



The Next Generation of CanadaHelps

2013-2014
Annual Report



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Mission & Vision

Our 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.

Our 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.

Our Difference

At CanadaHelps.org, our online donation platform enables Canadians to give to any registered charity in Canada. We also work directly with more than 15,000 charities, most of them small to medium-sized, providing affordable technology tools that save them money and administrative time, while helping them build their online fundraising capacity. We work to increase the visibility of smaller charities and promote them to Canadians; we want to ensure that Canadians are aware of all charities, including the thousands of smaller ones that get overlooked because of their lack of marketing capacity.

The impact of our work is not always immediately visible, but it is critical to the charities we serve. We build low-cost essential tools, and provide free educational resources to charities in technology, governance, fundraising, and digital know-how. We help thousands of charities save on administration costs and be more efficient so they can focus on fulfilling their mission. Without us, thousands of smaller charities in all categories across Canada would not be able to utilize technology to improve their operations. We truly level the playing field and reduce the gap between big and small charities because we see the collective impact that all charities have in our communities.



Values & Principles

Donors & Donor Service

We believe that an informed donor is a wise donor. CanadaHelps works towards 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.

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.

Highest Level Security

Ensuring the security and privacy for our donors and charities is core to everything we do at CanadaHelps. We are fully Payment Card Industry Data Security Standards (PCI DSS) compliant.

Ease-of-Use

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

Partnership & Collaboration

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

Charities & Charity Service

CanadaHelps operates neutrally to support the work of all charitable organizations registered with the Canada Revenue Agency. We provide tools that help charities focus their time and resources on their missions, not administration. We also offer high-quality, low-cost educational programs to charities that help them build their capacity.

Affordable Rates

As a charity helping other charities, it's critical to our mission that we pass along as much as possible out of every dollar we collect. CanadaHelps operates on a cost-recovery basis. Our fees reflect the true expenses associated with maintaining, operating, and investing in our online fundraising platform and tools for 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.

Integrity & Accountability

CanadaHelps is accountable, transparent, and ethical, practicing strong fiscal management along with transparent financial reporting.



Our Impact: Strengthening the Charitable Sector

Our technology platform saves charities time and money:

45,000 hours saved

each year in administrative time.

\$1.7 million saved

annually in processing fees.

15,000+ charities

fundraise with our open platform. Without it, many would not have the means to do so.

CanadaHelps connects donors and charities:

We've connected 85,000 charities to nearly

1 million donors

We've raised over

\$400 million

225,000 Canadians

engage with us through email & social media.

CanadaHelps levels the charitable playing field:

- **No set-up fees** means open access to all our fundraising tools for every charity.
- **Canada's largest securities platform** accepts donations for any charity.
- **Training & Education** at no cost to charities: over 4,000 charities benefited last year.

Message from our Board Chair



Patrick Johnston
Chair of the Board



Read more from Patrick Johnston
on the Giving Life Blog»

I've had the pleasure of serving on the CanadaHelps board since 2009, but I have been involved with the organization since its beginning. When the young founders of CanadaHelps approached me for advice in the late 1990s, I had no idea what CanadaHelps would become. Inspired by the power of technology, CanadaHelps was created out of a passion for helping charities, and this year we reached an incredible milestone of \$400 million in donations for charities across this country.

Our passion for serving the charitable community has never waned, but our ability to keep up with quickly changing technology has been challenged by the constraints that most charities face: funding and staff resources. As more and more giving is done online, we needed digital leadership expertise to ensure CanadaHelps' continued relevance. We got that experience in our new CEO, Marina Glogovac, who has worked in digital companies for almost two decades.

One thing that has not and will not change is CanadaHelps' focus on trust, accountability, and good governance. This year, we began the work towards Imagine Canada's Standards Program accreditation, a new and highly reputable program replacing the Ethical Code Program. Participation in the Standards Program is an additional step we, and other non-profit organizations, can take to become trust leaders within the charitable sector, and give Canadians confidence in the organizations they are supporting.

With this commitment, the hiring of a new CEO, a new strategic focus on donors and data, and a continued focus on our charities, this year was an opportunity to innovate and imagine what the coming years will hold.

Message from our President & CEO



Marina Glogovac
President & CEO

A stylized, handwritten signature of Marina Glogovac in blue ink.



Read more from Marina Glogovac
on the Giving Life Blog»

My first year at CanadaHelps has been filled with both great achievements and great challenges. I visited with hundreds of our clients to learn about their needs and really understand the inspiring work they do. We also spent this year planning, preparing, and investing in CanadaHelps' future. It was clear that CanadaHelps has been successful as a charity and a social enterprise in its 14 years – a strong foundation of trust, innovation, and solid sectoral bonds had been laid – but it was also clear we would need to update our platform and increase the scale of our work in order to provide charities with what they need, while still operating efficiently and affordably.

In my first year, I had three goals:

- **Re-investing for growth:** We made a significant, but essential financial investment in our technology platform to upgrade our offerings so we could better serve the more than 15,000 charities that rely on us for their online fundraising needs, and the nearly 1 million donors who have given through CanadaHelps.
- **Re-organizing internally for effectiveness and efficiency:** We hired new team members with expertise in technology, marketing, and business development, and re-focused existing staff energy on key priorities and new strategic directions.
- **Focusing on our community because together we are stronger:** This year we solidified connections with our charities, donors and the broader charitable sector. These discussions have been, and will continue to be, key in guiding the CanadaHelps of tomorrow to provide an exponentially greater impact.

The world of fundraising is rapidly changing, and charities, particularly the small to medium-sized ones, are struggling to keep up. We're at a time when technology, digitization and data utility are becoming driving forces of the changes we're seeing, and where charities' access to technology, and technology know-how, at not-for-profit rates has become paramount. Now more than ever, the current forces are threatening to create technology haves and have-nots in the sector. CanadaHelps has a critical role in ensuring that a large portion of the sector does not fall behind.

In the coming years, we will continue to invest in upgrading our technology platform and expanding the services we offer to ensure all charities have access to the online fundraising tools they need to succeed, at prices they can afford. The opportunity for CanadaHelps to increase its impact is immense. Our cause is every cause, and a strong CanadaHelps means a more vibrant and effective Canadian charitable sector.



Milestones & Measures

602,650 donations

were made through CanadaHelps,
a 14% growth year over year.

\$83.36 million raised

for charitable work (16% growth year over year).

\$400 million

in cumulative donations made through CanadaHelps.

150,000 Canadians made donations

through CanadaHelps for the first time this year, and
we connected more than 238,000 total donors to
charities they care about.

More than

1,300 charities began using CanadaHelps'

services this year, and we now directly serve more
than 15,000 charities from across the country.



Enabling the Success of our Charity Partners

This year, we saw tremendous growth in the donations raised by the thousands of charities that actively fundraise using the CanadaHelps platform. Donations referred from the websites of charities that rely on our donation forms increased by 32%. Charities rapidly moved to our Custom Donate Now donation path, which allows charities to offer a streamlined donation option on their own websites, optimized to increase the number of visitors who ultimately complete a donation. Late in the year we added the option for charities to receive monthly donations through Custom Donate Now, increasing donations and enabling charities to cultivate loyal constituents while benefiting from a more predictable revenue base.

Recognizing there was little in the way of affordable education in fundraising and technology specifically created for the needs of smaller charities, we also made investments in our education services. Last year we offered 23 free webinars covering a wide range of topics, from Building a Successful Online Campaign to The Future of Volunteer Management.. Nearly 2,300 charity representatives participated, clearly showing a huge appetite and need for such services. We will roll out a new, in-depth educational course for charities in early 2015 that will be unlike anything else available at an affordable rate for charities.

Connecting with our Donors

Nearly one million Canadians have chosen to make donations through CanadaHelps since our launch. This year, as part of our strategic plan, we increased our focus on our donors.

We launched a new donor email and social media communications program to better connect with the Canadians who give using CanadaHelps. After surveying our donors to learn more about their preferences, we launched our Giving Life blog in the spring of 2014. Giving Life offers rich content our donors are looking for: from in-depth profiles on the challenges and success of specific charities, to ideas for creating a giving strategy and increasing one's charitable impact. The blog is a unique platform that highlights all types of charities, particularly the smaller ones that don't have the marketing resources to get noticed.

We invested in our new technology platform and website which will launch next year. It will allow charities to provide much more detailed information about their work, which will help donors make more informed choices when making their charitable gifts. Designed in accordance with best e-commerce practices, the new site will also support organic growth through search optimization.



Key Initiatives: Connecting Canadians & Charities

This year, we launched three exciting initiatives that benefit both donors and charities: the Giving Life blog, Crisis Relief Centre, and GivingTuesday. These synergistic initiatives are an example of CanadaHelps' unique position within the charitable sector, and the many opportunities we have to increase giving and raise awareness about charitable needs because of our deep connection to both charities and donors.

Canada's First GivingTuesday

GivingTuesday is an international day of giving back which was founded in the US in 2012 by the 92nd Street Y and the UN Foundation. The day follows the busy shopping days of Black Friday and Cyber Monday, and encourages individuals, businesses, and charities to join together to celebrate giving back.

CanadaHelps and GIV3 joined together as co-founders of the GivingTuesday Canada movement. For the inaugural year in Canada, we put everything we had into building this movement. Jointly, we gathered 13 other founding partners, held events for key influencers to help spread the word, and invested in the public relations and media outreach. Using the CanadaHelps API (Application Programming Interface), we also successfully powered the donations made through www.givingtuesday.ca.

Canada's first annual GivingTuesday was a phenomenal success and serves as the foundational tool for continuing to grow giving in future.

Key Highlights for GivingTuesday 2013, Canada's First Annual GivingTuesday:

1,300

partners joined the movement.

169%

overall increase in donations received by CanadaHelps over the same Tuesday of the previous year.

225%

increase in donations for charities who actively promoted GivingTuesday.

12,000

shares of the #GivingTuesdayCa hashtag on Twitter, where it trended in 2nd place.

77%

of donations were made by first time donors to CanadaHelps.



Learn more about GivingTuesday
at www.givingtuesday.ca »



The Giving Life Blog: Telling Stories, Sparking Conversations, and Inspiring Charitable Action

Launched in March, 2014, Giving Life from CanadaHelps is an online community where Canadians, charities, and thought leaders come together to share and engage on all things charitable.

With this initiative, our goal was to tell stories, spark conversations, and inspire charitable action by providing engaging and informative content. In our first four months, we published:

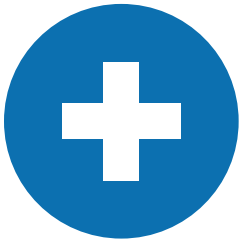
- 63 posts on a wide variety of thought-provoking philanthropic topics with an emphasis on helping Canadians grow in their own giving life. Participation of guest bloggers from organizations such as Volunteer Canada, Imagine Canada, Canadian Association of Gift Planners, Hilborn, The Walrus, and the Calgary Chamber of Voluntary Organizations made this possible.
- 26 posts that showcase the diversity of Canadian charities, provide greater visibility for under-represented charities, and ultimately increase understanding, giving and volunteering in Canada – a goal that is tightly aligned with our charitable mission.
- 2 featured series, the first in partnership with Ashoka Canada focused on social innovation, and the second on crisis relief, to offer readers a deeper understanding of these trends within the sector.

We think connecting people and encouraging discussion on philanthropy, and sharing the stories of inspiring charitable work that is happening across the country is key to increasing giving and building a more caring Canada.



*Learn more about Giving Life
on the Giving Life Blog »*





Activating our Crisis Relief Centre

In times of crisis Canadians are compelled to help, but often find it difficult to identify the organizations that are best positioned to meet urgent humanitarian needs. The CanadaHelps Crisis Relief Centre simplifies this process, by providing donors with a safe list of registered Canadian Charities – large and small – that are on the ground directly providing relief. Additional lists include trusted charities supporting relief through fundraising efforts and long-term aid. Canadians can easily and securely donate online directly to any of these charitable efforts with confidence that their funds are going to the right place.

CanadaHelps activated its Crisis Relief Centre three times over the course of this year for three major events.

Calgary Floods

When heavy rains and rising rivers led to destructive flooding in Calgary, Alberta in late June, 2013, Canadians came together to support Albertans in need. Nearly \$400,000 was raised in the first two weeks alone, and donations remained strong throughout July to support rebuilding efforts.

Typhoon Haiyan

Within hours of the devastating Typhoon Haiyan hitting the Philippines in November, 2013, CanadaHelps had activated its Crisis Relief Centre. Canadians were connected with more than a dozen charities providing relief, and within only a few days, donations to charities listed on the site increased almost 5000% and the average donation size increased 195%. PayPal generously waived transaction fees on donations made through crisisreliefcentre.org to coincide with Federal Government donation matching.

Balkan Floods

In May 2014, heavy rains caused unprecedented flooding in the Balkans, including Serbia, Bosnia and Herzegovina, and Croatia. Hundreds of thousands of people were affected, with lives lost, homes destroyed, and essential infrastructure damaged.



Visit the Crisis Relief Centre
at www.crisisreliefcentre.org »



Our Challenges Are Our Opportunities

When CanadaHelps was created in 2000, charities were just beginning to get online, and giving and raising money online was a new idea. Each year since then we've grown the number of charities who fundraise online using our platform, and have innovated, introducing an expanded array of services including: Charity Gift Cards; donations of securities and mutual funds to even the smallest charities; Giving Pages so anyone can fundraise online for their favourite causes; customizable donation pages to better serve charities; and CrisisReliefCentre.org.

Despite these innovations, the world of technology and online fundraising continues to change, and change more rapidly. Today it is not just about accepting donations online, it's about providing rich user experiences that can enable charities to turn their donors into fundraisers for their cause, efficiently run events (including selling tickets online and handling complex instant receipting), managing bequest directives, and seamless integration with customer relationship management products for effective donor stewardship. And that's just the here and now; the array of fundraising programs charities of all sizes are quickly mobilizing to meet their fundraising needs is vast. A new world of social innovation is on the horizon with a new landscape of for-profit corporations tackling social problems is emerging.

Expanding the array of affordable services we offer, most notably to charities, is a huge opportunity, and our top priority. As a small organization, our size helps: we're nimble and can adapt to meet the changing needs of the charities and donors we serve. But our size, in combination with our cost-recovery pricing and philanthropic goal to keep our fees as low as possible, also makes expanding our services a challenge. We are challenged to invest as fully as we need to in order to ensure charities of all sizes have access to the spectrum of fundraising tools and technologies they will need at affordable, non-commercial rates. We must increase our own capacity so that we are able to meet the needs of small to medium-sized charities.

To enable our team to more effectively scale, our first step is to create a new website and technology platform with improved architecture. Launching early next year, this will act as the primary building block; in the future it will enable us to launch new tools for charities and donors more easily, quickly, and regularly. Next year, we will launch several major new services that charities need and are asking for. We will also dedicate time to exploring all the options related to growing our capacity as a team to keep pace with the changing market, ensuring affordable solutions are available for charities of all sizes.



Financial Report

The Board of Directors and staff work together for the best interests of CanadaHelps and all of our 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 arrangements and funding agreements.

2013-2014 Operating Results

Donations through CanadaHelps were strong again this year, growing from \$72 million to \$83.36 million, representing an increase of 16% over the previous year and exceeding the budget by 5%.

An increase in donations through CanadaHelps resulted in higher total revenues of \$3.84 million in 2014, an increase of \$607,088 (19%) from 2013. Total revenue for the year also surpassed our budgeted revenue by \$245,694 (7%).

Recognizing the tremendous opportunity to further increase our impact by growing the array of services we provide to charities and making it easier for Canadians to discover and support causes, we embarked on the first year of a two-year strategic investment plan.

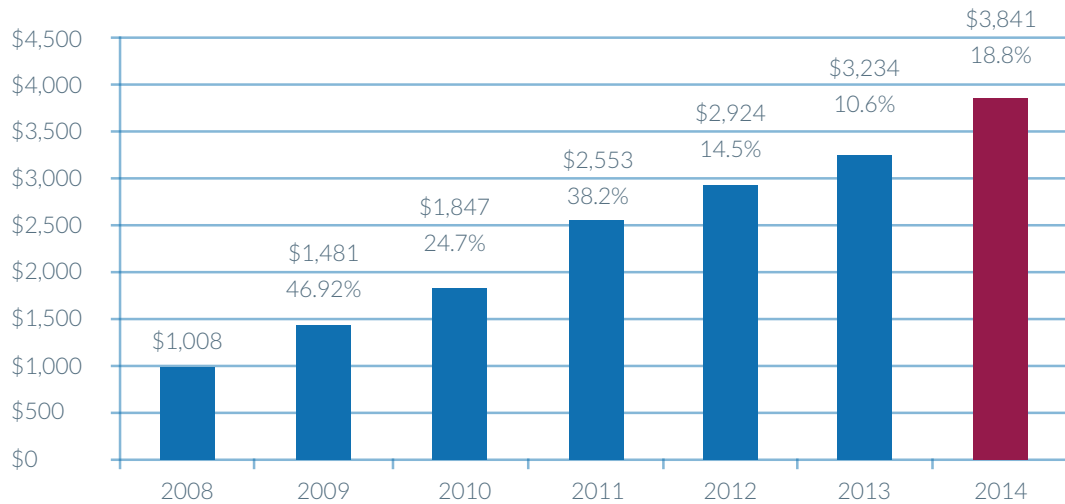
CanadaHelps made necessary staff additions this year to strengthen its software development and charity and donor teams. This will accommodate higher demands on technology, security, and the increasing need for support and new services from charities. In 2014, staffing costs were \$1.69 million, up from \$1.04 million in 2013; however, the 2013 costs were lower than expected, in part, due to staff transitions and a recruitment lag. This is also representative of an investment in the overall upgrade of skills to enable CanadaHelps to adequately support charities' needs and deliver high-quality service, and to compete with the abundance of for-profit alternatives which offer similar products at a significant cost to charities (diverting money from charitable work).

With a stronger team on board, CanadaHelps also made a significant financial investment in developing a new technology platform. This was significant in CanadaHelps' 14 year history in that it is the first time it made a significant upgrade to its donation platform. In the fast-paced technology world, expectations and needs change more quickly. This investment was critical to ensure CanadaHelps would continue to be a relevant service to charities and donors, and to provide charities with up-to-date fundraising tools.

As a result of these major investments, CanadaHelps reduced its accumulated surplus and posted a deficit of \$153,132.

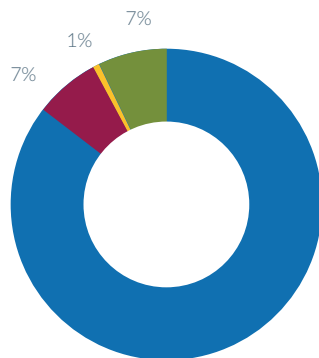
Revenue

(CAD million, Year-over-Year Growth)



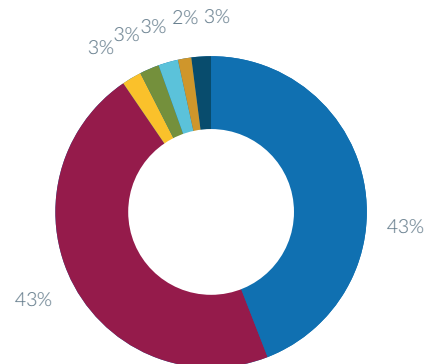
Revenue by Source

(includes undisbursable funds)



- Donation Transactions Fees
- Donations to CanadaHelps
- Direct Funding
- Other income

Expenses by Type



- Bank charges and credit card fees
- Staffing costs
- Marketing and MyCharityConnects program
- Professional and consulting fees
- Rent and occupancy costs
- Amortization
- Other expenses

CanadaHelps Canadon

Statement of Financial Position

As at June 30, 2014

	2014	2013
Assets		
Current assets		
Cash	\$ 220,486	\$ 746,002
Short term deposits	187,195	35,000
Harmonized sales tax recoverable	70,340	54,561
Prepaid expenses	22,796	21,381
	500,817	856,944
Capital assets	336,457	126,560
Trust assets - cash	2,042,422	1,694,297
	2,879,696	2,677,801
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	85,351	71,068
Deferred lease inducement	9,222	16,603
Trust liabilities	2,042,422	1,694,297
	2,136,995	1,781,968
Net Assets		
Unrestricted net assets	406,244	769,273
Invested in capital assets	336,457	126,560
	742,701	895,833
	\$ 2,879,696	\$ 2,677,801

CanadaHelps Canadon

Statement of Operations



Year Ended June 30, 2014

	2014	2013
Donations collected on behalf of other charities	\$ 83,362,471	\$ 71,998,994

Revenues

Transaction fees	3,267,479	2,813,890
Other donations	278,520	233,592
Corporate donations and sponsorships	39,363	9,221
Grants from foundations	–	95,000
MyCharityConnects program	9,000	–
Undisbursable funds	172,300	–
Interest	33,280	34,230
Other income	41,367	48,288
	3,841,309	3,234,221

Expenses

Bank charges and credit card fees	1,729,329	1,547,013
Staffing costs	1,693,932	1,037,732
Marketing and MyCharityConnects program	122,781	48,972
Professional and consulting fees	131,958	187,867
Rent and occupancy costs	127,017	112,434
Office supplies and expense	80,665	88,058
Other expenses	33,136	38,300
Amortization of capital assets	75,623	53,124
	3,994,441	3,113,500
Excess (deficiency) of revenues over expenses for the year	(\$ 153,132)	\$ 120,721



What Our Charity Partners Are Saying



Our organization is quite small — we simply do not have the resources to manage our own secure online donations. Through CanadaHelps, our online donations have increased by leaps and bounds every year. Not only does it provide safe and easy giving for our donors, we save on administrative costs as well.

– Margaret Armour *The Snowsuit Fund*



CanadaHelps gives our donors a convenient and secure donation experience. And, staff at CanadaHelps respond to our questions or concerns in a timely manner. We love the new custom pages which have been a great addition to the website and it allows us to offer a more personal experience for our fundraising sponsors. As a fellow non-profit, CanadaHelps is a trusted partner helping us fulfill our mission.

– Bridgette Toliver *Edmonton's Food Bank*



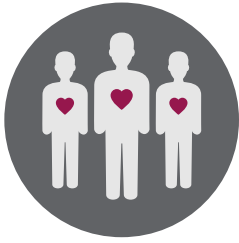
CanadaHelps has been an incredible source of support for us. You've lent us credibility and allowed donors to feel safe and secure as they donate funds to our cause, and you've helped us participate in webinars and seminars that make us a better charity, and better people. Thank you CanadaHelps!

–Stephanie Kohlruss *Hope's Home*



Our partnership with CanadaHelps has been amazing! It allows us to spend less time on fundraising and administration, and more time on our mission: protecting the wildlife that call Canadian waters home.

– Erin Ashe *Oceans Research and Conservation Association (ORCA)*



What Our Donors Are Saying

“ On behalf of my new husband and myself, we want to thank CanadaHelps for helping make our wedding so much more meaningful! As an older couple, in need of nothing, being able to direct guests to our Giving Page for donations to our charities was exactly how we wanted to celebrate. Thank you for this amazing service!
– Cynthea, Etobicoke, ON

“ Thank you for the work you do. I discovered CanadaHelps Charity Gift Cards a few years ago and I have had wonderful experiences giving them – I love seeing what charities friends and colleagues pick and many of them have gone on to use the cards themselves. Everyone loves the idea. I don't think people realize with the charitable income tax credit just how inexpensive an option this is, not to mention so easy and stress-free.
– Julie, Peterborough, ON

“ CanadaHelps makes it so easy for me to give. I've used them for years on December 31st to get my last minute donations in before the tax deadline. This past year, I also set up monthly donations to two of my favourite charities. It was so easy and I love that I can still get one receipt for all my donations come tax time.
– Monica, Abbotsford, BC

“ When I found out that 12% of my child's charity birthday party was going to the website rather than the charity we chose, I looked for other options. CanadaHelps has the best rates and in addition to using CanadaHelps for our family's fundraising efforts we now do all of our giving through CanadaHelps. We like that they are a non-profit and the small amount they keep lets them help small charities.
– Justin, Toronto, ON

“ Being able to donate online is perfect for me. On several occasions, I've gone to a website of some organization a family member mentions, or one I've searched for on CanadaHelps or encountered elsewhere. Whether by forethought or on a whim, I've then filled out the donation form, typed in my memorized credit card number and clicked on Submit. Within seconds, I get an acknowledgement, and either then or at year end, an electronic receipt. In contrast, finding my chequebook, a pen, an envelope, the address and (the hardest part) a stamp, then getting the envelope into the mail, is a big production.
– Gregory, Whitehorse, Yukon



We're In This Together: Thank You to Our Supporters

CanadaHelps is grateful for the support of individual donors and corporate partners, and the charities and donors we serve. The generous support of our donors helps us meet the growing needs of the charities that rely on our services, and helps us keep our transaction fees low, ensuring more money goes to supporting charitable work in Canada.

Thank you to everyone who has supported CanadaHelps this year. Your recognition of CanadaHelps as an essential capacity-builder in the Canadian charitable space is important, and your donation is significant as we move CanadaHelps towards new goals and growth.

At CanadaHelps, our mission is to engage Canadians in the charitable sector, providing accessible and affordable online technology to both donors and charities to increase charitable giving in Canada. We believe every charity deserves the important advantages that online technologies and education can offer. Over the last 14 years, as a charity serving charities, CanadaHelps has worked relentlessly to build technology and digital capacity within the charitable sector, especially within small and medium-sized charities. Technology and digitization are driving massive changes, and smaller charities' ability to access technology effectively is essential for their very survival.

We are inspired daily by the thousands of charities our work supports, and will continue to make their success our top priority. With your gifts, we will continue our efforts to expand and upgrade our affordable technology tools and education for charities, and provide donors with easy donation options and engaging content on charitable giving. We have exciting new plans for the coming year and support like yours will help us innovate in the future to strengthen the charitable sector and build the capacity of all the charities within it.

Together we've raised more than \$400 million dollars for charitable work in Canada. Thank you for your support of CanadaHelps and our work to support all of Canada's 86,000 charities. When you invest in CanadaHelps, you are investing in the capacity of the entire charitable sector.



Governance

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.

This year, CanadaHelps received its Certificate of Continuance under the Canada Not-for-profit Corporations Act, which was essential to allow us to continue as a charity. As part of this process, we approved a revised set of by-laws that ensure we are compliant with all relevant laws and best practices. Members of the Board and committees continue to serve with no financial compensation.

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.

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. This committee also nominates candidates for the Board, and acts as a review and selection committee for chief executive management.



Governance - continued

Board & Committee Members as of June 30, 2014

Patrick Johnston - Borealis Advisors
Chair of the Board, member of the Finance & Audit and Governance Committees

Michael Bradley - Northcard
Member of the Finance & Audit Committee

Karim Harji - Purpose Capital
Member of the Governance Committee

Hershel Harris - Georgian Partners
Member of the Governance Committee

Joan McCalla - Former Director and Distinguished Fellow, Cisco Systems
Chair of the Governance Committee

Sue Tomney - YWCA Calgary
Secretary, Member of the Finance & Audit Committee

Deryck Williams - Grant Thornton
Treasurer, Member of the Finance & Audit Committee

Thank you to the following former members of the Board of Directors who completed their final terms this year:

John Beattie, 2009-2013

Matthew Choi, 2000-2013
Co-Founder of CanadaHelps

Sean Van Doorselaer, 2007-2013
Former Chair, Finance & Audit Committee

Brenda Gainer, 2007-2014
Former Chair, Governance Committee

William Kerr, 2000-2013
Former Chair of the Board



Staff & Leadership as of June 30, 2014

Marina Glogovac, *President & CEO*

Patrick Banville, *Chief Operating Officer*

Kirstin Beardsley, *Director, Marketing & Community Engagement*

Dina Bilenkis, *Database & Systems Administrator*

Lizz Bryce, *Executive Assistant & Communications Coordinator*

Andrea Costantini, *Senior Software Engineer*

Shannon Craig, *Director, Donor Strategy & Partnerships*

Marco Dezi, *Charity and Donor Relations Officer*

Lyne Girizina-Kabwa, *Charity and Donor Relations Associate*

Kathleen Grace, *Donor Marketing Manager*

Nadine Gutmann, *Charity and Donor Relations Manager*

Jeffrey Lin, *Senior Software Engineer*

Rami Michael, *V.P. Engineering*

Konstantin Rakitine, *Software Developer*

Yaurav Sachdeva, *Q.A. Analyst*

Jane Viernes, *Senior Financial Analyst & Accountant*

Cindy Younan, *Charity Marketing Manager*

A Note on 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, so that we can provide the top-notch technology and tools charities need. Our staff salaries are fair and competitive, and we use similar organizations as a guideline for our compensation packages.

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