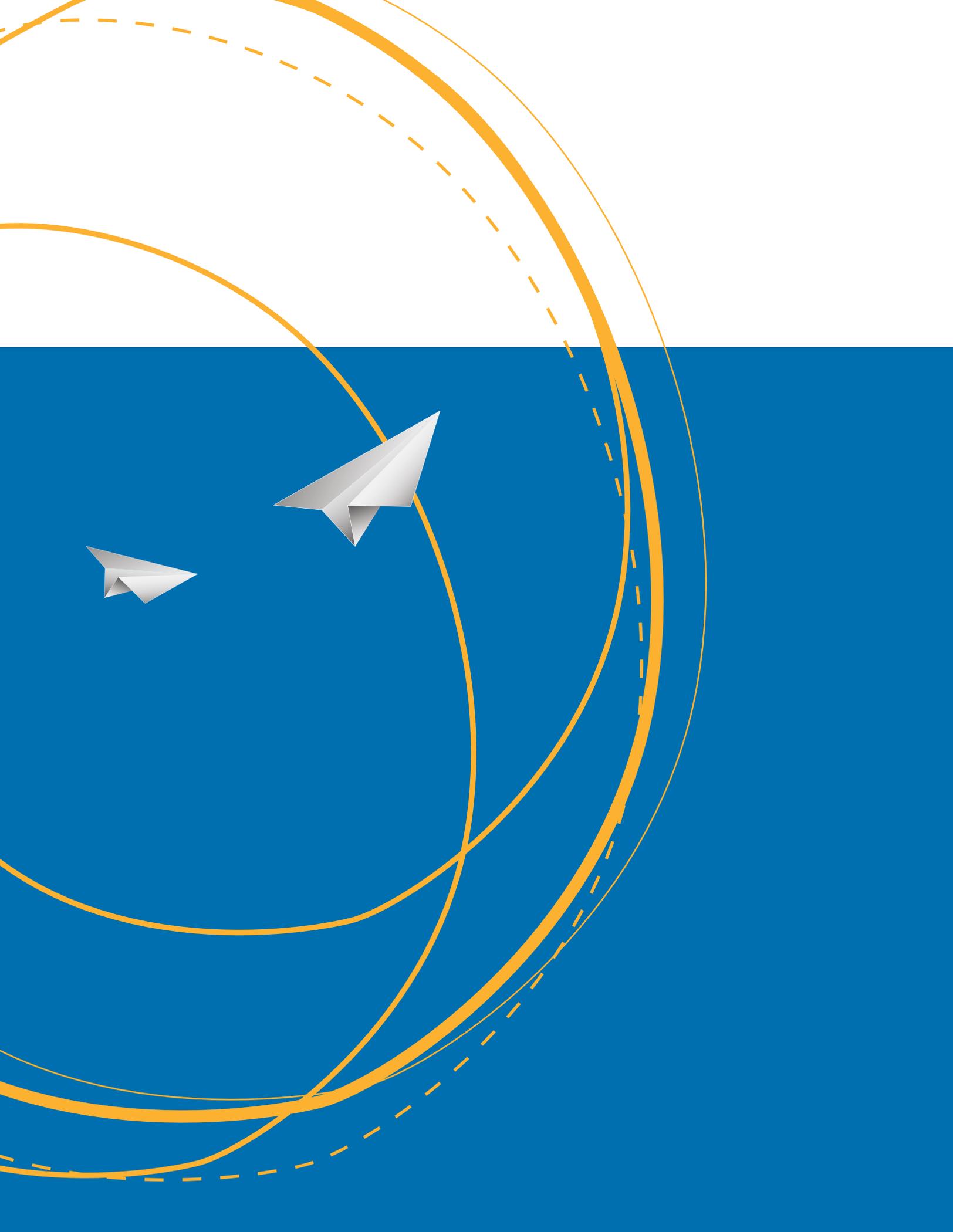


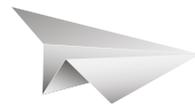
ANNUAL REPORT :: 2011 - 2012





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“

...committed to giving and participating effectively in the charitable sector...”

# MISSION & VISION

## **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.

## **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.



# VALUES & PRINCIPLES

## **Donors & Donor Service**

We believe that an informed donor is a wise donor. CanadaHelps works toward educating donors on best practices, trends in the charitable sector, and philanthropy in general. We provide donors with the tools to stay in charge of their philanthropic giving.

## **Accessibility, Ease-of-Use, & Efficiency**

CanadaHelps provides services that make online charitable giving easy and secure for donors, and accessible and cost-effective for charities.

## **Charities & Charity Service**

CanadaHelps works with organizations registered with the Canada Revenue Agency to help them focus their time and resources on their missions, not administration. We operate neutrally and support the good work of charitable organizations in Canada.

## **Technology & Leadership**

CanadaHelps is innovative in its adoption and use of online applications and new technologies; we are agile, nimble, and responsive to new opportunities. We hire and retain exceptional and talented staff, and create a workplace that fosters innovation, creativity, and productivity.



...we are agile, nimble, and responsive to new opportunities. ”

## **Integrity & Accountability**

CanadaHelps is accountable, transparent, and ethical, practising strong fiscal management along with transparent reporting of our financial affairs and activities.

## **Partnership & Collaboration**

CanadaHelps seeks opportunities to work with groups from all sectors to provide greater options to both donors and charities.

## **Research & Education**

CanadaHelps is a learning organization, staying in touch with charitable sector trends, donor and charity needs, and working to provide solutions that anticipate these needs. We work to promote our own work, and to encourage and inspire greater philanthropic giving in Canada.



# MESSAGE FROM CEO & CHAIR

CanadaHelps is on an ever-evolving path to provide the best donor and charity experience online. In our twelve years of providing donation transactions, we have grown from a small organization to a relatively large operation that is approaching \$70 million in annual donations, providing service to 13,000 charities. This remarkable growth wasn't accidental: CanadaHelps has consistently and constantly learned from the donors and charities we serve, and adapted to their needs and desires.

In the previous fiscal year, we initiated some major investments in our capacity to serve both donors and charities. This year, we have started to see the fruits of these investments, and we will continue to be rolling out new improvements, features, and products for charities and donors in the coming months. The pace of development will continue to increase as our technical development team adds capacity to learn, design, and build new features for giving.

By the time this goes to print, charities will already have experienced new donation pages with greater customization options. These pages have been designed as a result of years of feedback from charities. New options for donors are forthcoming as well. As consumer expectations of online transactions change and shift, we want to ensure that we understand and meet the needs of donors.

The past year was also one of reflection and celebration. CanadaHelps surpassed a cumulative \$250 million in giving since its founding. Our CEO has also announced his resignation, effective at the end of 2012. Owen Charters has provided superb leadership to CanadaHelps over the past six years, a period marked by extraordinary growth, and a vital strengthening of our ties with the charitable sector. The Board of Directors would like to extend its sincere thanks to Owen who has left his successor with a strong legacy upon which to build.

It has been a year of remarkable initiatives, new programs (with more to come), and transitions. We look forward to the next chapter of CanadaHelps.

**Patrick Johnston**

Chair, Board of Directors

**Owen Charters**

President & CEO



# MANAGEMENT REPORT

Fiscal Year 2012 Summary



The past twelve months of the 2012 fiscal year at CanadaHelps have been marked by building on key investments made in the prior year, and changes to some flagship programs and services. These investments and changes have been fundamental to focusing the work of CanadaHelps on the essential services of donor and charity transactions. The board and management of CanadaHelps made essential investments in vital infrastructure and staff resources, ensuring a more responsive and robust set of core services for donation transaction processing and customer service.

Many of the key initiatives and investments in fiscal year 2012 were internally focused, laying the foundation for more externally-focused work in fiscal year 2013.

**The investments were in three strategic areas, or themes:**

**Product Development:**

increasing capacity for technical systems development and enhanced product development;

**Market knowledge, and market focus:**

gaining a better understanding of the needs of charities and donors, and focusing outreach efforts to get the best return on investment;

**Business process improvements:**

essential investments in systems and processes to improve customer service functions, and finance and accounting systems.

## Product Development

Critical staff members were added to the technical development team at CanadaHelps this year. Previously, CanadaHelps has relied extensively on a very small core team of software developers and engineers, outsourcing where required. This model no longer met our needs, as the technical roles are increasingly specialized, and in managing our proprietary systems, development and security needs were quickly outstripping the capacity of the small team. New technical development staff members have been hired, including new leadership under a Technical Director, and the team continues to grow to meet the needs of product development. The technical development team has been essential in building more responsive tools for charities and donors, and the pace of development has accelerated greatly as a result of these investments.

The result of adding internal staff to the technical team has already provided new capacities in creating greater efficiency in our software and systems, to ensure it is as secure and reliable as ever. Search functionality has been improved, and new donation pages have been designed and developed, including mobile-optimized versions. Work is progressing on overhauls of GivingPages, enhanced humanitarian crises fundraising capacity, and new tools for charities to manage fundraising events.

## Market knowledge, and market focus

Part of CanadaHelps' mission is to increase charitable giving across the board, and much of our outreach has been increasingly focused on helping us achieve this goal. One major effort of the past year has been a shift away from external promotion to the more fundamental work of understanding our markets: we have spent time, and will continue to spend time listening to constituencies of donors and charities to gain a better understanding of how they are interacting with CanadaHelps' services, and the features and changes they would like.

This has meant that CanadaHelps has pulled back from some of its educational outreach work with charities and moved to more of a listening mode. As a result, the MyCharityConnects program has shifted significantly. Its conference of June 2012 was the last conference that CanadaHelps will host of this type, and we have scaled back our workshop programs across the country. The

MyCharityConnects program remains as an educational resource, with webinars and online learning tools available for charities to learn about online fundraising and social media engagement. The resources from the MyCharityConnects program have been redeployed into other marketing activities, most essentially in canvassing users and using data to redesign current product offerings and create new ones that will benefit both charities and donors.

CanadaHelps also began work with a new public relations firm to help educate donors about how to give, to teach them to give wisely, and generally to encourage Canadians to be as philanthropic as possible. The work with Hill & Knowlton has been extremely beneficial, with much greater outreach and media exposure, especially during the key giving season of November and December.

## Business process improvements

As the volume of donations has grown at CanadaHelps, the demands on financial systems and customer service capacity have also expanded. CanadaHelps made significant investments in enterprise-class systems to manage these critical functions. The financial team made the crucial migration to SAP for all accounting functions in the fiscal year, ensuring even more robust data management, reporting, and oversight than ever before. The charity and donor services team also began using Salesforce as their key customer relationship management (CRM) tool. This transition has allowed the customer service experience to become more responsive, with greater information at the hands of each charity and donor services associate, providing them with greater insights and management tools for cases.

Overall, CanadaHelps is committed to ensuring a robust, secure, and reliable donation system for all Canadian donors and charities. We have continued to invest to ensure the stability and security of transactions and personal information as our foremost priority. New capacity in the completed fiscal year has also allowed us to become more responsive to the needs of donors and charities across Canada, and we are excited to reveal more of these enhanced programs and products in the coming months.

## 2011 – 2012 Operating Budget

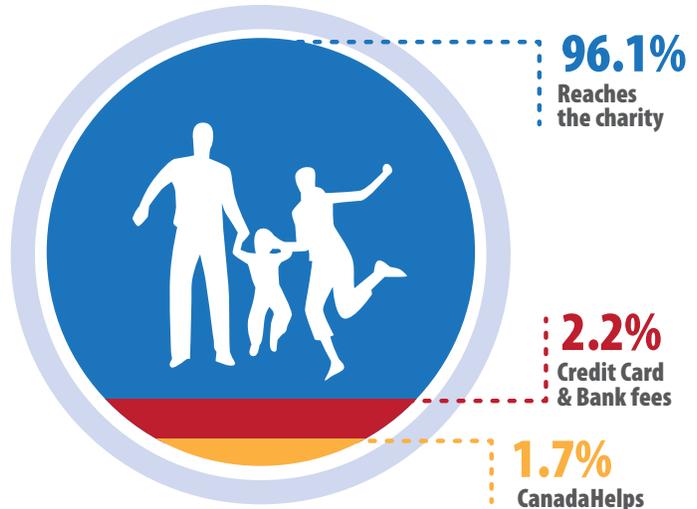
CanadaHelps had a successful fiscal year. Donations through CanadaHelps grew by 16%, and our overall revenues grew by 15% from last fiscal year. While we exceeded our budgeted donations collected throughout the fiscal year, we did not meet our original revenue target. We were able to increase our planned surplus by carefully managing our expenses.

	Approved Budget	Actuals	Variance
	Fiscal 11/12	Fiscal 11/12	Fiscal 11/12
Donations through CanadaHelps	60,950,000	62,505,607	1,555,607
<b>REVENUE</b>			
Transaction Fee Revenue	2,437,678	2,453,394	15,716
Other Revenue	586,425	438,397	-148,028
<b>TOTAL REVENUE</b>	<b>3,024,103</b>	<b>2,924,088</b>	<b>-100,015</b>
<b>EXPENSES</b>			
Bank and credit card fees	1,319,179	1,333,889	-14,710
Other Expenses	1,688,079	1,525,014	163,065
<b>TOTAL EXPENSES</b>	<b>3,007,258</b>	<b>2,858,903</b>	<b>-148,355</b>
<b>Surplus (Deficit)</b>	<b>16,845</b>	<b>65,185</b>	<b>48,340</b>

# Our Fee Structure

As a charity, CanadaHelps operates on a cost-recovery basis. On each donation processed through CanadaHelps, a 3.9% transaction fee is assessed. This amount is deducted before the donation is sent to the charity. Of the 3.9% transaction fee, credit card and banking fees absorb 2.2% and only 1.7% helps CanadaHelps cover all of the following costs: secure online donation processing, security standards compliance, automatic e-receipting, technical support to donors and charities, CanadaHelps staff, as well as other services.

Our main goal is to provide Canadian charities with cost-effective online fundraising solutions. This is why CanadaHelps has always and will continue to operate on a cost-recovery basis. Our transaction costs represent the recovery of the true expenses associated with operating our online donation system.



## A Note on Executive Compensation

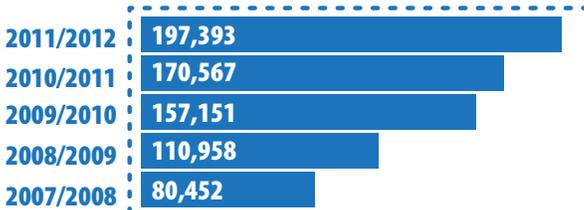
CanadaHelps strives to be an employer of choice. As such, our objective is to hire and retain quality staff members, while carefully managing our donation dollars. Our staff salaries are fair and competitive, and we use similar organizations as a guideline for our compensation packages.

## Our Commitment to Security and Privacy

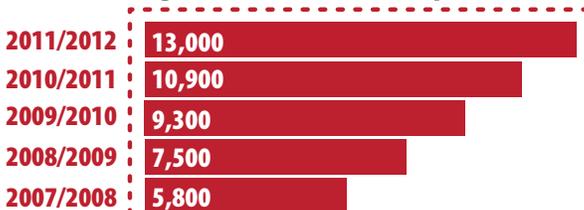
Security and privacy online for our donors and charities is CanadaHelps' top concern. Our site is built on one of the most respected web application platforms available, and is protected against unauthorized activity by robust hardware and software security systems. We protect sensitive information with advanced online security features including VeriSign and McAfee Secure.

When it comes to handling credit card information, CanadaHelps adheres to Payment Card Industry Data Security Standards (PCI DSS). Moreover, when necessary to do so (i.e. for monthly donations), we use the facilities of our PCI DSS compliant payment processor to securely store payment card details. Furthermore, CanadaHelps keeps donor information in Canada and doesn't ever sell, trade, or share this data.

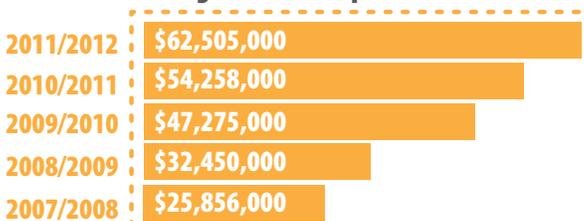
**Number of Unique Donors using CanadaHelps**



**Number of Charities Registered with CanadaHelps**



**Donations Collected (\$) through CanadaHelps**



# GOVERNANCE

## Board of Directors

CanadaHelps is governed by a volunteer Board of Directors who provide broad strategic oversight to ensure that all of our resources are used in pursuit of the organization's mission and mandate. The Board meets quarterly—twice in person and twice by conference call.

### Members:

Patrick Johnston, Chair  
Borealis Advisors, Toronto

William Kerr, Past Chair  
JSE Partners Inc., Oakville

John Beattie  
TELUS Communications, Toronto

Michael Bradley  
NorthCard, Toronto

Matthew Choi, Secretary  
Physician, Hamilton

Brenda Gainer  
Schulich School of Business, York University, Toronto

Joan McCalla  
Director and Distinguished Fellow, Cisco Systems, Toronto

Sean Van Doorselaer, Treasurer  
Lind Equipment Ltd, Toronto

## Governance Committee

Meeting quarterly, the Governance Committee oversees the governing affairs of CanadaHelps, working to improve the work and function of the Board of Directors and ensure alignment with the mission and vision of CanadaHelps, nominates candidates for the Board, and acts as a review and selection committee for chief executive management.

### Members:

Brenda Gainer (Chair), John Beattie, Patrick Johnston, Joan McCalla

## Finance & Audit Committee

Meeting quarterly, the Finance and Audit Committee oversees the financial affairs of CanadaHelps, receives the initial report from the auditor, and works with the executive management of CanadaHelps on the strategic allocation of financial resources in executing the mission of the organization.

### Members:

Sean Van Doorselaer (Chair), Michael Bradley, Matthew Choi, Patrick Johnston





# FINANCIAL REPORT

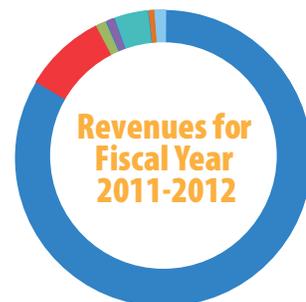
CanadaHelps is committed to responsible financial management. The Board of Directors and staff work together for the best interests of CanadaHelps and all of its stakeholders to protect the assets of CanadaHelps and to ensure that all financial matters are handled with care, integrity, consistency, and in accordance with all trust arrangement and funding agreements.

# BALANCE SHEET

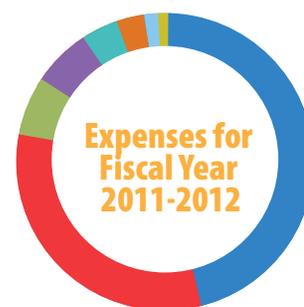
	2012	2011
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and short-term deposit	\$ 802,932	\$ 697,226
Accounts receivable	2,754	27,439
Harmonized sales tax recoverable	41,843	29,587
Prepaid expenses	29,770	13,917
	<b>877,299</b>	768,169
Capital assets	95,203	81,416
Trust assets	989,248	1,166,285
	<b>1,961,750</b>	2,015,870
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	78,406	55,793
Deferred revenue	95,000	52,500
	<b>173,406</b>	108,293
Deferred lease inducement	23,984	31,365
Trust liability	989,248	1,166,285
	<b>1,186,638</b>	1,305,943
<b>NET ASSETS</b>		
Unrestricted net assets	644,909	628,511
Invested in capital assets	95,203	81,416
Internally restricted reserve fund	35,000	-
	<b>775,112</b>	709,927
	<b>\$ 1,961,750</b>	\$ 2,015,870

# INCOME STATEMENT

	2012	2011
Donations collected on behalf of other charities	\$ 62,505,607	\$ 54,080,283
<b>REVENUES</b>		
Transaction fees	2,453,394	2,124,741
Other donations	254,311	220,686
Corporate donations and sponsorships	34,866	59,457
Grants from foundations	20,000	-
MyCharityConnects program	111,511	117,971
Interest	16,696	923
Other income	33,310	29,826
	<b>2,924,088</b>	2,553,604
<b>EXPENSES</b>		
Bank charges and credit card fees	1,333,889	1,155,154
Staffing costs	890,843	610,685
Marketing and MyCharityConnects program	177,104	120,045
Professional and consulting fees	182,627	112,253
Rent and occupancy costs	119,761	109,894
Office supplies and expenses	83,036	85,252
Other expenses	37,086	23,581
Amortization of capital assets	34,557	18,498
	<b>2,858,903</b>	2,235,362
Excess of revenues over expenses for the year	\$ 65,185	\$ 318,242



Transaction fees  
 Other Donations  
 Corporate Donations & Sponsorship  
 Grants from foundations  
 MyCharityConnects program  
 Interest  
 Other income



Bank charges & card fees  
 Staffing costs  
 Marketing & MyCharityConnects program  
 Professional & consulting fees  
 Rent and occupancy costs  
 Office supplies and expenses  
 Other expenses  
 Amortization of capital assets

The above information has been extracted and summarized from the 2011-2012 full audited financial statements. A complete set of the financial statements is available on our website (<http://www.canadahelps.org/Info/3/16/93/ss>).



# THANK YOU

## TO OUR SUPPORTERS & PARTNERS

### Individuals

**(Cumulative \$250+ from July 1, 2011 to June 30, 2012)**

John Beattie  
Owen Charters  
Matthew Choi  
Johanne Duguay  
Johane Fortin  
Louise Hamel  
Andrew & Nora Harmsworth  
Patrick Johnston  
William & Alice Kerr  
Charlene Lockner  
Dominique Lussier  
Joan McCalla  
Kenneth & Colleen Sommer  
Cody Stewart  
Sean Van Doorselaer  
Judith Wilson

### Corporate/Foundations

211 Ontario  
Capital One  
Charity Village  
Framework Foundation  
George Brown School of Continuing Education  
Good Works Communications Inc.  
Imagine Canada  
Mackenzie Investments  
PayPal Canada  
Pricewaterhouse Coopers Canada Foundation  
Techsoup Canada  
Telus Communications  
The Taligent Group  
Visa Canada

*CanadaHelps has made every effort to ensure our list of donors is comprehensive and up-to-date. We apologize for any inadvertent errors or omissions. Please advise [communications@canadahelps.org](mailto:communications@canadahelps.org) for any changes. Thank you for your support of CanadaHelps.*

# PARTNERS

CanadaHelps works with a number of partners to provide unique and innovative donation opportunities to both donors and charities.



**ALBERTA'S PROMISE**  
Inspiring Partnerships for Kids

## Alberta's Promise

Alberta's Promise uses CanadaHelps to link donors to their list of charities benefiting children and youth in Alberta.



## Intuit Canada

Intuit's QuickTax program allows donors through CanadaHelps to easily download their e-tax receipts.



## American Express Canada

American Express includes CanadaHelps as a preferred giving solution in various marketing efforts.



## Maritz Canada

Maritz provides CanadaHelps Gift Cards to its various clients' loyalty programs.



## Imagine Canada

CanadaHelps works in partnership with Imagine Canada on several initiatives, including the Ethical Fundraising and Financial Accountability Code, CharityFocus, and other initiatives that benefit the nonprofit sector.

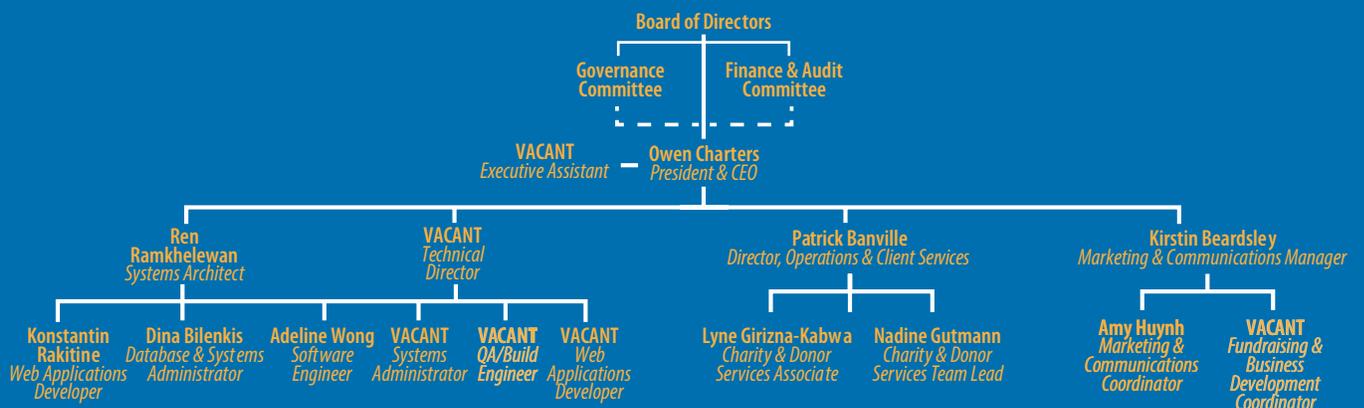


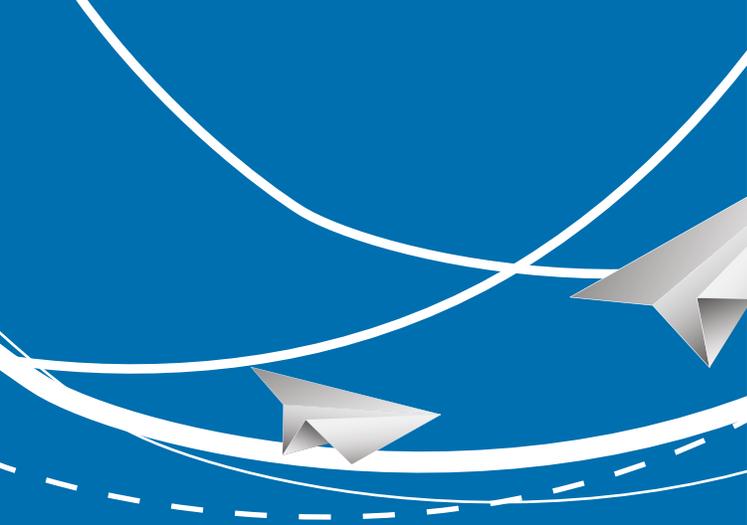
## McMaster University, Department of Economics

McMaster University is working with CanadaHelps to better understand Canadian donors and their motivations for giving.

# CANADAHELPS STAFF

## CanadaHelps Organizational Chart As of June 30, 2012





## Staff - as of June 30, 2012

**Owen Charters**

*President & CEO*

**Patrick Banville**

*Director, Operations and Client Services*

**Kirstin Beardsley**

*Marketing & Communications Manager*

**Dina Bilenkis**

*Database & Systems Administrator*

**Lyne Girizina-Kabwa**

*Charity and Donor Services Associate*

**Amy Huynh**

*Marketing & Communications Coordinator*

**Nadine Gutmann**

*Charity & Donor Services Team Lead*

**Konstantin Rakitine**

*Web Application Developer*

**Ren Ramkhelawan**

*Systems Architect*

**Adeline Wong**

*Software Engineer*

In 2011 – 2012, we bid farewell to the following staff:

**Vanessa Boudreau**

*Charity & Donor Services Associate*

**Nathan Bylok**

*Graphic Design & Multimedia Intern*

**Kara Golani**

*Nonprofit Training Associate*

**Lianne Mai**

*Office Co-Op Student*

**Katelyn McKeown**

*Fundraising & Business Development Coordinator*

**Mamta Patel**

*Office Volunteer*

**Stephen Reiss**

*Business Development Intern*

**Caroline Schwechlen**

*Office Manager & Executive Assistant*

**Kelei Xu**

*Web Developer*



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Toronto, Ontario M5T 1X4

**Tel:** 1-877-755-1595

**Fax:** 1-888-787-4264

**info@canadahelps.org**

**www.canadahelps.org**

CanadaHelps is a registered Canadian charity,  
BN 896568417RR0001.

[www.facebook.com/canadahelps](http://www.facebook.com/canadahelps)

[www.twitter.com/canadahelps](http://www.twitter.com/canadahelps)

[www.youtube.com/canadahelps](http://www.youtube.com/canadahelps)

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