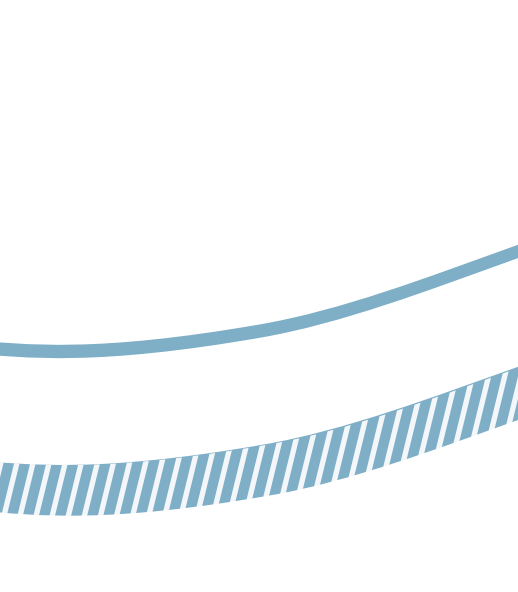


How charitable are Canadians?

The 4th annual #GivingTuesdayCA is on November 29, 2016

THE HOLIDAYS ARE TRADITIONALLY A CRITICAL TIME FOR CHARITIES

DECEMBER



Canadians make **over a third (35.2%)** of all donations in December

* Donations through CanadaHelps over past decade

#GIVINGTUESDAYCA MARKS THE OFFICIAL OPENING OF THE GIVING SEASON IN CANADA

Canadians donate **585% more** on #GivingTuesday than an average day in the year

* Donations through CanadaHelps (2015)

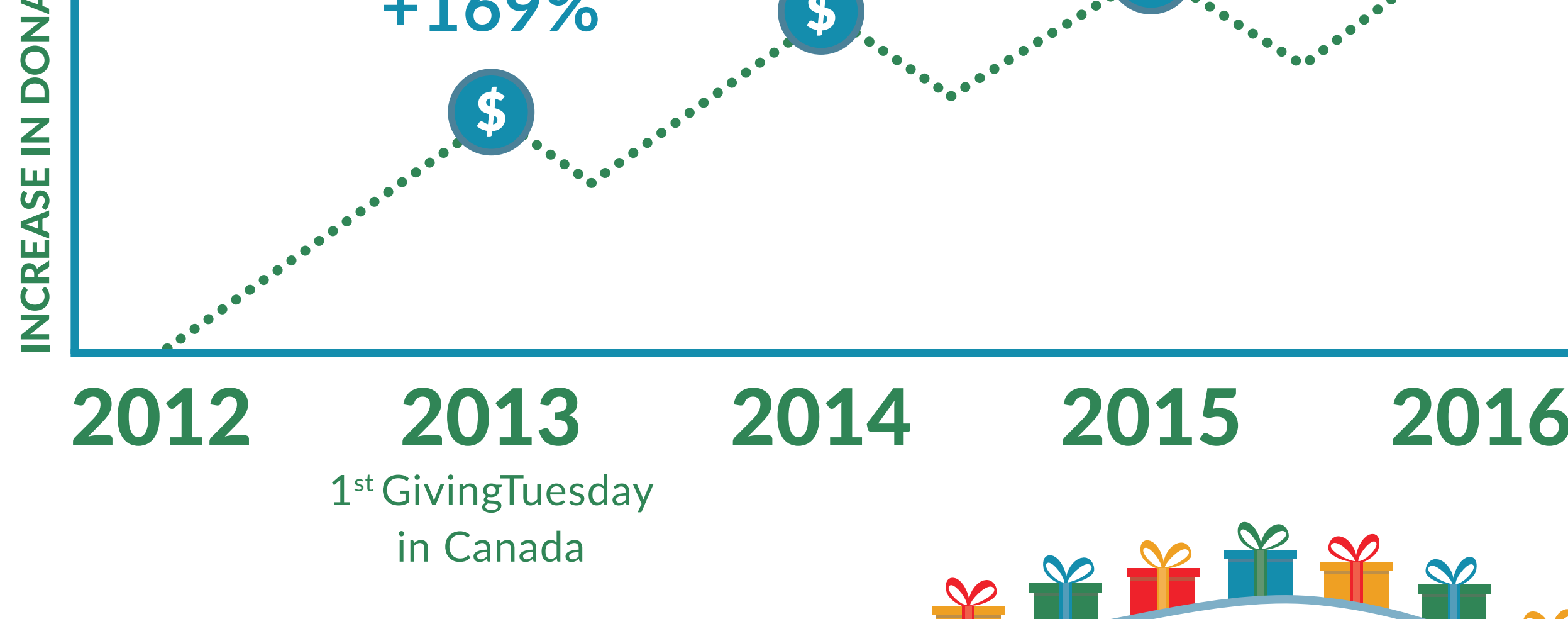
Average Day

Giving Tuesday

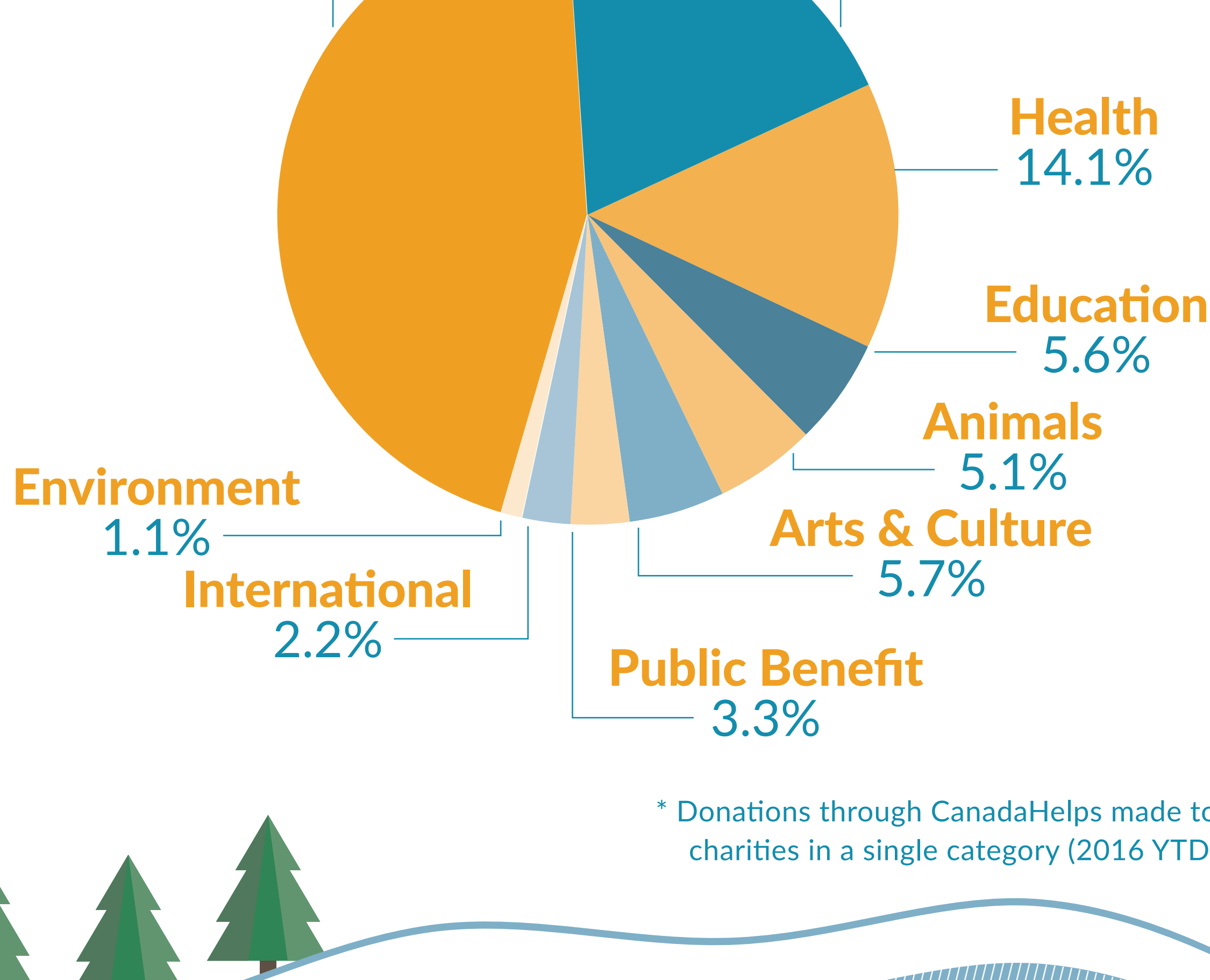


www.GivingTuesday.ca

AND, EACH YEAR, GIVINGTUESDAY INSPIRES MORE CANADIANS TO GIVE BACK



WHERE DO CANADIANS DEVOTE THEIR DOLLARS?



* Donations through CanadaHelps made to charities in a single category (2016 YTD)

2016 IS SHAPING UP AS AN ESPECIALLY GENEROUS YEAR



24% more donors



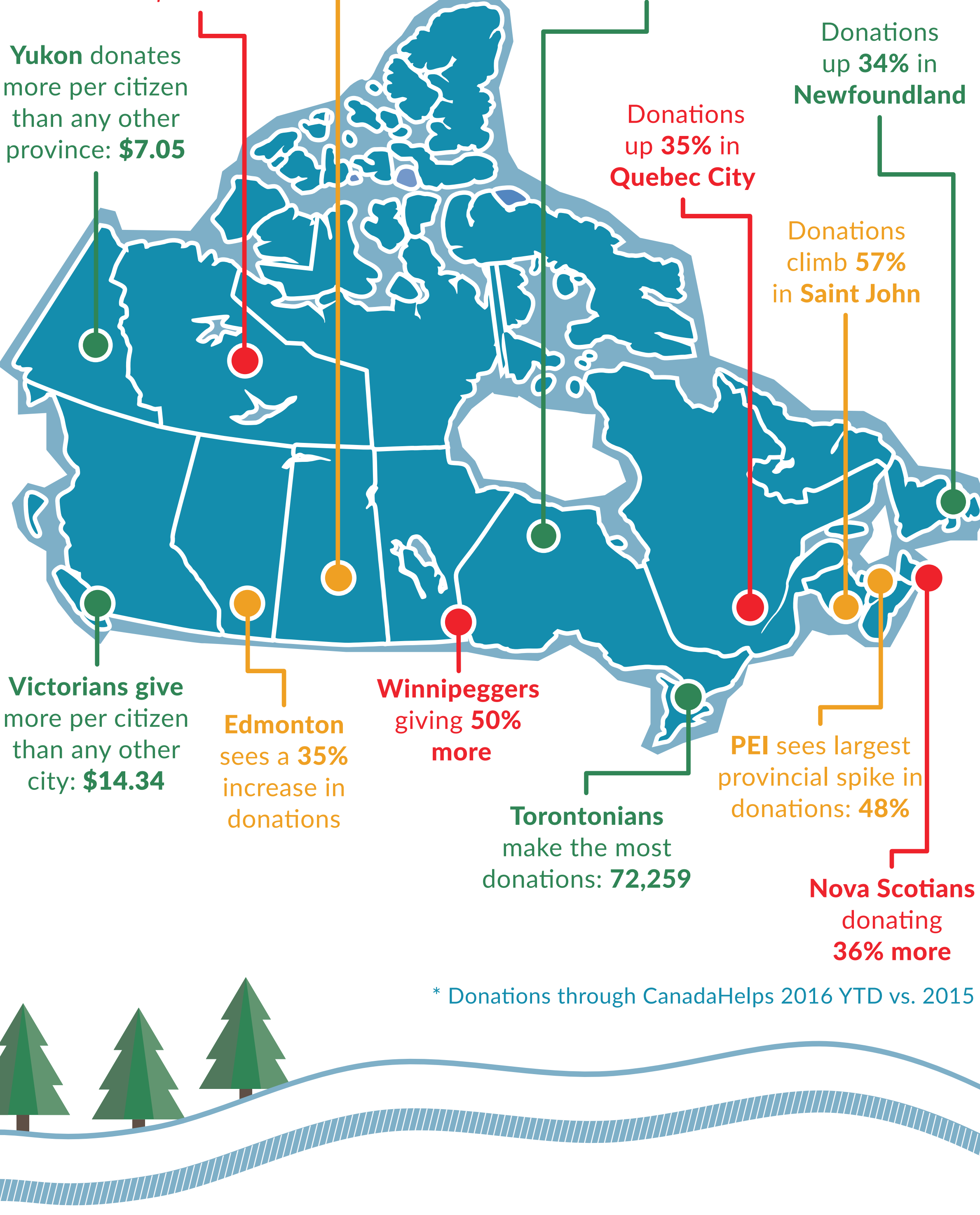
25% more dollars donated



58% more new monthly donations

* Donations through CanadaHelps (2015 vs. 2016 YTD)

ACROSS CANADA, CANADIANS ARE GIVING MORE ONLINE THAN EVER BEFORE



* Donations through CanadaHelps 2016 YTD vs. 2015

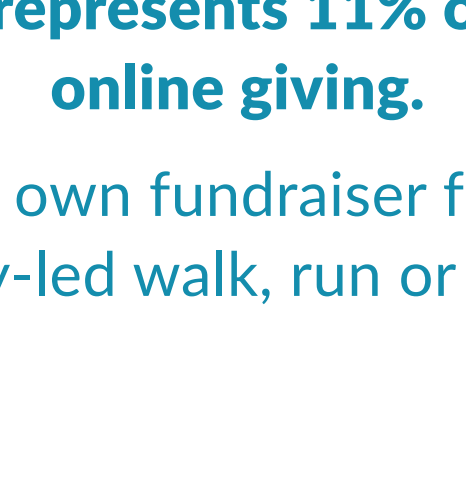
WAYS CANADIANS CAN GIVE



Securities & Mutual Funds

Donations up 190% year over year in this area.

When you donate securities directly through CanadaHelps, your capital gains aren't subject to tax.



Peer Fundraising

Now represents 11% of total online giving.

Create your own fundraiser for charity or join a charity-led walk, run or other "thon".



Monthly Donations

Now represent 23% of all online donations.

Charities love monthly donations as the predictable income allows them to plan better.



Tax Benefits

Less than 1 in 4 Canadians claim their charitable donations.

Visit www.canadahelps.org/taxtime to calculate your estimated tax credit.

CANADAHHELPS: A CHARITY HELPING DONORS AND CHARITIES



Over **17,000 registered charities** rely on CanadaHelps to fundraise online



More than **1.3 Million Canadians** have donated using CanadaHelps



Over **\$650 Million Donations** to charities across Canada in the past 16 years

No matter how you choose to donate, every dollar counts.

Make 2016 the best giving season yet.

DONATE TO A CHARITY YOU CARE ABOUT TODAY AT WWW.CANADAHHELPS.ORG

