



## Case Study

# How PayPal helps Extra Life level up global reach to donors

62 kids enter a Children's Miracle Network Hospital for care each minute. Like most nonprofits, children's hospitals rely on donations to ensure their communities have access to quality healthcare and the opportunity to lead healthy, fulfilling lives. Children's hospitals are on the frontlines providing care 24/7/365 – but kids today need more specialized care than they can afford.

Extra Life, [a program of Children's Miracle Network Hospitals](#), unites thousands of gamers around the world through livestreaming events in support of their local children's hospital in the United States and Canada.

While each Extra Life participant's reason for supporting Children's Miracle Network Hospitals is unique, their mission at hand is the same: play games to change kids' health and change the future.

By donating through Extra Life, critical dollars are raised for advancing and improving the research, care and treatments that not only address the most challenging health issues of today but also prevent and prepare for those to come.

# PayPal payment processing helps drive conversion with a global platform

PayPal helps make it easy for gamers across the globe to participate seamlessly by supporting multicurrency donations. Since its inception in 2008, Extra Life has raised over \$87 million USD across 105 countries for Children’s Miracle Network Hospitals.

Nick Ward, VP Marketing & Communications for CMN Hospitals, said that “the Extra Life community is virtual and has few geographical boundaries; by **meeting participants where they already are and providing the right tools to make an impact in their community, we create opportunities for everyone to make a difference no matter their location.** This community has friends all over the world who support their fundraising efforts, so currency conversion capabilities are essential to maximizing donations.”



## What’s next?

Children’s Miracle Network Hospitals has observed that PayPal is a leader among the Extra Life community because the array of options available through **the PayPal suite makes the donation process simple and universal.** Participants fundraise year-round to change kids’ health and change the future.

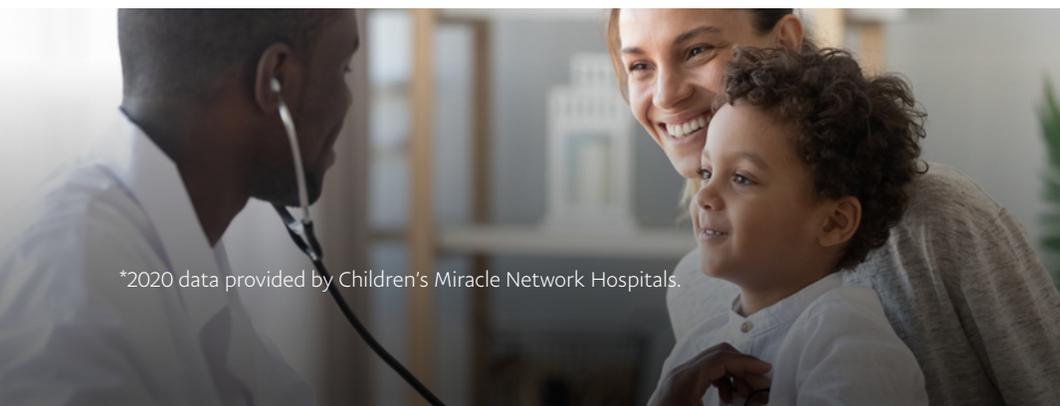
Listed on the 2020 Peer-to-Peer Fundraising Thirty and the 2019 Shorty Social Good Award recipient for Live Streaming, Extra Life will host its annual Game Day on Nov. 6, 2021. The program will continue to focus on its community and mission with the belief that nonprofit fundraising should be easy and unifying. Learn more at [extra-life.org](https://extra-life.org).

Together PayPal, Children’s Miracle Network Hospitals, and the Extra Life community will continue to drive awareness and change lives.

**\$3M**  
in fundraising  
via PayPal.\*

**21%**  
of donors  
choose PayPal.\*

**2/3**  
of donors chose  
PayPal out of 9  
options provided.\*



\*2020 data provided by Children’s Miracle Network Hospitals.





***“CMN Hospitals strives to make the experience of giving as motivating as the cause. The collaboration between Extra Life and PayPal adds a new level to the donor experience for millions of PayPal wallet users with accessible and engaging ways to contribute to local children’s hospitals.”***

**Nick Ward**

VP Marketing & Communications, CMN Hospitals

