



Willow

CASE STUDY



Summary



Challenge

Supporting the growth in online donations



Results

- ✦ Increase in donations received
- ✦ Improved experience for donors
- ✦ Greater confidence for potential donors



Organisation

The only national charity working with seriously ill young adults to provide uplifting and unforgettable Special Days



Solution

Making PayPal the first option on Willow's donation page



Working with Willow to support Special Days

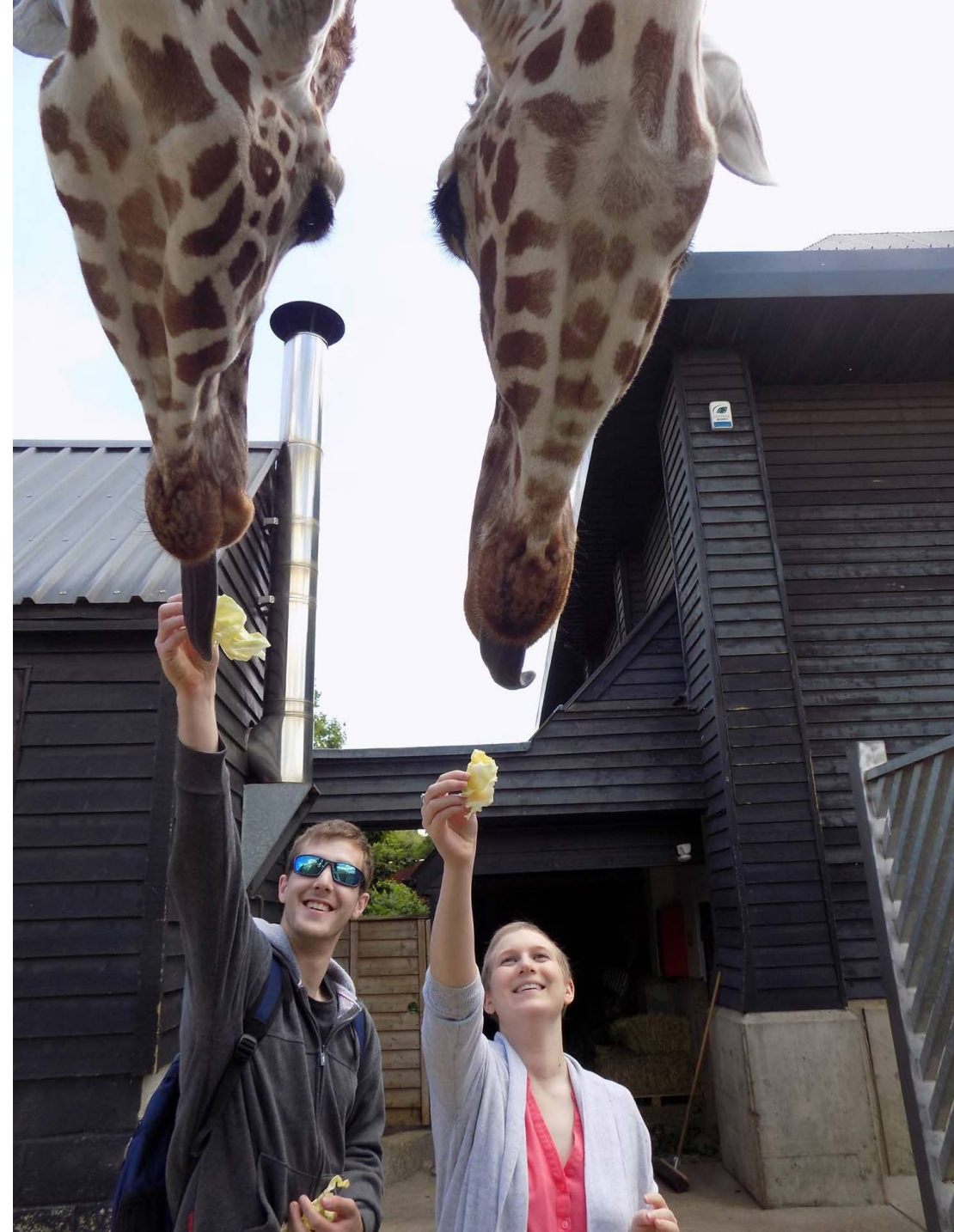
For young adults living with life-threatening illness, every day can seem precious but pressured.

The long grind of diagnosis, treatment and recovery takes a toll on the individual and their family. A Special Day in the diary provides much needed respite and an important focus for quality, family time.

Willow is a charity founded by former Arsenal goalkeeper and TV presenter Bob Wilson and his wife, Megs. A memorial to their daughter, Anna, who died of cancer aged 31, Willow provides unique and uplifting Special Days tailored to the needs of seriously ill young adults.

Since 1999, the charity has provided 14,000 days ranging from theatre trips and Premier League football matches to city breaks and theme park trips. To make this possible, Willow relies on income from donations and fundraising events such as its biennial Stars on Canvas art exhibition and auction.

"Stars on Canvas features original pieces created by well-known names from the worlds of art, illustration, sport, music and popular culture," explains Dave Toyn, Willow's Digital Communications Manager. The 2016 event included contributions from stars such as Kylie Minogue, singer Gary Barlow, footballer John Terry, rugby player Francois Pienaar, illustrators Peter Firmin and Gerald Scarfe and dancer Darcy Bussell.





The online auction runs on eBay with PayPal processing payments.

“Celebrities and artists help us to really spread the word on social media which, alongside newspaper and TV mentions, really creates a buzz and often leads to a nail-biting final few hours of bidding,” Dave says. Since its launch in 2008, Stars on Canvas has raised more than £300,000 for Willow.

Such events are an important source of funds for Willow, but nearly two-thirds of the charity’s income arises from individual donations, mostly made online. “The ease with which people can now make payments online means Willow has naturally seen an increase in the number of donations coming this way,” explains Dave. It was important for Willow to make the most of this important channel and Dave needed to make online donations as safe and simple as possible.

“Anna made sure that she always had something in her diary to look forward to – something planned, something that would take her out of the new normality that had become doctors’ surgeries, hospital appointments and treatment.”

Megs Wilson, Co-Founder, Willow

The solution

Willow now offers PayPal as the first payment option on its please donate page.

Willow's relationship with PayPal started in 2008, when the charity launched the Stars on Canvas auction. They enrolled with PayPal Giving Fund where all donations made through the PayPal Giving Fund platform are free from any processing fees. PayPal Giving Fund also handles the administration for these donations, issuing tax receipts and providing donation and donor reports. Since 2008, the PayPal Giving Fund has helped Willow raise £470,000 to support its Special Days.

In addition to processing donations, PayPal Giving Fund connects potential donors to charities through listing their cause in the donate section of the PayPal app and collaborating with companies such as eBay and Humble Bundle. As the featured Give at Checkout charity on eBay, Willow has previously raised £22,000 from 9,735 donors in a single week.

Additionally, the Willow team decided to offer PayPal as a donation method for those visiting the willowfoundation.org.uk site directly. Donors can now make individual or recurring donations by following the PayPal link on the page. They can also donate by credit card or bank account even if they do not have a PayPal account.

As the featured Give at Checkout charity, Willow has previously raised £22,000 from 9,735 donors in a single week.



The results

“PayPal is quick and easy to use and is perceived to be a tried and trusted way of paying,” says Dave. “Offering PayPal naturally helps customers’ trust Willow as a reliable charity to donate to.”

Since offering PayPal as an option on its donate page, Willow has seen its income grow and the share of income processed by PayPal double.

Today, Willow has an annual income of £4.3 million and PayPal processes 4% of this. As Dave says, “As we continue to improve and promote our online donation journey, we hope to see PayPal’s share of income continue to rise. PayPal facilitates online donations and sales for Willow. It is a trusted brand that makes it easy for customers to donate.”



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