

UNITS OF CHANGE

**10X**

Increase in Sell for Good listings since launch

**132K**

Charities available via PayPal Giving Fund

**\$75K**

Donated to non-profits in the first 4 months

“Neighbors continue to turn to Nextdoor looking for ways to help others and give back. In response, Nextdoor launched Sell for Good in partnership with PayPal Giving Fund to provide non-profits with a seamless online fundraising tool and neighbors with a simple way to donate to their beloved local charities, something communities need now more than ever.”

– Sarah Friar, CEO, Nextdoor
nextdoor.com/nonprofits

Creating a Community for Good

Do you know who lives next door? The reality is that today, most people only know two of their neighbors. Nextdoor was founded to fundamentally change that dynamic by bringing neighbors together. With more than 270,000 uniquely verified neighborhoods globally, Nextdoor digitally fosters the trust and transparency that creates strong communities. Currently, neighbors rely on Nextdoor for information, services and support in 11 different countries - and growing.

Challenge

Neighbors organically started using the Nextdoor platform to list household goods they wanted to give away or sell. The official “For Sale and Free” section sees a staggering 2 billion dollars’ worth of listings each month globally. When COVID –19 started, Nextdoor began to receive requests from members asking how they could help support their local communities. In fact, conversations related to donating have increased 7x since the pandemic began. Nextdoor wanted to provide its members with a straightforward and secure way to transform those conversations into action.

Solution

Sell for Good was created in response to this heartfelt desire from neighbors to give back and support local charities. Enabling members in the United States to donate proceeds from the sale of their items is yet another differentiator that makes Nextdoor so unique. The partnership with PayPal Giving Fund facilitates that functionality. Integrating both PayPal and PayPal Giving Fund allows Nextdoor members to choose from thousands of local organizations to help support their neighborhoods, transforming the sale of an old bicycle into a charitable donation.

Outcome

Nextdoor members in the United States are embracing Sell for Good with listings increasing 10x since launch. “PayPal Giving Fund is the backbone of Sell for Good. It empowers the whole product,” stated Rhett Angold, Product Manager at Nextdoor. The combined expertise, global reach and brand recognition of both companies has created a valuable vehicle for giving which is needed now more than ever. And in the midst of a global pandemic, this powerful partnership has pioneered a secure, free and easy way for Nextdoor members to contribute to non-profits and their communities. *To learn more, please visit paypal.com/givingfund & nextdoor.com/nonprofits.*

