

WHY OXFAM LOVES PAYPAL

Oxfam GB (www.oxfam.org.uk) is the largest and founding member of the Oxfam International family; a confederation of 14 organisations working with over 3,000 partners in around 100 countries to find lasting solutions to poverty and injustice

Oxfam GB was founded in 1942 and remains one of the UK's best known and loved charities.

THE CHALLENGE

The Oxfam team was looking for ways to make donating online as easy as possible and drive more donations as a result.

They also wanted to facilitate donations for emergency response appeals, where time is of the essence.

“We've been thrilled by the results we have seen since adding PayPal to our website and would recommend it to any other charity organisation

-Chris Ashworth, Corporate Partnership Manager, Oxfam GB

THE SOLUTION

Oxfam GB added PayPal's Express Checkout as an additional payment option via RBS WorldPay's Corporate Gateway Solution.

THE RESULTS

"We were able to seamlessly introduce PayPal to our checkout via RBS WorldPay," says Chris Ashworth, Corporate Partnership Manager, Oxfam GB.

"The integration was straightforward and PayPal provided excellent support throughout the process."

"Allowing our supporters to donate via PayPal means they can donate from a variety of funding sources quickly and easily," continues Chris.

"We first used PayPal for the Haiti Disaster Emergency Appeal and were amazed by how quickly the PayPal team worked to help us with our fundraising efforts – over the course of the appeal we received nearly £1million of donations via PayPal."

"We've been thrilled by the results we have seen since adding PayPal to our website and would recommend it to any other charity organisation," concludes Chris.

SUMMARY

PRODUCT

Global charity organisation

CHALLENGE

Make donating online as easy as possible and support donations for emergency appeals.

SOLUTION

Express Checkout as an additional payment option via RBS WorldPay's Corporate Gateway Solution

RESULTS

- Quick and easy integration
- Supporters can donate safely using a variety of payment methods
- Nearly £1million in donations during Haiti Disaster Emergency Appeal

SUMMARY

"The integration was straightforward and PayPal provided excellent support throughout the process. We've been thrilled by the results we have seen since adding PayPal to our website and would recommend it to any other charity organisation"

-Chris Ashworth, Corporate Partnership Manager, Oxfam GB

Card details

Oxfam has introduced additional card security measures for online donations. If your card is registered with the Verified by Visa or Mastercard Secure schemes, you will be directed to your card provider's web page where you will be asked to enter your password.

Card type / Payment method

PayPal   PayPal

Increase the value of your gift by 28%

If you are a UK taxpayer, the value of your gift can be increased by almost a third under the [Gift Aid scheme](#) at no extra cost to you. Please tick the box below to join the Gift Aid scheme. ☐ [Gift Aid it](#)

☒ I am a UK taxpayer and I would like Oxfam to treat all the donations I make from 1 April 2006, until I notify you otherwise, as Gift Aid donations.

We would like to keep you informed about our projects and activities. However, if you would rather not receive such information, please email us at changes@oxfam.org.uk, phone 0300 200 1300 or write to Supporter Relations, Oxfam House, John Smith Drive, Cowley, Oxford, OX4 2JF.

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