



CanadaHelps

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Charitable Registration Number: 896568417RR0001

www.canadahelps.org



THE DONATOR

**CAN THE DONATOR
REALLY SOLVE ALL
OF MY DONATION
PROBLEMS?**

 **CanadaHelps.org**
Giving made simple.

ANNUAL REPORT 2011

Letter from the Board Chair & CEO

Whether it's a tablet, smart phone or other device, more and more of us are using electronic gadgets in our daily lives. No longer just a phone, these devices are our internet, organization system, communications tools and game centres... and soon they'll be our wallets!

These changes seem to be happening at lightning speed and many people are thinking about how this technology is impacting our lives. Often, the tools that make our lives easier may also be making it more hectic.

At its best, technology makes our impulses to support our local communities and favourite causes easier to execute. CanadaHelps has always been on your side, solving your giving challenges and using technology to make giving simple. Our goal is to use online tools to encourage more Canadians to give more to the causes that matter to them. We are looking for new ways that technology can facilitate philanthropy and inspire a new generation of Canadian donors to give back.



In this last year, CanadaHelps has continued to work on tools and services that will allow more Canadians to give securely online. Some of the highlights from the past year include:

- The MyCharityConnects Conference which, after a third sold-out year, has officially established itself as the conference to be at for non-profit professionals who want to learn more about online communications.
- Before the holidays, PayPal was included as a payment option, giving donors more choices on how they give to charity.
- CanadaHelps was mentioned in over 100 media outlets throughout the year, demonstrating that we're a true resource for information about giving.
- Processing over \$50 million in donations to Canadian charities! It's our first year having hit this milestone.

Many of the changes we've made over this past year have been behind-the-scenes; building on and reinforcing our systems to allow us to grow and create new ways for people to give over the coming years. Our job is to make sure your giving platform is as secure and reliable as possible.

As we begin another year, full of what we can only expect will be more technology changes arriving at lightning speed, rest assured that you can trust CanadaHelps to help solve your giving challenges.

William R. Kerr, Board Chair | Owen Charters, President & CEO

YEAR IN REVIEW

2010 - 2011

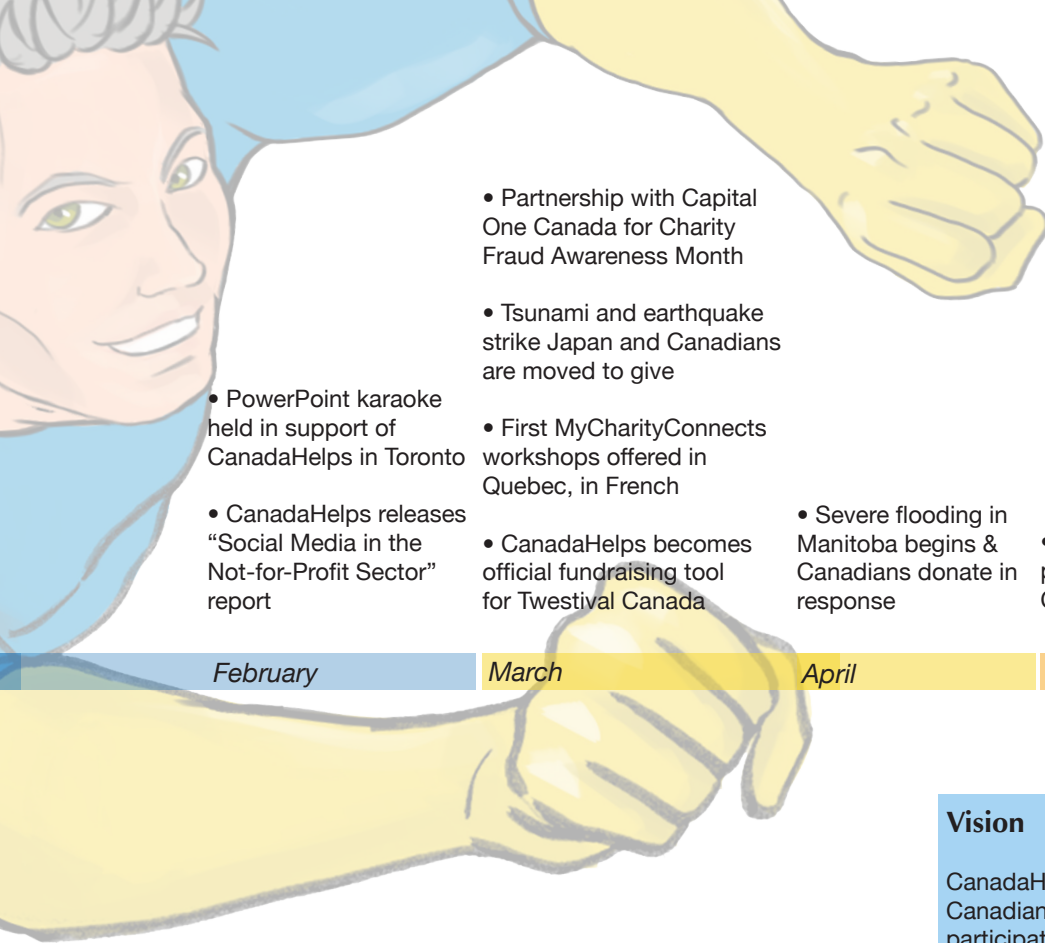
- Flooding in Pakistan prompts Canadians to donate

- CanadaHelps turns 10 years old
- Giving Season begins
- CanadaHelps accepts PayPal
- First CanadaHelps Annual Report released
- CanadaHelps surpasses \$150 million in donations processed since 2000
- December 31st: The busiest giving day of the year
- McMaster University and CanadaHelps release donor survey data

July August September October November December January

Mission

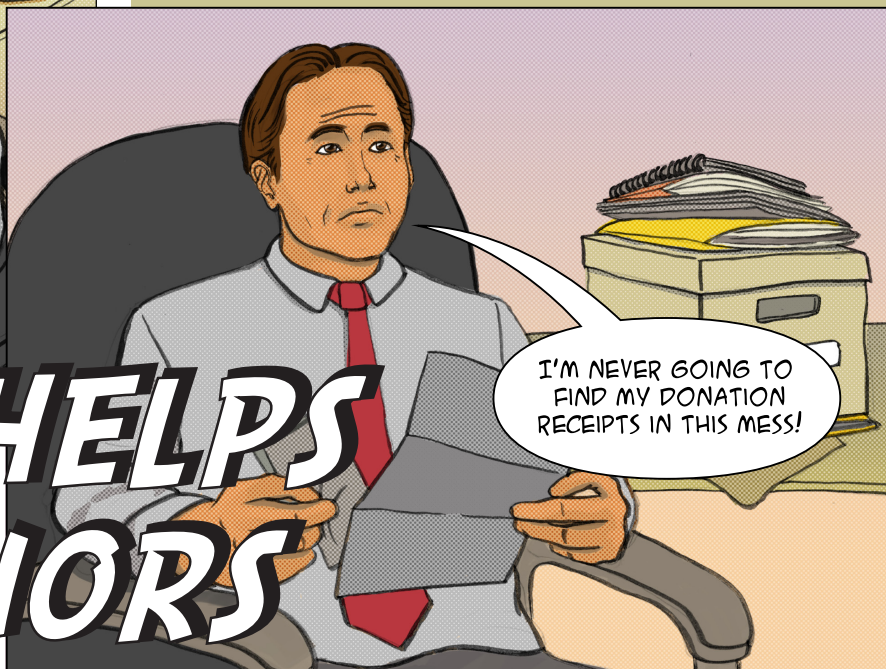
CanadaHelps engages Canadians in the charitable sector, providing accessible and affordable online technology to both donors and charities to promote – and ultimately increase – charitable giving in Canada.



- Partnership with Capital One Canada for Charity Fraud Awareness Month
 - Tsunami and earthquake strike Japan and Canadians are moved to give
 - PowerPoint karaoke held in support of CanadaHelps in Toronto
 - First MyCharityConnects workshops offered in Quebec, in French
 - CanadaHelps releases "Social Media in the Not-for-Profit Sector" report
 - CanadaHelps becomes official fundraising tool for Twestival Canada
 - Severe flooding in Manitoba begins & Canadians donate in response
 - Fire in Slave Lake prompts generosity across Canada
 - 3rd Annual Sold-Out MyCharityConnects Conference
- | February | March | April | May | June |
|----------|-------|-------|-----|------|
|----------|-------|-------|-----|------|

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.



**CANADAHELPS
FOR DONORS**



CanadaHelps offers donors many tools to help them give back to the causes that matter most to them. On www.canadahelps.org, donors can make donations to any registered Canadian charity knowing that their personal information will be kept private and secure.

Along with Charity Gift Cards and GivingPages, here are some other tools for donors to use:

- CanadaHelps Donor Accounts – store receipts and keep records of donations in one secure spot
- Donations of Securities – give stocks or mutual funds to maximize the tax benefit of giving
- Charity Favourites – set up a list of your favourite causes for quick, easy giving
- Monthly Giving – donating regularly is the easiest way to budget for giving



By the Numbers

Number of donations made: **400,000**

Total amount of donations made: **\$52 million**



GIVINGPAGES

I'M TIRED OF RUNNING MARATHONS JUST FOR THE GLORY OF IT...

HOW CAN MY RUN HELP OTHERS?

NOW I CAN RUN AND RAISE FUNDS FOR MY FAVOURITE CHARITIES!

GIVINGPAGES LET YOU RAISE FUNDS FOR ANY CAUSE!

By the Numbers

Number of GivingPages set up: **4,227**

Amount processed through GivingPages: **\$3.3 million**

GivingPages allow anyone to raise funds for their favourite causes online. Givingpages are web pages that let anyone collect donations easily and securely to support any Canadian charity. Whether you want to celebrate a gift-free birthday, collect pledges for your bowl-a-thon, run a marathon for charity or want simply to show your generous spirit, GivingPages are the tool for you.

www.canadahelps.org/GivingPages

Using GivingPages to raise awareness and remember a loved one

On a cool May morning, Charlene Harrison and her family and friends were preparing for the Steps for Life Walk in Winnipeg, in support of Threads of Life – a national charity that supports family members who have been affected by workplace tragedy. The group was participating in the walk in memory of Charlene's daughter Brittany Murray, who was killed tragically while working as a signal person in a highway construction zone.

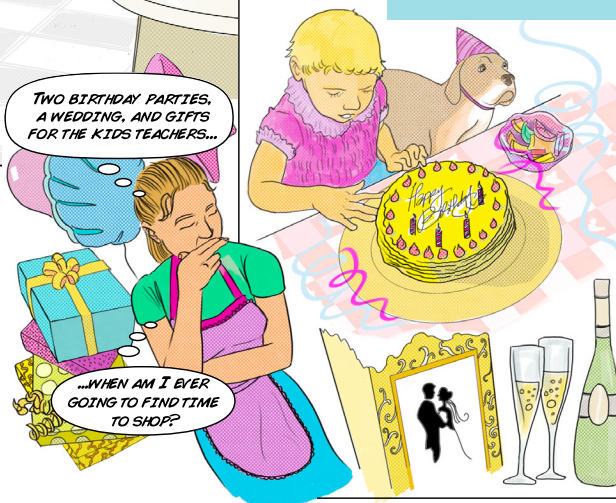
There are several reasons why Charlene decided to participate in the Walk. It was a way for her to honour the memory of her vibrant daughter Brittany, raise awareness for workplace health and safety, and raise funds for Threads of Life.

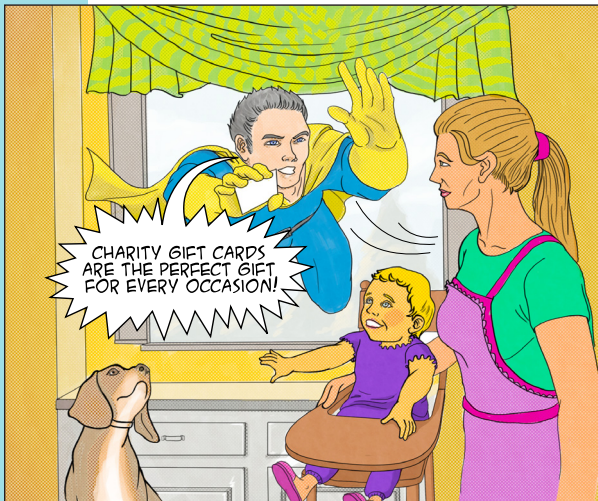
"Threads of Life does very important work, and has helped me and my family a great deal. The money raised through the walk ensures those efforts continue," Charlene explains. Through her GivingPage, Charlene had a place to tell Brittany's story and commemorate her memory, and at the same time, raise funds for the organization that helps families affected by workplace tragedies that she knows all too well. "Fundraising for the walk allowed me to remember Brittany and do my part to prevent workplace tragedies. Everyone should make it home safe from work."

CHARITY GIFT CARDS



TWO BIRTHDAY PARTIES,
A WEDDING, AND GIFTS
FOR THE KIDS TEACHERS...



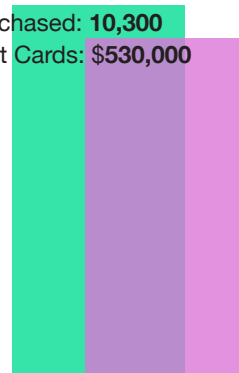


Charity Gift Cards are the perfect gift for every occasion, and for everyone on your list! Charity Gift Cards let you give the Gift of Giving™: you choose the card and amount, and your recipient chooses the charity to give to. Recipients select any registered Canadian charity to support, no matter the cause. Look no further, you've found the perfect gift for your parents, children, spouse, clients, colleagues, neighbours... everyone!



By the Numbers

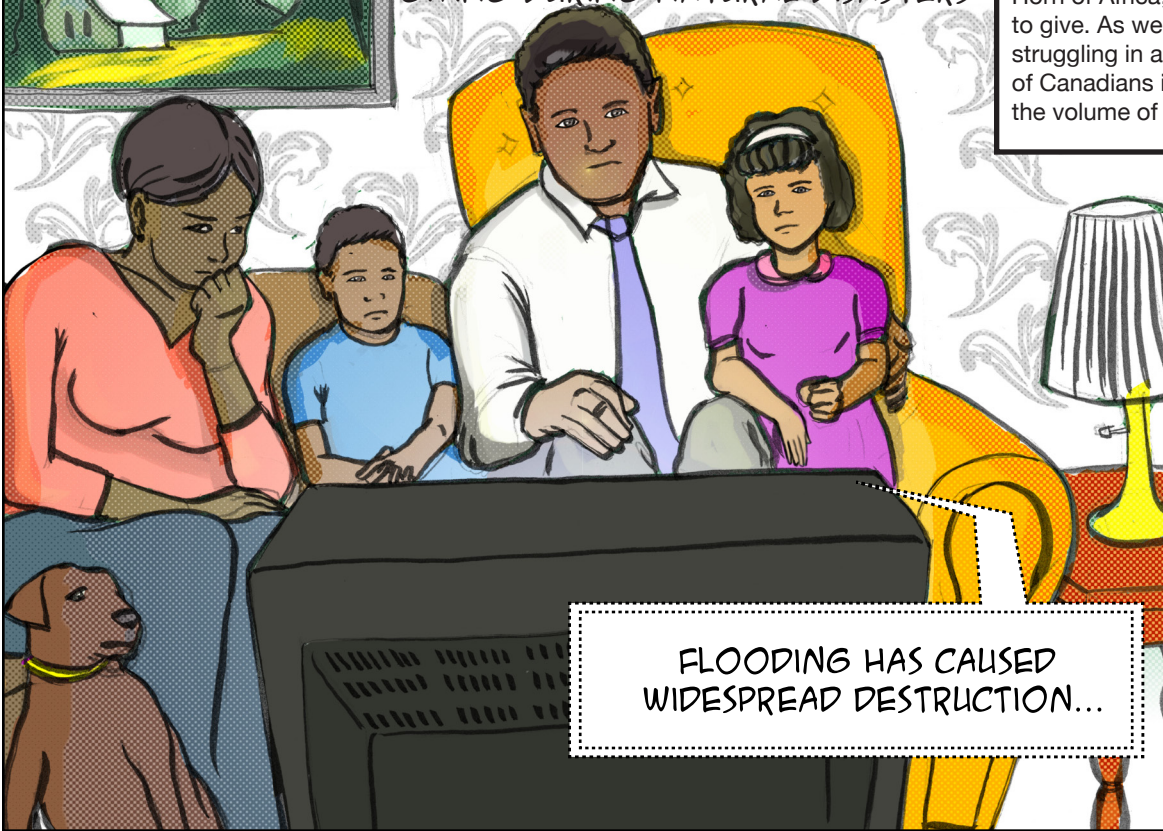
Number of Gift Cards Purchased: **10,300**
 Amount given through Gift Cards: **\$530,000**



DISASTER GIVING

GIVING DURING NATURAL DISASTERS

When tragedy strikes, whether it's flooding in Manitoba, a fire in Slave Lake, a tsunami in Japan, or a famine in the Horn of Africa, Canadians are moved to give. As we hear stories of others struggling in a crisis, the generous spirit of Canadians is clearly demonstrated in the volume of donations made.



FLOODING HAS CAUSED
WIDESPREAD DESTRUCTION...



During these disasters, more and more Canadians are turning to CanadaHelps for a full listing of all charities raising funds to support relief efforts and for secure donation processing.



CANADAHELPS FOR CHARITIES



CanadaHelps for Charities

CanadaHelps makes online fundraising for charities secure, easy, and affordable. CanadaHelps focuses exclusively on responding to the online donation needs of charities and donors; building systems and services that make giving simple and respond to current technology trends. Over 11,000 Canadian turn to CanadaHelps as the trusted brand for processing online donations safely and securely.

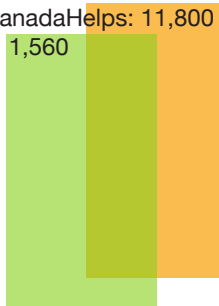
What CanadaHelps offers to Canadian charities:

- Top security and privacy protection
- Affordability
- Instant, detailed donor reports
- Electronic tax receipts
- Bilingual support for donors and charities using CanadaHelps

By the Numbers

Number of charities that received donations through CanadaHelps: 11,800

Number of new charities registered with CanadaHelps: 1,560





MYCHARITYCONNECTS



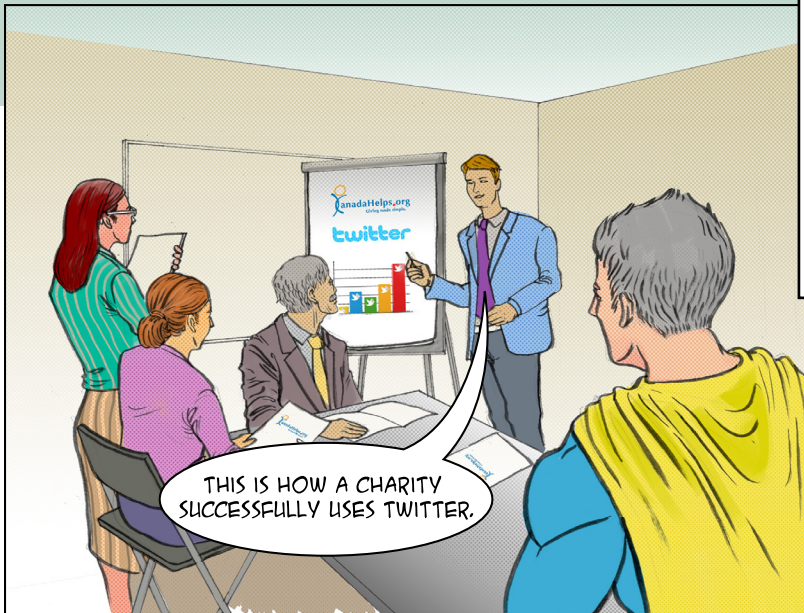
“...thanks for running such a fantastic MyCharityConnects conference – congrats! I certainly had fun and learned so much. I’m also currently in touch with a few people to collaborate on projects!”

– Lauren Shoolman, *Tapestry New Opera*

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 donors. Through an online resource centre at www.mycharityconnects.org, webinars, articles, conferences and workshops, MyCharityConnects educates 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 of various online technologies
- 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 online tools



By the Numbers

Workshops: **31**
Webinars: **27**
Conference attendees: **210**
Charities reached: **2500+**

Balance Sheet

	2011	2010
Assets		
<i>Current assets</i>		
Cash and short-term deposit	697,226	373,661
Accounts receivable	57,026	60,949
Prepaid expenses	13,917	10,091
	768,169	444,701
Capital assets	81,416	12,293
Trust assets	1,166,285	1,484,314
	2,015,870	1,941,308
Liabilities		
<i>Current liabilities</i>		
Accounts payable and accrued liabilities	55,792	65,309
Deferred revenue	52,500	-
	108,293	65,309
Deferred lease inducement	31,365	
Trust liability	1,166,285	1,484,314
	1,305,943	1,549,623
Net Assets	709,927	391,685
	2,015,870	1,941,308

Income Statement

	2011	2010
<i>Donations collected on behalf of other charities</i>	54,080,283	47,166,022
Revenues		
Transaction fees	2,124,741	1,440,460
Other Donations	220,686	188,689
Corporate donations and sponsorships	59,457	93,235
MyCharityConnects program	117,971	82,728
Other income	30,749	26,576
Grants from foundations	-	15,512
	2,553,604	1,847,200
Expenses		
Bank charges and credit card fees	1,155,154	1,008,417
Staffing costs	610,685	427,341
Marketing and MyCharityConnects program	120,045	68,683
Professional and consulting fees	112,253	147,733
Rent and occupancy costs	109,894	49,524
Office supplies and expense	85,252	36,425
Other expenses	23,581	29,654
Amortization of capital assets	18,498	23,475
	2,235,362	1,791,252
Excess of revenues over expenses for the year	318,242	55,948
Net Assets - at beginning of year	391,685	335,737
Net Assets - at end of year	709,927	391,685

Donors 2010-2011

Individuals (Cumulative \$250+ from July 01, 2010 to June 30, 2011)

John Beattie
Owen Charters
Anne Gowing
Ruth & Michael Hood
Patrick Johnston
William & Alice Kerr
Alex Lee
Ernie Legiehn
Ryan Little
Richard Parke-Taylor
Thomas Purves
Cody Stewart
Sean Van Doorselaer
Judith Wilson
Hugh Alexander Zimmerman

CanadaHelps has made every effort to ensure our list of donors 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.

Corporate/Foundations

Bracebridge United Church
CIBC
Direct Energy
Ethoca Technologies
Flashpoint Photobooth Services
Good Works Communications Inc.
Human Resources and Skills Development Canada (HRSDC)
Mackenzie Investments
Metasoft Systems
Ontario Trillium Foundation
Osler, Hoskin & Harcourt LLP
PayPal Canada
PricewaterhouseCoopers Canada Foundation
Q9 Networks
Social Innovation Generation (SiG@MaRS)
TELUS
The Taligent Group
United Way Ottawa

Staff

Owen Charters
President & CEO

Patrick Banville
Director, Operations
& Client Services

Kirstin Beardsley
Marketing & Communications
Manager

Dina Bilenkis
Database & Systems
Administrator

Vanessa Boudreau
Charity & Donor
Services Associate

Mike Henry
Charity & Donor
Services Lead

Amy Huynh
Marketing & Communications
Coordinator

Katelyn McKeown
Fundraising & Business
Development Coordinator

Ren Ramkhelawan
Systems Architect

Caroline Schwechlen
Office Manager & Executive
Assistant

Kelei Xu
Web Developer

Interns

Ivy Lao
Multimedia Intern
(summer 2011)

Board of Directors

William Kerr, Chair
JSE Partners Inc.

John Beattie
TELUS Communications

Michael Bradley
Visa Canada

Matthew Choi
Physician

Brenda Gainer
Schulich School of Business,
York University

Patrick Johnston
Borealis Advisors

Ryan Little
Rockysteady Investments
(until December 2010)

Sean Van Doorselaer
Lind Equipment Ltd

Alec Zimmerman
Borden Ladner Gervais
(until December 2010)