



ANNUAL REPORT
2010

the Donator is YOU

**The Donator saves the world, one donation at a time!
The truth is, the Donator is YOU!**

At CanadaHelps, we think all of the Canadians who give to support the important work of charities are superheroes. Every day, we see your donations going to work to preserve conservation areas, save animals' lives, help homeless youth find shelter, provide medical aid after an international disaster, feed low-income families, send children with cancer to camp... and the list goes on. Every day, Canadians log on to CanadaHelps.org to support their favourite cause and make a difference in the world.

In this Annual Report, we celebrate all of the Donators in Canada; everyone who takes the time and effort to give back.

10 years ago, CanadaHelps was founded to facilitate online donations for donors and charities. Our ultimate goal is to use online technology as a way to encourage more Canadians to give to the causes that matter to them. We want to inspire more people to search for their cause and click to give.

Thank you for being a Donator – a superhero who saves the world one donation at a time!



10 Years of Innovating for GOOD



The first ten years of any organization usually set the foundation for what is yet to come, unless the organization came to be in the age of the internet; for organizations that grew up based on what was possible online, the last ten years have seen enormous change and the explosive growth of some of the world's biggest companies. Google is celebrating its twelfth birthday, Facebook is six years old, Amazon is fifteen. For these organizations, the first years went well beyond laying foundations: they were organizations that shaped the past decade itself.

CanadaHelps is entering its second decade after being immersed in these transformative times throughout its first ten years. In some ways, the first decade was one of laying a foundation for growth, and in other ways, the first decade was also one of constant adaptation.

Many know CanadaHelps as Canada's largest online donation provider for charities. While we are that, we are also much more. We have become educators, providing resources and training for charities as they engage their supporters through social networks and other online tools. We have become instigators, encouraging Canadians to give, and to think more purposefully about their personal and family philanthropy.

In this past year, as Canadians continued to struggle with news of faltering economies, we saw generosity flourish online. Canadians turned to the internet in record numbers to give following the earthquake in Haiti. Our MyCharityConnects program reached thousands of charities – helping them to use efficient online tools to reach their goals. More Canadians than ever trust CanadaHelps as the secure and convenient choice for charitable giving online.

As we have grown, we have surpassed some significant milestones and shaped the online giving community in Canada. Today, we celebrate over \$150 million in giving through CanadaHelps to tens of thousands of charities. But most importantly, we celebrate you, the donors and charities who have contributed to causes that are important to you. And we believe that as you each make your contribution, you are a superhero – a Donator – who is changing the world one donation at a time.

Please join us as we celebrate ten years of online giving, and get ready to explore the changing world of online giving, engagement, and philanthropy in Canada.

William Kerr, Chair | Owen Charters, President & CEO



Mission

CanadaHelps engages Canadians in the charitable sector, providing accessible and affordable online technology to both donors and charities to promote – and ultimately increase – charitable giving in Canada.

giving made

In 2010, CanadaHelps celebrates ten years of giving made simple. We started with a strong vision for finding new ways to encourage Canadians to give that continues today.

In 1999, university student Aaron Pereira sat in a church pew waiting for the collection plate to make its way towards him. As he dug in his pockets, he realized that he didn't have any cash on him. The dot-com boom was in full swing, and e-commerce was the way of the future: how come his church wasn't collecting donations online, too?

With that question in mind, he began to put together the concept for CanadaHelps. Aaron envisioned a way for all charities and donors to benefit from the same technology that helped businesses grow online.

With two friends – Ryan Little and Matthew Choi – Aaron set about building CanadaHelps. With support from Canadian corporations and financial institutions, CanadaHelps launched in 2000. Ryan, Matthew and Aaron's dedication and volunteer time led to its early success: in its first year, over \$150,000 was donated through CanadaHelps to charities across the country.

Today, CanadaHelps facilitates over \$50 million in donations annually. We continue to honour our entrepreneurial roots by innovating to stay ahead of online trends and offer Canadians new ways to be Donators!

Vision

CanadaHelps strives to build a caring and involved Canadian society that is committed to giving and participating effectively in the charitable sector, using technology to create an efficient connection between charities, donors, and the corporate community.



simple



Timeline

- 1999** – The CanadaHelps idea was formed by university student Aaron Pereira and two friends, Ryan Little and Matthew Choi.
- 2000** – CanadaHelps is launched.
- 2000** – \$150,000 in donations is processed the first year.
- 2004** – Monthly donations launches, allowing generous Canadians an ongoing way of supporting their causes.
- 2004** – Ecards are launched, letting Canadians make their gifts in honour or in memory of someone special and send instant, personalized notification of the gift.
- 2004** – Regular donors are thrilled with the launch of the Donor Favourites tool, allowing them to make quick gifts to the charities they regularly support.
- 2005** – CanadaHelps launches Charity Gift Cards, allowing Canadians to Give the Gift of Giving
- 2006** – GivingPages are launched. These innovative micro-sites let any Canadian raise funds for their favourite charities online.
- 2007** – CanadaHelps becomes the only charity to accept donations of securities online.
- 2008** – MyCharityConnects begins as a program to help charities learn more about online technology, social media and fundraising.
- 2009** – Interac is integrated into the CanadaHelps donation process, offering another payment option for donors.
- 2010** – More than 60 charities used CanadaHelps to raise funds for relief efforts after a major earthquake in Haiti.



secure,

CanadaHelps for Donors

CanadaHelps is a Donator's one-stop-shop for charitable giving. Through CanadaHelps, you can donate online to every registered Canadian charity, store tax receipts to download when you need them, give charitable gifts and give using your credit card, Interac or stocks and mutual funds.

Whatever and whenever you want to give, CanadaHelps makes giving simple.

BY THE NUMBERS 2009-2010

* Total \$ of donations: \$47 million

* Total # of donations: 361,396

Donor tools

Charity Gift Cards let Donators spread their generosity through a meaningful gift. Charity Gift Cards let you Give the Gift of Giving: you choose the card and amount, and your recipient chooses the charity!

Donations of securities let Donators give their assets in the most tax-efficient way possible.

Donor accounts let Donators keep track of their giving, store tax receipts and save a list of their favourite charities for quick, easy donations.

www.canadahelps.org

convenient solutions

GivingPages

GivingPages let Donators raise funds for their favourite cause. These micro fundraising websites let anyone collect donations online easily and securely to support any Canadian charity. Whether it's collecting pledges for a walk-a-thon, asking for donations in lieu of gifts for a wedding, setting up a memorial page to honour a loved one, or simply wanting to make a difference, GivingPages are the Donator's tool for the job.

www.canadahelps.org/GivingPages

BY THE NUMBERS 2009-2010

* Number of GivingPages: 3,317

* Amount collected through GivingPages: \$2.5 million

> *Using GivingPages to change a life*

When Kasia Mychajlowycz met 12-year old Tumaini, she was working with Reach Out Humanity in Tanzania. Kasia knew that many Canadians back home would want to help Tumaini, if only they knew her story. Tumaini was desperate to continue her education; instead, her mother arranged a marriage for her when she was just 11

years old! After running away, Tumaini found support to pay for one year of school, but couldn't afford a second year. Kasia knew she needed to help out... Reach Out Humanity had used CanadaHelps for their fundraising initiatives, so she set up a CanadaHelps GivingPage to raise funds for Tumaini's education. Within two weeks, the CanadaHelps GivingPage had raised \$1,600; enough to pay for her

second year at school. When Kasia told Tumaini she could stay in school, she smiled, quietly said thank you and promised to work hard. It was almost more than she could understand – that there were people she'd never met who were willing to help her out. CanadaHelps GivingPages were an easy way for Kasia to raise funds to support this incredible cause.

CanadaHelps for charities

CanadaHelps makes online fundraising for charities secure, easy and affordable – letting more Donators give to the causes that matter to them.

CanadaHelps is the trusted brand for online fundraising solutions in Canada. Here's why:



- Security and fraud protection – CanadaHelps prioritizes the security of donors' personal and payment information online.
- Affordability – No set up or monthly account fees, simply a transaction charge that covers all credit card and banking fees!
- Knowledge and support – CanadaHelps is a charity itself and an expert in online fundraising. We provide training and technical support to charities, and support for your donors in completing their donations online.
- Automatic tax receipting – CanadaHelps automatically issues tax receipts for all donations made through our site.

BY THE NUMBERS 2009-2010

* Number of charities receiving donations through CanadaHelps: 10,638

* Total number of charities registered with CanadaHelps: 9,250

> *Secure, convenient giving*

For the past six years, Faith has been donating to NeighbourLink in more ways than one: dollars, Tuesday evenings, phone skills, car mileage, time and energy. Why does she do it?

"I have empathy with the people who need NeighbourLink's help," she says. "I've been there."

NeighbourLink is a non-profit organization in Calgary,

Alberta that gives low-income families and individuals free access to basic resources and practical help. This includes provision and delivery of emergency food hampers, bus tickets, baby supplies, furniture and household items.

In her time volunteering at NeighbourLink, Faith has seen the organization quadruple its staff, acquire a warehouse and answer four times as many HelpLine calls.

She sees firsthand how her dollars are being put to use – the dollars she and her husband donate online.

"CanadaHelps provides the medium for doing this," says Faith. "I think it's a great way to be able to donate."

What's beautiful is the joy Faith receives from giving help and hope to those in need. Her compassion and contribution in turn gives NeighbourLink help and hope as an organization.

MyCharityConnects

MyCharityConnects is a CanadaHelps education and outreach initiative for Canadian charities. We want to help charities learn more about online fundraising so they can reach out to more Donators! Through an online resource centre at www.mycharityconnects.org, webinars, articles, conferences and workshops, MyCharityConnects educates the charities about topics related to philanthropy, online tools and social media.



The objectives of MyCharityConnects are to:

- Reduce the fear and frustration that online technology can create for charities with limited resources
- Demonstrate the value that various online technologies can provide to charities
- Provide a space for charities to connect with one another to share best practices
- Build the capacity of the sector by introducing charities to cost-effective and efficient tools

BY THE NUMBERS 2009-2010

- * Number of workshops held: 43
- * Number of charities reached: 2,305

Online fundraising is a great addition to the celebration of literacy. CanadaHelps has played a key role in attracting a wide range of donors and creating a safe environment online for giving. Receiving a generous donation made by an anonymous donor during the Munsch at Home contest demonstrates how online fundraising can truly mobilize people who are passionate about your cause.

Rina Khosla
Director, Marketing and Partnerships
ABC Life Literacy Canada



Income Statement Year Ended June 30, 2010



	2010	2009
Donations transacted on behalf of other charities	47,166,022	32,348,815
Revenues		
Transaction fees	1,440,460	966,331
Other donations	188,689	143,801
Corporate donations and sponsorships	93,235	138,000
Marketing and MyCharityConnects	82,728	72,436
Other income	26,576	19,071
Grants from foundations	15,512	142,109
	1,847,200	1,481,748
Expenses		
Bank charges and credit card fees	1,008,417	686,492
Staffing costs	427,341	449,064
Professional and consulting fees	147,733	185,296
Marketing & MyCharityConnects	68,684	114,172
Rent and occupancy costs	49,524	48,438
Office supplies and expenses	36,425	27,046
Other expenses	29,654	35,813
Amortization of capital assets	23,475	19,827
	1,791,253	1,566,148
Excess (deficiency) of revenues over expenses for the year	55,947	(84,400)
Net assets - at beginning of year	335,737	420,137
Net assets - at end of year	391,684	335,737

Balance Sheet

As at June 30, 2010

	2010	2009
Assets		
Current assets		
Cash and short-term deposit	373,661	317,183
Accounts receivable	60,949	34,004
Prepaid expenses	10,091	9,304
	<u>444,701</u>	<u>360,491</u>
Capital assets	12,293	29,803
Trust assets	1,484,314	997,882
	<u>1,941,308</u>	<u>1,388,176</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	65,310	38,628
Deferred grant		15,929
	<u>65,310</u>	<u>54,557</u>
Trust liability	1,484,314	997,882
	<u>1,549,624</u>	<u>1,052,439</u>
Net assets	391,684	335,737
	<u>1,941,308</u>	<u>1,388,176</u>

Complete financial statements available upon request and from www.canadahelps.org



Donors 2000-2010

INDIVIDUALS

(Cumulative \$1,000+
since 2000)

John Beattie
Hugh Bowness
Matthew Choi
Wayne. C Fox
Brenda Gainer
William & Alice Kerr
Alex Lee
Robert & Susan Little
Ryan Little
David Pauli
Aaron Pereira
Anthony & Flavia Pereira
Tara Sinanan
Sean Van Doorselaer
H. Alexander Zimmerman

CORPORATE/ FOUNDATIONS

Accenture
Alliance Atlantis
Anderson Consulting
Artez Interactive
Bell Canada
Benchmark Porter Novelli
BMO Financial Group
Brookfield Properties
Canadian Heritage Language
Program
Canadian Pacific Charitable
Foundation

Captivate Network
CIBC
Cineplex
Deloitte
Direct Energy
Ernst & Young
Ethoca Technologies
GlobalLive
GrantThorton
Hewlett Packard
Ipix
J.W McConnell Foundation
Loopstra Nixon
Marketwire
Microsoft
Muttart Foundation
Navantis
Nortel
Osler, Hoskin & Harcount LLP
Ontario Trillium Foundation
Oracle
Promethean
Publicis
Q9 Networks
Rasch Foundation
RBC
RBC Dominion Securities
Research In Motion
Scotiabank
Sentient Technology
Steelcase
Tides Canada Foundation
Toronto Life

CanadaHelps has made every effort to ensure our list of donors since 2000 is comprehensive and up-to-date; we apologize for any errors or omissions. We would like to hear from you if you discover any errors in our list of supporters.

CanadaHelps Board of Directors

William Kerr, Chair
JSE Partners Inc.,
Oakville

Alec Zimmerman
Borden Ladner Gervais LLP,
Toronto

Brenda Gainer
Schulich School of Business,
York University,
Toronto

John Beattie
TELUS Communications,
Toronto

Matthew Choi
Physician,
Winnipeg

Patrick Johnston
Walter & Duncan Gordon
Foundation, Toronto

Ryan Little
Rocksteady Investments,
Toronto

Sean Van Doorselaer
Lind Equipment Ltd,
Toronto



CanadaHelps Staff

Owen Charters,
President & CEO

Carlo Bataclan,
Communications Assistant
(until June 2010)

Kirstin Beardsley,
Marketing & Communications
Manager

Dina Bilenkis,
Database & Systems
Administrator

Vanessa Boudreau,
Charity & Donor Services
Associate

Mike Henry,
Charity & Donor Services
Coordinator

Amy Huynh,
Marketing & Communications
Coordinator

Katelyn McKeown,
Fundraising & Business
Development Coordinator

Ren Ramkhelawan,
Systems Architect

Caroline Schwechlen,
Office Manager & Executive
Assistant

Zenia Wadhwani,
Director of Program
Development

INTERNS

Tiffany Cheng,
Graphic Design Intern
(summer 2009)

Chris Dionne,
Marketing & Communications
Intern
(summer 2010)

Rachel Keeling,
Fund Development Intern
(summer 2010)

Arti Panday,
Management Intern
(summer 2010)



CanadaHelps

179 John Street, Suite 403, Toronto, Ontario M5T 1X4
Tel: 1-877-755-1595 | Email: info@canadahelps.org
CanadaHelps is a charitable public foundation. 896568417RR0001

www.canadahelps.org