

FAST FACTS

\$648,318:

Total amount raised through eBay Giving Works

\$422,056

Total amount raised with Give at Checkout donations*

\$174,747:

Total amount raised with Give at Checkout donations in a one-week period during the 2012 Holiday season

25,000:

Total number of toys donated via eBay's Give One Campaign in 2012

\$7,255.53:

Since registering, total amount processed through Donate Now Donations *

**As of May 6, 2013*



Toys for Tots – 2012 Snapshot

USING AN INTERACTIVE APPROACH TO ATTRACT NEW DONORS DURING THE HOLIDAYS

For more than 65 years, donors have generously supported the Marine Toys for Tots Program, which provides toys to economically disadvantaged children in communities throughout the United States during the Holiday season. By utilizing eBay Inc.'s suite of charitable giving programs and tools, the organization has been able to transform the way it connects and engages with donors.

Beginning in 2004, Toys for Tots began processing payments via PayPal directly on the Toys for Tots website. More recently, the organization has partnered with eBay Giving Works to create holiday programs that have helped kick-start its annual toy collection campaign:

In 2011, eBay and Toys for Tots leveraged mobile technology for its Give-a-Toy Store campaign. During the campaign, users were given QR codes, enabling them to instantly give to a child in need. The initiative kicked-off with two highly interactive storefronts in high traffic areas of New York and San Francisco, allowing Toys for Tots to capture new donors, beyond eBay and Toys for Tots' existing networks. With just a quick scan of a QR code, donors were able to give between \$2-\$25 toward making a child's holiday brighter.

In 2012, eBay brought to life another mobile-enabled innovation, the eBay Toy Box, in New York City. Shoppers visiting the eBay Toy Box could choose from the season's most popular toys, scanning the tags of an item of their choice to donate. If supporters were unable to visit the Toy Box in person, they could also participate online through eBay's Give One Campaign website. Together, the offline and online efforts resulted in the donation of 25,000 toys. Lastly, eBay featured Toys for Tots in its Give at Checkout program, raising more than \$174,000 from eBay shoppers in a single week.

To date, eBay Giving Works and Toys for Tots have raised nearly \$650,000 together. Most importantly, by providing people with simple ways to give anytime and anywhere, the partnership has made it possible for hundreds of thousands of toys to go to children that might not otherwise receive one during the holiday season.