



Innovating for kids around the world: PayPal helps Save the Children raise funds and awareness



Save the Children®

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– **Pina Jabbari**

Associate Director of
Corporate Partnerships
Save the Children

Gamers might not be a group that comes immediately to mind when you think of donors to children’s charities – but two high-profile figures in the online gaming world used their clout to raise big money for Save the Children, via PayPal tools and PayPal crowdfunding partners.

In 2014, to celebrate reaching 25 million subscribers on YouTube, Swedish gamer and commentator PewDiePie (aka Felix Kjellberg) tapped his “Bro Army” in a campaign to support Save the Children. The nonprofit provides services for children in 120 countries, ranging from health and nutrition to literacy and early education. Using Indiegogo, PewDiePie quickly surpassed his fundraising goal of \$250,000 to raise more than \$342,000 for the charity.

PewDiePie’s effort followed another massively successful crowdfunding project targeting the gaming community. In 2012, gamer and activist Athene (real name Bachir Boumaaza) and his online sidekick Reese (Dries Leysen) set out to generate \$1 million for Save the Children’s efforts to fight famine in Africa, using FundRazr and PayPal. They hit their goal in just 100 days.

Invention spurs giving

It’s that kind of innovative fundraising that drew Save the Children to PayPal. While the two have been partners for many years, in 2013, PayPal helped Save the Children use technology to invigorate its in-person fundraising. The nonprofit used PayPal Here mobile card readers to process credit card donations at its annual Advocacy Summit, with much success. “We’ve been a lot cleaner and more compliant in how we’re collecting donations,” says Pina Jabbari, associate director of corporate partnerships at Save the Children.

While taking donations with PayPal Here helped Save the Children ditch onerous paper and online forms at the event, the nonprofit still needed a way to collect complete donor information – such as full name, email, and mailing address – to support further outreach.



“PayPal continues to be an innovative player, helping Save the Children achieve greater impact via online and mobile payment solutions.”

– **Ettore Rossetti**

Director, Digital Marketing and
Social Media
Save the Children

Responsive upgrades support nonprofit needs

Save the Children asked for help expanding the amount of information it could gather, and PayPal responded by quickly upgrading its system to gather the requested data. PayPal’s responsiveness “was a big win,” Jabbari says. “It made us able to expand beyond one-time trial events” and helped cement the relationship between the two organizations.

Now Save the Children uses PayPal Here at multiple functions, including corporate fundraisers and its annual showcase – the Calvin Klein Gala. Donors and organizers enjoy the ease and speed of using PayPal Here, while Save the Children gathers the information it needs to establish relationships with donors. PayPal also encourages donations to nonprofits through its platform, in particular during Save the Children’s end-of-year campaign. “This makes us more visible to donors and has generated a significant amount of revenue,” says Jabbari.

Forward-thinking fuels fundraising

With the ability to accept donations both online and in person via mobile fundraising – as well as through third-party tools like Indiegogo and FundRazr that integrate PayPal payments – PayPal helps Save the Children reach new donors every day.

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