

FAST FACTS

\$23,000

Total amount raised during a 10 day eBay auction in 2011

130%:

Total amount by which Mulberry Church exceeded their fundraising target in 2011

100 children

Served by the school that was built using the money raised on eBay in 2011

\$58,000

Total amount raised on eBay in 2011 and 2012, combined



Mulberry Baptist Church

BIG HEARTS + BIG THINKING = BIG ACTION

When a catastrophic magnitude 7.0 earthquake rattled the small country of Haiti, a group of passionate individuals nearly 2,000 miles away knew they wanted to help. The small but mighty community at Mulberry Baptist Church in Houma, Louisiana, turned to eBay to create a 10-day auction to raise funds for those affected.

ACCESSING A BROADER DONOR BASE

With limited resources for the campaign, the group reached out to family and friends, in hopes of receiving goods to be auctioned off using the eBay Giving Works platform. Within days, the community collected enough items to begin listing everything from NFL and college football tickets, vacation getaways, and sporting memorabilia.

Additionally, local and social media buzz helped drive a tangible spike in bidding. The auction drew bidders from all over the country, expanding its donor base, enabling them to raise significantly more money than anticipated.

EXCEEDING EXPECTATIONS

Bidding activity took off immediately and the group met its fundraising goal of \$6,000 by the first night. When the auction quickly reached \$14,000, more than doubling Mulberry Baptist Church goal, they knew they were on to something huge; ultimately raising \$23,000 on eBay.

With the help of eBay, the Mulberry Baptist Church was able to assist the Youth with a Mission project and converted 34 acres of dirt into a productive community for 100 families with a new housing duplex and school for children who had been displaced by the earthquake.

The following year, Mulberry Baptist Church held its second campaign and raised \$35,000, bringing it's total proceeds to more than \$58,000, and allowing Mulberry to continue its efforts to re-build the Haitian community.