The eBay for Charity Program Overview

Whether you're interested in leveraging one part of our program, or many, eBay for Charity is here to make it easier for you to amplify your fundraising efforts and grow your base of donors. See all we have to offer below:

Favourite Charities

Personalise your donors' experience with YOUR organisation! Anyone who favourites you will see your brand first both in eBay checkout and in all of eBay's selling tools. So what, you may ask? Users with a 'favourite charity' donate up to 20x (yes, 2000% more!!) to charities they care about versus ones they simply recognise. **Learn More**

Community Selling

So you've asked your supporters to add you as their favourite charity; now those supporters can sell things on eBay and donate up to 100% of their proceeds to your organisation. eBay waives seller fees for them, their stuff sells faster (buyers like sellers who support charity), and you receive 100% of the intended donations. **Learn More**

High Profile Charity Campaigns (HPCC)

Have a celebrity or influencer who supports your organisation? Are you affiliated with a brand that may be willing to donate unique items to your organisation? The eBay for Charity team wants to help you maximize your fundraising potential and brand visibility. Unlike other charity auction firms, eBay won't keep 30%, 20%, or even 10% for the campaigns we host-we want you to keep 100% of all funds raised. And while we can't host all high profile campaigns, we can get you in touch with reputable auction management firms well versed in hosting such auctions. **Learn More**

Direct Selling

Have things to sell yourself? Don't pay to set up your own online marketplace-use ours! Not only do we have 167 million active buyers, but we want you to sell on eBay-for FREE! That's right, we waive 100% of final value fees for charity organisations who sell on eBay. So whether it's your branded clothing, aid response kits, Gifts That Give Back, or even used items that are donated to you in-kind, we have you covered. **Learn More**

Dedicated eBay Stores

Have LOTS to sell? Whether you're an organisation like British Heart Foundation, Sue Ryder, Children's Society, or anywhere in between, eBay has a variety of ways to help you sell and merchandise your inventory to a massive base of over 165 million active buyers. **Learn More**

Gifts That Give Back

You've seen organisations that sell a virtual "goat" that you can gift to someone you care about? Every charitable organisation could extend their fundraising by selling virtual donations in one of the biggest online marketplaces. Think about it ... every charity has something intangible to sell-whether it's a large health-focused organisation selling treatments for AIDS or a small, local family shelter selling symbolic donations to help their resident families. eBay is presently piloting a program to allow charity organisations to sell these virtual donations or symbolic gifts in the eBay marketplace. **Learn More**

Exclusive Ad Packages

Last but not least, if you're looking to expose your charity brand to a larger audience, consider advertising with eBay. Between an available total audience of over 165 million active buyers and impressive targeting and segmentation capabilities, our Ad team has an impressive set of offerings you may just be interested in. **Learn More**