

# FISHING FOR FUNDING!

## EBay's "MissionFish" Project Makes It Easier Than Ever to Donate to the Basenji Health Endowment

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Like most relatively small not-for-profit charities, the **Basenji Health Endowment** does not maintain a paid (or even a volunteer) staff. Over the years, the Endowment has been contacted on many occasions regarding “gifts in kind” – generous individuals asking if they can donate specific items of memorabilia, or even non-basenji related items of value to the Endowment. Without a full or part time staff to process and liquidate these items, and without a warehouse in which to store them, the Endowment often had to decline these generous gifts.

### ***But enter MissionFish!***

In association with eBay, the MissionFish organization has created an innovative solution that allows not-for-profit entities like the Endowment to benefit from the sale of memorabilia and other kinds of merchandise. Now, donors can turn almost any merchandise – anything that can legally be sold on eBay – into a CASH DONATION to the Endowment.

Even if you've never used eBay before, the process is so quick and simple that you'll want to clean out that attic and basement today! Here's a quick primer on how to use MissionFish to make donations from your eBay sales to the **Basenji Health Endowment**:

- Visit [www.ebay.com](http://www.ebay.com) and log-in to your eBay account. If you don't already have one, you can create an account on-line in just a few minutes.
- Decide to donate all, or a percentage of the sale price of your eBay listed items to the **Basenji Health Endowment** – just click on the “Pictures & Details” area when listing your items, and choose “Donate a Percentage of Sale.” Doing this will automatically launch the “eBay Giving Works” feature.
- Search for “The Basenji Health Endowment” and select it as the charity you'd like to receive your donation. You can donate from 10% to 100% of your final sale proceeds. [The first time that you use eBay Giving Works, you'll have to register with MissionFish, too – but this is a one-time registration and it's quick and easy!].

- Go over your listing details, and submit your listing to eBay as usual. MissionFish will let the Endowment know you're making a donation from the proceeds of

an eBay sale.

- An eBay “Giving Works ribbon” symbol will be displayed on your item's eBay listing pages to let would-be purchasers know that a portion of the sale proceeds will go to the Endowment. This helps your item's listing stand out from the crowd!
- When your eBay-listed items sell, MissionFish collects your donation to the Endowment, distributes the money into the Endowment's bank account, and sends you – the donor / seller – a tax receipt.

The **Basenji Health Endowment** is a registered MissionFish charity – and can begin receiving donations from your eBay sales TODAY!! Whether you're an experienced eBay seller, or a first-timer with some attic or basement “treasurers” you'd like to unload, please consider designating a portion of your eBay sale proceeds to the Endowment through the MissionFish program. As always, your donated dollars are federally tax deductible, and will be used for the Endowment's twin goals: funding basenji-related health research and educating the public and fanciers about health and genetic issues affecting our breed.

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*\*\*Tremendous thanks to BCOA member Bill McCann for suggesting that the Endowment register as a MissionFish charity!\*\**

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