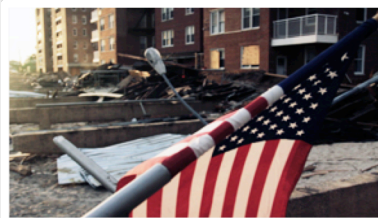


HOW YOU CAN HELP

Want to help Hurricane Sandy rebuilding efforts? Support the cause using [PayPal](#) or [eBay Giving Works](#).



eBay Inc Responds to Superstorm Sandy

When Superstorm Sandy hit the Caribbean and the east coast of North America in October 2012, the effects were devastating. Entire communities were destroyed, and more than 285 people in nine countries lost their lives. Damage totaled more than \$75 billion across 24 states and seven countries, and many coastal areas will take years to recover.

Response to the disaster showed the power of volunteers and donors, from large organizations to individuals, to help those in need, quickly and effectively. This kind of help – communities coming together to offer relief to those hit hardest by disaster – is a longtime human response. In recent years, we've been able to use the Internet to expand that response – to draw on the resources and support of an extended community from across the globe. At eBay Inc., this kind of global response is exactly what we work to enable through our platforms.

EMPOWERING OUR CUSTOMERS TO GIVE

In the months after Sandy struck, eBay Inc. platforms enabled over \$10 million for Sandy relief. More than 210,000 eBay and PayPal users donated nearly \$1 million to relief and recovery organizations directly through our giving programs. The eBay community used eBay Giving Works to support those affected by the storm as they shopped and sold: almost 7,000 sellers listed more than 85,000 items with 10 to 100% of the final sale price going to Sandy relief organizations; buyers gave to relief organizations in small increments at checkout; and, still others joined the effort by purchasing items designated with the program's signature blue and yellow icon. Not to be outdone, PayPal users responded en masse to the company's [appeal](#) launched less than 24 hours after the storm struck.

"We are continuously inspired and humbled by the generosity of the eBay and PayPal communities," said eBay Inc. director of nonprofit strategy Sean Milliken. "When the need is greatest, they have proven time and again that individual acts of kindness can add up to a powerful force for good."

HARNESSING THE POWER OF OUR BUSINESSES TO DO MORE GOOD

Just as individuals working as a community can make an enormous difference, so can businesses. In response to Sandy, eBay Inc. businesses including eBay, PayPal, StubHub, Bill Me Later, and eBay Foundation came together to have a much greater impact than any could alone. And each did so in ways that drew on its unique expertise and resources.



In December 2012, StubHub rallied to help Sandy victims with its participation in [12.12.12: The Concert for Sandy Relief](#). The massive fundraising event – which featured performances by artists such as Bon Jovi, Eric Clapton, Alicia Keys, Bruce Springsteen, and The Rolling Stones – raised more than \$55 million for the [Robin Hood Relief Fund](#), an independent New York City-based poverty-fighting organization supporting more than 300 organizations in the aftermath of the storm. StubHub donated all profits from the resale of concert tickets – totaling \$1 million – and encouraged ticket sellers to donate all or a portion of their sales. Finally, PayPal promoted the Robin Hood Relief Fund on its site and waived all fees for funds raised on the day of the concert.

RE/CREATE New York, an exclusive eBay.com auction supporting the Sandy relief efforts of volunteer organization New York Cares, featured more than 50 one-of-a-kind items and experiences donated by prominent entertainers, designers, and writers including Anne Hathaway, Marc Jacobs, and Kanye West. In total, the auctions netted more than \$140,000.

12 organizations – including the American Red Cross, the Salvation Army, and the Humane Society of the USA – used PayPal to process donations at no cost through their own sites. Together, they raised more than \$7.2 million, almost \$1 million of which was sent via mobile phone.

PayPal and crowdfunding partner Indiegogo supported MTV's [Restore the Shore](#) telethon raising funds for [Architecture for Humanity](#) – a group of architecture and construction professionals bringing design, construction, and development services to areas where they're most needed – with a special campaign donation page and waiving of all usual fees. And partner organization Indiegogo used PayPal to power 161 [Sandy relief campaigns](#) helping everyone from large organizations such as the Red Cross to individual families. The campaigns raised more than \$1 million in total.

eBay Foundation, the first corporate foundation to be endowed with pre-IPO stock, also got involved. The foundation donated \$25,000 each to the Food Bank for New York City and the American Red Cross, primary providers of emergency food and other services to those hardest hit by the storm.

Finally, credit provider Bill Me Later offered extensions and discounts to customers affected by Sandy, [deferring payments](#) until they could get back on their feet.

IN IT FOR THE LONG HAUL

eBay Inc.'s support continues during the long rebuilding effort. Magento, for example, donated a license of its enterprise e-commerce software to [HealHoboken.org](#), a campaign by the New Jersey Tech Meetup community that has raised more than \$32,000 so far to help rebuild the city of Hoboken, NJ. And eBay and PayPal's community of users can continue to give to organizations leading the rebuilding effort as they shop and pay.

"Disaster relief is an ongoing process," said eBay Inc. senior vice president of global communications Alan Marks. "We're proud that the eBay companies have found so many ways to help Sandy survivors, and we continue to offer our support as families and communities rebuild."

The more than \$10 million in relief raised by and through eBay Inc. platforms is impressive, but at its base is something that transcends response to any individual disaster – the opportunity for each of us to become an integral part of positive change.