

## 2012 FAST FACTS

### £40,000:

Total raised through eBay seller listings

### £89,000:

Total raised through Give@Checkout donations on eBay

### £91,000:

Total raised via celebrity auctions on eBay

### Over £1 million:

Total donations processed by PayPal during BBC's annual telethon

### 2,700:

Number of organisations receiving a grant from BBC Children in Need

### £46,000,000:

Total given in grants by BBC Children in Need



## BBC Children in Need – 2012 Snapshot

### A PARTNERSHIP TO SUPPORT DISADVANTAGED CHILDREN AND YOUNG PEOPLE IN THE UK

Every November, Pudsey Bear, BBC Children in Need's mascot, makes an appearance for one of the biggest nights on the charity calendar – BBC Children in Need's annual appeal to support disadvantaged children and young people in the UK. This seven-hour BBC telethon featuring well-known celebrities has helped to make BBC Children in Need one of the most recognised and respected charities in the UK and has garnered remarkable public support for the cause. And some of the technologies behind this hugely successful campaign are powered by eBay Inc.

The relationship began in 2005 when eBay first launched the eBay for Charity program, enabling the eBay community to support BBC Children in need by bidding on exclusive items listed by the charity or donating a percentage of their own sale proceeds. A few years later, buyers were given the opportunity to add a donation to their purchase at checkout to support the cause. Many high-profile celebrities, including Girls Aloud and Daniel Craig, as well as fashion designers like Louis Vuitton and Mulberry, have also gotten into the act, providing memorabilia and once-in-a-lifetime experiences for the charity to auction through the program, raising more than £90,000 in 2012 alone.

Building from the momentum of this success, BBC Children in Need opened an online store on eBay to sell new, fixed price inventory, making eBay one of their exclusive online retail partners. The eBay store was an instant success in its inaugural year. PayPal is also a key partner, having processed more than £1m during the BBC's live telethon in 2012.

By utilising the full suite of fundraising tools through eBay Inc, BBC Children in Need has been able to improve the lives of thousands of children in the UK. Every pound raised provides support in the form of grant money to organisations working with disadvantaged children and young people. Without these grants, many of these small organisations wouldn't have the resources to adequately fundraise for themselves, making BBC Children in Need the critical component in connecting small organizations with the funds they need to be successful.

The continued support of the eBay community has proven to be tremendous, raising nearly £2m to date and thereby supporting BBC Children in Need in making a real difference in the lives of children and young people throughout the UK.