

## Good Tidings We Bring: Charitable Brits Seek Presents With a Purpose This Christmas

Tis' the season to be charitable according to new research from PayPal, which finds over half of us (53%) plan to donate this December, with nine in ten intending to give the same amount or more than last year.

And this is something many are also asking of others, with over half (54%) of Brits preferring to receive a charitable donation on their behalf than a festive gift. Nearly three quarters (72%) believe Christmas has become too commercial.

Almost three quarters (74%) of consumers said they would be more likely to shop at a business that is supporting a charity this Christmas. Yet whilst intentions are good, 59% of consumers say it's difficult to donate because they haven't got enough money to give, whilst almost 5% state they simply don't have time.

PayPal has partnered with a number of popular brands this Christmas, making it easier to donate to charities focused on empowering youth. For example, when shoppers pay with PayPal to buy a gift from notonthehighstreet's Christmas collection or buy something on Nike.com or the Nike app, PayPal will make a donation to support youth charities. This means customers can help good causes this December without any extra time or cost.

Giving to charity via PayPal this Christmas season has got off to a flying start, with more than \$31 million (around £24 million) donated in the UK so far<sup>[1]</sup>, making it the second most generous country donating via PayPal globally, after the US.

**Rob Skinner, Communications Director, PayPal UK** said: "It's clear that this Christmas the nation wants to give better and support causes that we feel make a difference to the lives of those less fortunate than us.

"That's why PayPal has partnered with two of the UK's most popular brands to make it really simple and easy for festive shoppers to help the nation's youth without it denting their budget or cutting into precious family time during the festive season."

Donations are made in the following ways:

- For every gift purchased from the notonthehighstreet Christmas collection using PayPal, PayPal will donate 10% of the item's value to support The Prince's Trust. Not only can notonthehighstreet customers buy thoughtful gifts from the nation's best small creative businesses, but by doing so they can feel good about giving back to help young people shape their future. The campaign will run until 21 December 2019 or until donations reach £250,000<sup>[2]</sup>.
- PayPal will also give £1 for every PayPal transaction made on Nike.com or the Nike app to support Football Beyond Borders, a charity that helps to support disadvantaged young footballers up and down the country. PayPal will donate up to £100,000 to the grassroots charity <sup>[3]</sup>. The donations will enable FBB to run sessions for girls for the first time.

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<sup>[1]</sup> This figure relates to all money donated via PayPal since November 27th 2019. The total donated is updated regularly [here](#)

<sup>[2]</sup> Full T&Cs can be found [here](#)

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