



## Increasing support for worldwide relief efforts.

Direct Relief raises mission-critical funds, with help from PayPal Giving Fund.



### Direct Relief

www.directrelief.org  
Santa Barbara, CA

“PayPal and PayPal Giving Fund provide a streamlined and frictionless way for us to reach more donors, and for donors to connect with us and provide support.”

– THOMAS TIGHE  
President and CEO  
Direct Relief

As its name indicates, [Direct Relief](#) offers humanitarian medical aid directly to people who have been affected by natural disasters, conflicts, and poverty. The nonprofit was launched in 1948, and works in the United States and more than 80 countries. In 2017, Direct Relief provided \$926.6 million in humanitarian assistance across the United States and around the world. In its “America’s Top Charities 2017” list, *Forbes* recognized Direct Relief as 100% efficient in its fundraising, and ranked it as one of the 10 largest charities in the United States.\*

Speed is critical to Direct Relief’s ability to deliver medical supplies and grants to people in need. The organization works with healthcare providers and other partners in order to understand the situation on the ground, assess immediate healthcare needs for victims, and respond quickly and efficiently with help. Donations to Direct Relief help to fund projects like the shipment of hurricane-preparedness materials to regions likely to be impacted by storms, and transportation of medical supplies to areas with fragile health systems.

### Reaching new donors.

To support its programs, Direct Relief was looking for ways to reach new donors and make it easy for people to contribute. “We don’t really use direct mail because the response rate is typically low,” explains Thomas Tighe, president and CEO at Direct Relief.

PayPal Giving Fund is helping Direct Relief to reach a new audience, connecting the nonprofit with PayPal’s growing base of hundreds of millions of donors in more than 200 markets, as well as with PayPal’s merchant partners.

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**\$2 million**

raised through PayPal in 2017\*\*

“There are people who would have never found us otherwise,” Tighe says. “Without PayPal, we would’ve never been able to penetrate their consciousness. PayPal and PayPal Giving Fund provide a streamlined and frictionless way for us to reach more donors, and for donors to connect with us and provide support.”

Once Direct Relief enrolled in PayPal Giving Fund, the nonprofit received a [profile page](#) on PayPal’s fundraising site. Donors discover nonprofits like Direct Relief by searching for causes that they want to support; they can donate through PayPal, at no charge to the nonprofit.

#### **PayPal partnership helps to fund delivery of medical services.**

Being featured in PayPal’s fundraising platform has made a huge difference in Direct Relief’s ability to raise mission-critical funds, especially during disaster relief and holiday campaigns. In 2017 alone, the nonprofit raised \$2 million through PayPal.\*\*

The partnership with PayPal has empowered Direct Relief to make an even greater – and swifter – impact in places like Nepal, Mexico, Syria, and Yemen, as well as in the regions in the United States and the Caribbean that were hit by the 2017 hurricanes Harvey, Irma, and Maria.

In 2016, Direct Relief delivered \$760 million in humanitarian medical material aid to partner organizations in all 50 U.S. states and in 81 other countries, plus \$4.4 million in critically needed financial support to several partner organizations worldwide. These funds were used to respond to crises, rebuild damaged facilities, provide training for frontline health workers, and extend care to more patients who lacked other options.

When Hurricane Maria hit Puerto Rico in September of 2017, Direct Relief provided essential medications and medical supplies to the island, and also established the Hurricane Community Health Fund to help rebuild and strengthen primary care and referral services. The nonprofit is also supporting the installation of solar power systems at more than a dozen healthcare clinics, keeping them operational during frequent power outages.

“What PayPal has enabled just through its payment system has translated directly into more people being able to participate in supporting other people in need in a very practical, meaningful way,” Tighe says, “and with more of the funds contributed actually getting to the purpose of why they were contributed.”

#### **About PayPal for Nonprofits.**

More than 600,000 charities, nonprofits, schools, political campaigns and crowdfunders around the world trust PayPal to help them fundraise billions of dollars every year. PayPal can help your nonprofit with in-person and online fundraising – through the PayPal Donate Button and solutions for mobile donations, event fundraising and more. PayPal offers special discounts for charities and universities, and very low rates for other organizations.

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\* Forbes, “America’s Top Charities 2017”: <https://www.forbes.com/top-charities>. \*\* Based on the nonprofit’s internal data.