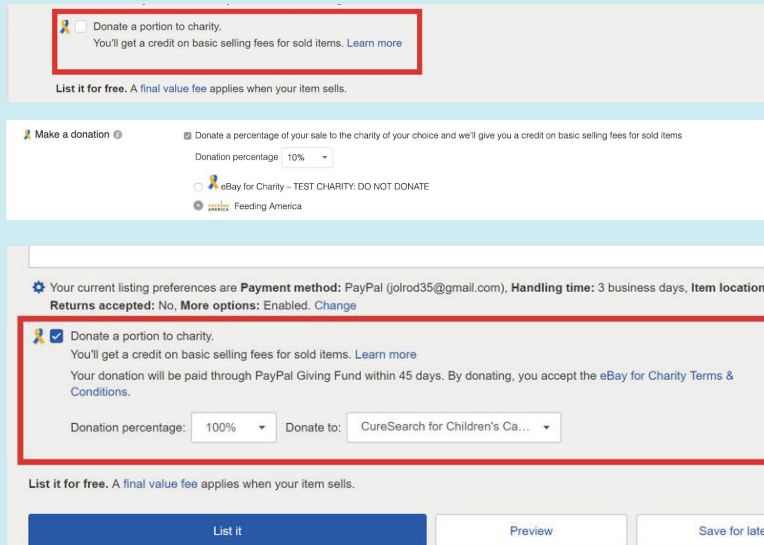Buyers can also choose to shop items that benefit charity on our Charity Shop.

Or purchase the perfect digital gift via Gifts That Give Back.

HOW TO SUPPORT CHARITIES WHEN YOU SELL

Depending on the type of seller you are, the donation module may be in a different location. For any issues with listing for charity, contact us at charityteam@ebay.com.

1 Create a listing on eBay

2 In the selling flow, look for our charity ribbon 🎀 and check the box that says "Donate a portion to charity" or "Make a donation"

3 Select the percentage you want to donate

4 Select the charity you want to donate to

5 List the item!
The donation will be calculated for you once the item is sold. All you have you to think about is packing and shipping your item!

SELLING FOR CHARITY HAS MANY BENEFITS

FEE CREDITS — Once the item is sold, sellers receive insertion and final value fee credits to the extent they donate (ie. 10% credit for 10% donation)

SELL FASTER — Sellers donating as little as 10% to charity could see listings sell faster and for higher prices

TAX CREDITS — Sellers receive the tax deduction because donations they make go to registered 501(c)3s

DO GOOD — It feels great to do good on all your sales!
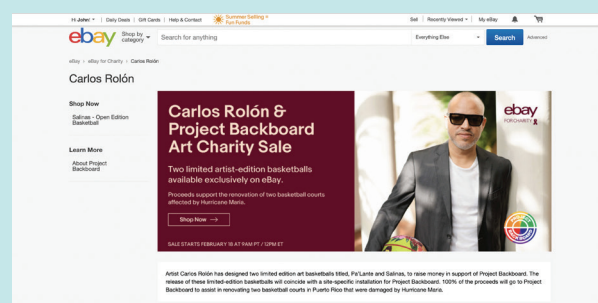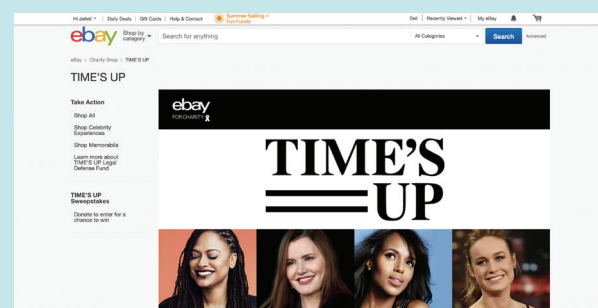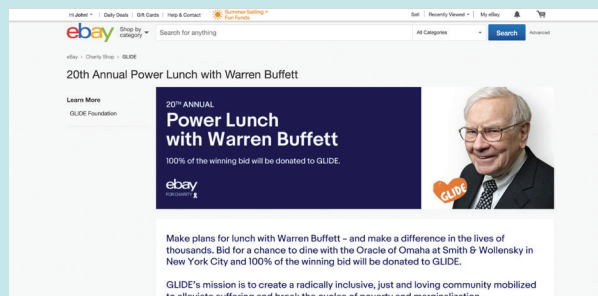
HIGH-PROFILE CHARITY CAMPAIGNS

A High Profile Charity Campaign can include a unique experience—such as VIP concert tickets—to hundreds of exclusive items from a celebrity closet clean-out. These campaigns typically receive significant interest from eBay buyers and the media, giving you the opportunity to reach new potential donors and raise significant funds. You can sell these items on eBay with 100% going back to your charity!

It's as easy as

1 Make sure the charity is enrolled in the program

2 Set up an eBay User ID

3 Set up your charity's account as a Direct Seller

4 List your unique items or experiences on the eBay Marketplace

While selling for charity on eBay is easy, due to the sensitive nature of High Profile Campaigns, we strongly recommend working with a professional auction management agency to help manage your event. These agencies work directly with eBay on the end-to-end execution of High Profile Campaigns, including planning your campaign, creating listings, handling bidder questions, and managing fulfillment.

Two agencies that have ample experience with listing high-profile charity auctions on eBay are Auction Cause, www.auctioncause.com, and Matchfire Auctions, www.matchfireauctions.com.

HOW TO GET SET UP AS A CHARITY

Enroll your charity so people can support you every time they buy and sell on eBay.

1 Visit charity.ebay.com to see if your charity is already enrolled.

2 If you're not set up yet, visit: https://www.ebayforcharity.org/get-involved/become-an-ebay-charity/ for step-by-step instructions on how to sign up

If you're a non-profit with access to inventory, you can also set up a store on eBay and 100% of an item's final sale price will go directly back to you. LEARN MORE >

Make a Difference

See how eBay's thriving online community is making a positive impact for people, pets, the planet, and other causes that matter.

Learn More →

Still have questions? Find more information at www.ebayforcharity.org or email the eBay for Charity team at charityteam@ebay.com.