

Case Study:

GiveDirectly



A collaboration for good

GiveDirectly and PayPal join together to deliver funds to at-risk Americans with Hyperwallet's payout technology.

GiveDirectly is the first—and largest—nonprofit to give money directly to people living in extreme poverty and to those affected by natural disasters. Across the last decade, GiveDirectly has distributed more than \$260M in donations to 270,000 families in nine countries. In April 2020, the charity established a new fund - Project 100 - to meet an emerging crisis: COVID-19's economic impact on low-income Americans. By leveraging PayPal's global payout capabilities, powered by Hyperwallet, GiveDirectly was able to get transfers to over 100,000 families in need securely and quickly. In April 2020, the charity established a new fund to meet an emerging crisis: Project 100, which aims to help low-income Americans weather the COVID-19 pandemic.

Crisis

When people began losing their jobs and struggling to feed their families in the wake of the COVID-19 pandemic, GiveDirectly decided to help. The effort, called Project 100, aims to distribute \$100 million in cash donations to 100,000 US families in 100 days. Project 100 aims to send cash payments directly to Americans most in need, specifically targeting families who receive food stamp assistance through the USDA's SNAP program— over 90% of whom report losing significant income since the spread of COVID-19 began.

Partnership

The scope and scale of Project 100 required close, timely collaboration. Having previously used Hyperwallet's payout technology, GiveDirectly knew PayPal was the right partner to integrate a secure payment infrastructure for Project 100. The goal was to make payments contactless and keep recipients physically distant while also enabling recipients without bank accounts to securely receive payments. In addition, "Hyperwallet has opened doors for us in being able to give recipients a choice in how they want to access their payments. We're really grateful for that flexibility," remarked Farheen Rizvi, Senior Manager, Humanitarian Services at GiveDirectly. The partnership has ultimately helped GiveDirectly focus its time and resources on meeting the crisis rather than managing payment logistics. Most importantly, Hyperwallet has also provided a simple, secure way for GiveDirectly to quickly distribute donated funds to families in need.

Action

Thanks to GiveDirectly's work with PayPal and Hyperwallet, 100,000 individuals received payments of \$1000 in just three months. The integration enabled Project 100 recipients to choose from 6 payout options to receive their payments, including PayPal, cash pickup, virtual or physical prepaid cards, ACH bank account transfer, or paper check. The collaboration has also enabled GiveDirectly to easily manage and track Project 100 disbursements. In analyzing disbursements from April 2020, GiveDirectly found that all 6 payment options were being utilized. Of the recipients, 15% chose PayPal, and PayPal payments reached recipients faster than any other payment method.*

While distributing funds with:



PayPal payments reached recipients **faster than any other payment method.**

12% of payments were collected via preferred methods of at-risk individuals, allowing them to quickly access funds.

“Hyperwallet was pivotal in allowing us to make prompt, contactless payments to the thousands of Americans who are currently enduring economic hardship.”

—Farheen Rizvi
Senior Manager, Humanitarian Services
GiveDirectly
www.givedirectly.org