



Connecting Donors and Charities

2014 - 2015 Annual Report



Canada's platform for donating and fundraising online.

Trusted by Canadians and charities for 15 years.



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Our Impact: Strengthening the Charitable Sector



CanadaHelps saves charities time and money by providing an affordable, easy-to-use online fundraising platform:

- Minimum 45,000 hours saved each year in administrative time.
- At least \$1.7 million saved annually in processing fees.
- 16,000+ 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 over 85,000 charities to more than 1 million donors, and raised over \$500 million.
- Over 320,000 Canadians engage with us through email and social media.
- We create new charity-donor engagement opportunities, such as the Giving Life blog, the Great Canadian Giving Challenge, and GivingTuesday.

CanadaHelps levels the charitable playing field:

- We provide open access to all our fundraising tools. Our easy-to-use tools with no set-up fees remove barriers so charities of all types and sizes can benefit.
- We also offer Canada's largest Securities giving platform so charities of any size can access this revenue stream.
- 5,000+ charities have benefitted from our low or no-cost essential training and education on topics ranging from Google Analytics to donor retention.

Small Charities Matter

Charities of all sizes in Canada do amazing work. At CanadaHelps, we work with over 16,000 charities, most of which are small. In fact, 80% of Canadian charities are small with annual revenues of less than \$500,000.*

Of these small charities:

- 49% have annual revenues of less than \$100,000.
- 40% are fully volunteer run.
- Over 80% of small charities have been around for ten years or more.

**Calculated using the three most recent CRA T3010 tax returns.
Excludes charitable foundations.*



Message from our Board Chair

As I complete my final year on the Board of CanadaHelps, I find myself reflecting not just on the past year but on the past 15 years. This November, CanadaHelps will celebrate its 15th anniversary representing a significant milestone not only for this organization but for the entire charitable sector.

In 2000, the young social entrepreneurs who founded CanadaHelps advanced the idea of using technology to enable all charities in Canada to easily receive donations online. That was a fairly new idea at the time but the founders wanted charities to have the same advantages as businesses and saw the internet as the way of the future. They were right, of course, and the necessity of technology in the changing charitable landscape has only grown. Since its launch, CanadaHelps has gone from a very small team offering a straightforward platform for online donations and receipting to a robust platform with multiple tools to help both charities and donors.

In addition to our focus on great technology, we continue to focus on being a well-governed, safe and secure charitable organization. I am particularly pleased that, as part of our continued good governance efforts, we successfully achieved accreditation from Imagine Canada's Standards program in November 2014 – one of just over 100 charitable organizations accredited at the time.

We were also able to reduce our transaction fees for our charity partners from 3.9% to 3.5% as a result of a sector-led initiative to encourage two major credit card companies to reduce their fees to charities as well as aggressive negotiations by our CEO and staff with our own payment processors.

It has been my pleasure and a great privilege to work with the dedicated staff and members of the Board of Directors of CanadaHelps. With the tremendous leadership of CEO, Marina Glogovac, I have absolutely no doubt that CanadaHelps will continue to strengthen its support for Canadian charities and donors for many years to come.

Read more from Patrick Johnston on the [Giving Life Blog](#)





Message from our President & CEO

This past year has been massively busy for CanadaHelps, and I can't tell you enough how proud I am of what has been achieved. In the last year alone, we re-launched our website and now offer an engaging destination for both charities and donors; launched a robust Peer-to-Peer fundraising platform that truly levels the playing field for charities of all sizes, giving them the benefit of the rewarding fundraising option of -thons and other individual and team-based fundraising events; began offering donor database integration for charities with two of the most common donor databases, Salesforce and Raiser's Edge; and launched the CanadaHelps Affiliate Program, a unique way for website owners to support giving with a full array of online campaigns and the ability to track the charitable impact of running our ads.

We also increased our already well-established focus on charity education with dozens of free new videos and webinars, and the launch of our Online Donor Acquisition and Retention course – the first of its kind to offer high-quality content priced specifically for small charities.

This past holiday season, we had successful matching partnerships with PayPal™ and Interac® Online, and another strong GivingTuesday. In June, we co-launched the Great Canadian Giving Challenge with The GIV3 Foundation. These ongoing activities to promote charitable giving, and connect donors and charities, are just some of the ways we are fulfilling our charitable mission to increase giving in Canada.

As part of our strategic focus on becoming a more data-oriented organization, we made huge strides towards increasing our own, and the sector's data capacity when we secured a \$413,000 grant from The Ontario Trillium Foundation to undertake an ambitious Data Strategy Project that will benefit charities, donors, and the public.

I hear from our charity clients all the time that building their own capacity is essential to being able to better carry out their missions. Our continued efforts to offer sophisticated online donations technology and education at low rates and with no set-up fees is how we're contributing to building the capacity of the entire charitable sector, but most notably for the small and medium sized charities whose budgets are greatly constrained by their ability to reach new donors and raise more funds. A charity with more resources and greater capacity is a charity with the ability to increase their impact.

We still have more to do if we want to ensure every charity in Canada can benefit from our full suite of online fundraising tools and know-how which is why we will continue to invest in the capacity of charities in Canada and why our mission-driven team works with a great sense of urgency.

Read more from Marina Glogovac on the [Giving Life Blog](#)



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 with more than 16,000 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.

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 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 fundraising 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.

Milestones & Measures



- ✔ Over 711,000 donations were made through CanadaHelps, a 19% growth year-over-year.
- ✔ \$97.2 million raised for charitable work, 17% growth year-over-year.
- ✔ \$500 million in cumulative donations have been made through CanadaHelps since launch.
- ✔ 190,000 Canadians made donations through CanadaHelps for the first time this year, and we connected more than 275,000 total donors to charities they care about.
- ✔ New charities using CanadaHelps' services increased by 5% this year, and over 16,000 charities from across the country use the CanadaHelps platform.

Key Initiatives

Overarching Mission-driven Initiatives

- ✔ Lower fees for charities: In May of 2015, we were able to reduce our already low fee even more for our charity partners from 3.9% to 3.5%. As a charity ourselves, with one of the lowest fees for charities on the market, this step was significant in passing along even more of each donation to charities while also ensuring we can continue to re-invest in even more services and tools for the sector.
- ✔ Imagine Canada's Standards Program Accreditation: CanadaHelps became one of just over 100 charitable organizations in Canada to achieve this accreditation in November 2014. CanadaHelps has demonstrated that it meets the 73 Standards required to achieve this accreditation in the areas of Board Governance, Financial Accountability and Transparency, Fundraising, Staff Management, and Volunteer Involvement. This signals our trustworthiness to our donors and charities, and helps

The New CanadaHelps.org

In August 2014, we successfully launched our brand new website. Upgrades included a design overhaul, and significantly improved functionality and feature improvements for charities and donors. A major investment and more than a year in the making, the new site modernizes the tools offered to both charities and donors to increase engagement and funds raised.

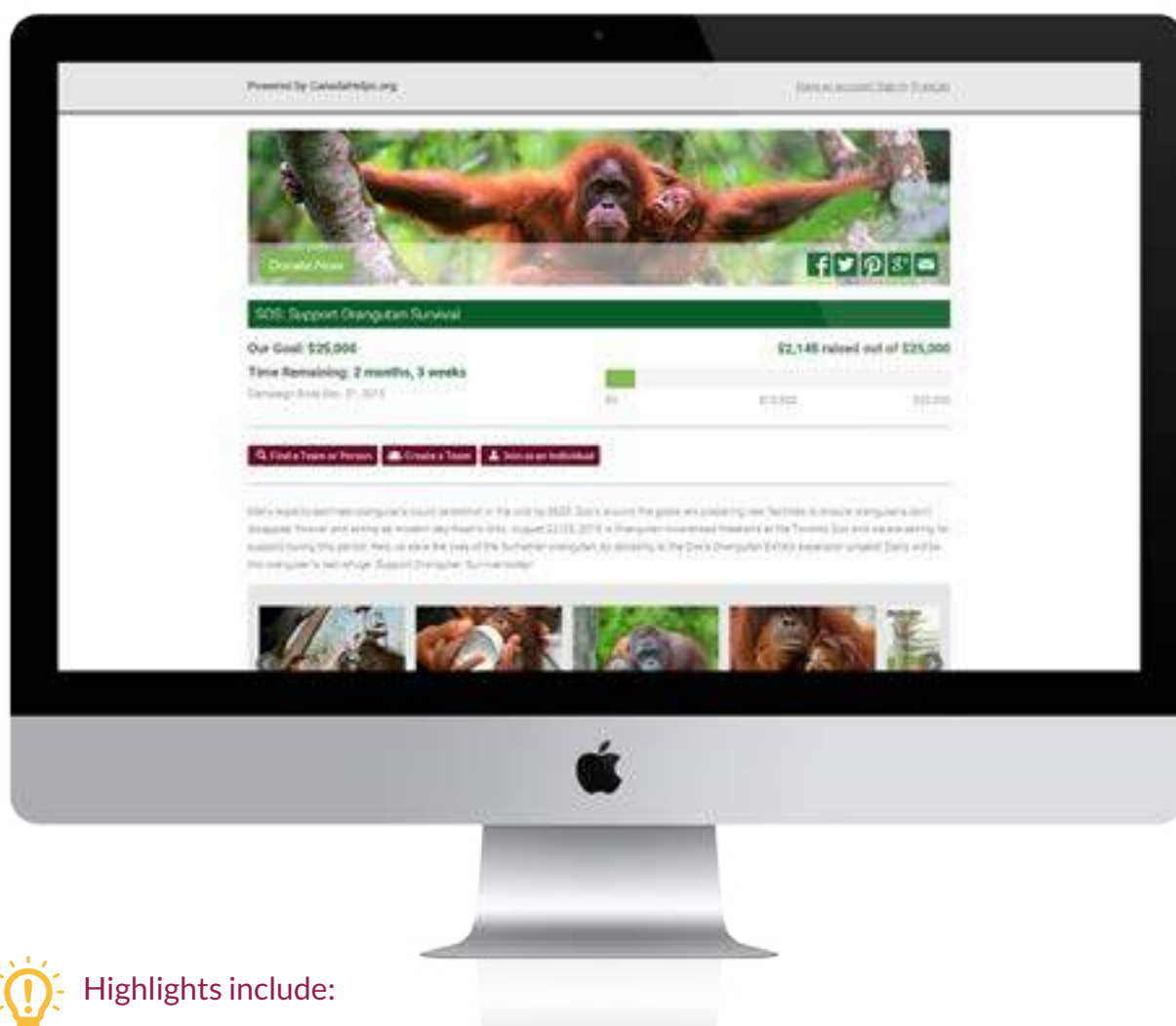


Highlights include:

- Streamlined donation paths and improved user experience based on best e-commerce practices.
- New tools allow charities to create high impact charity profile and campaign pages that engage donors and inspire donations.
- Enhanced charity search and ability to easily browse charity campaigns makes it easier for Canadians to discover charities and causes they care about.
- New fundraising pages with a contemporary look and new features make it easier for Canadians to fundraise for charity.
- All pages now mobile optimized, making it easy for donors to give wherever they are.

Peer-to-Peer Social Fundraising (P2P)

CanadaHelps' robust platform offers similar features of for-profit platforms, at rates charities can afford. The crowdfunding industry is worth an estimated \$5.1B, approximately 30% of which goes to charitable causes. Building this platform included a business plan, product scoping, design, and significant development time. The platform enables charities to turn supporters into fundraisers joining events like runs, walks, and other charity "thons" to raise critical funds.



Highlights include:

- Robust yet simple to use: charities can create a team-based "thon" in minutes
- Dynamic fundraising progress thermometers, supporters wall, and top team and individual participants inspire participants and donors alike
- Rich branding, administration and reporting controls
- Seamless team and individual registration
- Integrated social media features
- Fully mobile ready

More New Technology Tools for Charities



Donor Database Integration: CanadaHelps' integration with two of the most common donor databases, Salesforce and Raiser's Edge, provides seamless data input, saving charities significant data entry and processing time – time that can be better spent on their missions.



Fundraise Now: Launched this year, new Fundraise Now buttons are available to charities, to include on their website which will empower their supporters to fundraise for charity.



Building Charity Capacity through Training and Education

Online Donor Acquisition & Retention Course: We continued to make charity education a priority this year with the launch of our first-ever Online Donor Acquisition & Retention course – an online course personally curated by our CEO, filled with content provided by experts in the industry. Similar courses are priced at often more than \$500, but as our commitment to building charities' online fundraising capacity, we offered this course to charities at just \$45. Over 360 charitable sector organizations had registered within the first four months. The course launch was made possible by generous support from the RBC Foundation.



Charity Life Blog: In November 2014, we launched our Charity Life blog – a complementary site to our Giving Life blog to provide charities with updates on relevant sector activities, and new products and services.



Free Educational Webinars: We also invested in more than a dozen training videos to better help charities use our platform, and offered nine free webinars to nearly 2,000 people on topics ranging from Raising More Money with Effective Calls to Action to Building Brands that Connect with Donors and Stakeholders.

Inspiring Generosity



GivingTuesday: For the second year in a row, GivingTuesday Canada was a resounding success:

- Participation more than doubled to 3,300 charity and business partners, and millions of Canadians joined in.
 - CanadaHelps' charity partners saw an increase of 75% in donations vs. 2013, and a 369% increase vs. 2012.
- GivingTuesday partners saw the greatest lift in donations with an increase of 93% vs. 2013.
 - #GivingTuesdayCA was tweeted more than 34,000 times and generated 47 million impressions on December 2nd alone.
 - Mayors from Halifax to Vancouver proclaimed December 2, 2014 as "GivingTuesday," and civic movement Guelph Gives raised \$1.2 million in a single day.
 - Worldwide, 26,000 partners in more than 68 countries participated in the global movement.

CanadaHelps' Crisis Relief Centre: This year, we activated our Crisis Relief Centre for two international crises: the West African Ebola Outbreak in the fall of 2014, and the Nepal Earthquake in April 2015. Nearly 70 charities, ranging from large international organizations to small local charities, responded to these crises and \$1,805,852 was raised during the Nepal crisis period.

The Great Canadian Giving Challenge: This year, we partnered with The GIV3 Foundation to launch the annual Great Canadian Giving Challenge to encourage charitable giving during a traditionally low time for donations. For each donation dollar given during the month of June, the charity recipient was entered to win a \$10,000 prize. The results were significant: over \$6.3 million in eligible donations were made to more than 7,500 charities – a 22% increase over June 2014 donations. Over 41,000 Canadians participated and made more than 50,000 donations.

Charitable Affiliate Program: This unique program offers any online media the opportunity to support charitable giving by sharing CanadaHelps banners on their sites, allowing them to track the donations they've driven. They can choose from a full array of online campaigns that will inspire Canadians to discover, donate or fundraise for the charities and causes they care about. The number one reason why Canadians give is because they were asked.

Readying New Initiatives: Data Strategy Project

At the end of March, CanadaHelps was awarded a province-wide grant from the Ontario Trillium Foundation, an Agency of the Government of Ontario. This three-year grant will enable CanadaHelps to develop tools and information dashboards that will engage donors and also provide charitable organizations with research and analysis into giving practices. This project is also supported by a generous pro-bono contribution from Salient BI in Vancouver, and with the research work of McMaster University.

This project is an opportunity to use data to have a real impact on the charitable landscape in Canada, by giving charities access to the types of tools and information that the for-profit sector has been using to their advantage for years. Charities need to understand their donors to be successful like businesses need to understand their customers. Technology, digitization and data utility are driving change, and charities' access to, and understanding of good data is essential for raising the funds they need for their programs, and for their very survival. Good data remains a competitive advantage, allowing charities to successfully engage existing donors and attract new supporters to their cause. With limited resources, charities need to be more targeted and effective in their engagement efforts – an impossibility without data to guide their actions.

Over the next three years, CanadaHelps will be building tools that will help both charities and donors better use and understand their giving data, as well as public-facing reports to better inform all Canadians. We've been serving charities and Canadians for nearly 15 years, and in that time, we've amassed a lot of data about giving in Canada. While charities have always used data in some form, having access to the amount of data that CanadaHelps can provide, presented in easy-to-understand and use formats, will be a game changer.

There are so many exciting things that can come of more data literacy in the charitable sector. Data can fuel more information, more accountability, and more visibility. Data can change our giving behaviour and increase giving overall. Data can help us all better understand the charitable sector. And, harnessing data can help us do more with less – something the charitable sector is especially skilled at.

With the ready availability of data and information that digital engagement provides, for-profit companies have proven the value of using data strategically to guide their work. With their important causes and critical work, there is even more at stake for charitable organizations. In a world where we so often hear stories of donor fatigue and declining donation rates, we need to shake things up and give donors the information they need to help change the world.






Our Challenges are our Opportunities

The end of this fiscal year marked two years of substantial investment in our team and infrastructure. In addition to the new products and services we launched, such as our peer-to-peer fundraising platform and our first digital marketing course for charities, our staff grew to 20 people – up from 10 in 2012. These investments into our own capacity were essential for us to remain competitive in our environment of for-profit providers and for meeting the needs of the charities and donors we serve. They have increased our capability to innovate for the future and allowed us to build a robust technology backend, critical for the rapidly changing charitable sector's needs.

There is so much more we can do. Our focus for next year is two-fold.

First, by offering new tools and services there is increased demand for client support. We need to invest in our Charity and Donor Relations Team and CRM support systems to ensure we can grow efficiently. We must also continue to develop our charity education and training services so charities can easily access the marketing know-how to effectively launch fundraising programs. As a result, one key focus area for CanadaHelps in the coming year is to ensure we are increasing awareness of our expanded array of tools, and helping our clients benefit from them by maximizing their fundraising results.

Second, we will launch even more highly-demanded tools for charities. Our **Events Management** solution will enable charities to launch free and paid ticketed events, issue split-receipts, manage sales and attendees, customize the look of their pages, plus many other innovative features. Along with our Events Management solution, we are planning three new initiatives in the coming year:

-  **Impact Tab:** Across the Canadian charitable and non-profit sector, there is recognized need to change the conversation around impact measurement, and reduce the existing focus on reporting on overhead and fundraising ratios since these measurements do not adequately communicate a charity's effectiveness. This shift requires charities to develop measurement and communication practices that answer the most poignant questions: What positive changes have resulted from its work? Why is this important? What would happen if the organization did not exist? CanadaHelps is planning to provide tools and education that will help charities of all sizes advance in terms of their ability to measure and communicate their impact. The CanadaHelps Impact Tab will provide a simple framework for charities to begin to communicate their proposed and realized impact, which can be published and made available to all Canadian donors on their charity profile page on CanadaHelps.org as well as other charitable communications.
-  **Bequests:** Today, just 7% of Canadians with a will have included a planned gift for a charity. A UK study has shown that just asking if a person wants to leave a planned gift, at the time of will creation, increases the number of gifts from 7% to 15.4%. * CanadaHelps will introduce a new bequest platform that will increase awareness and consideration amongst Canadians of leaving a charitable gift in their will. The service will also remove some of the barriers that may prevent lawyers, accountants, and other estate planning influencers from promoting charitable bequests. Lastly, it will provide charities a turnkey technology solution, backed by bequest fundraising educational tools, to begin promoting and accepting bequests. Today, only a small percentage of larger charities have an active bequest fundraising program.
-  **Data:** Next fiscal year, charities will begin to benefit from the rollout of our data strategy made possible by the grant received from the Ontario Trillium Foundation (see page 12). In the first year of this multi-year initiative, we will focus on delivering key data points to charities. Most notably, provision of sector benchmark data enabling charities to compare their performance on key metrics such as new-versus-repeat donors versus charities similar in scope, and also all other charities.

These three new initiatives, combined with the CanadaHelps donor platform and full suite of online fundraising tools for charities, will help us increase our impact in levelling the playing field, ensuring charities of all sizes have access to the online fundraising tools and know-how they need to succeed.

*Source: Behavioural Insights Team 2013, *Applying Behavioural Insights to Charitable Giving*, Cabinet Office, London (BIT 2013).



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.

2014 – 2015 Operating Results

We see continued growth in donations through CanadaHelps, growing from \$83.36 million to \$97.23 million, representing an increase of 17% over the previous year and exceeding the budget by 6%. Some factors that contributed to the increase in donations were successful marketing efforts geared towards GivingTuesday and the Great Canadian Giving Challenge and reaching out to financial advisors on securities donations.

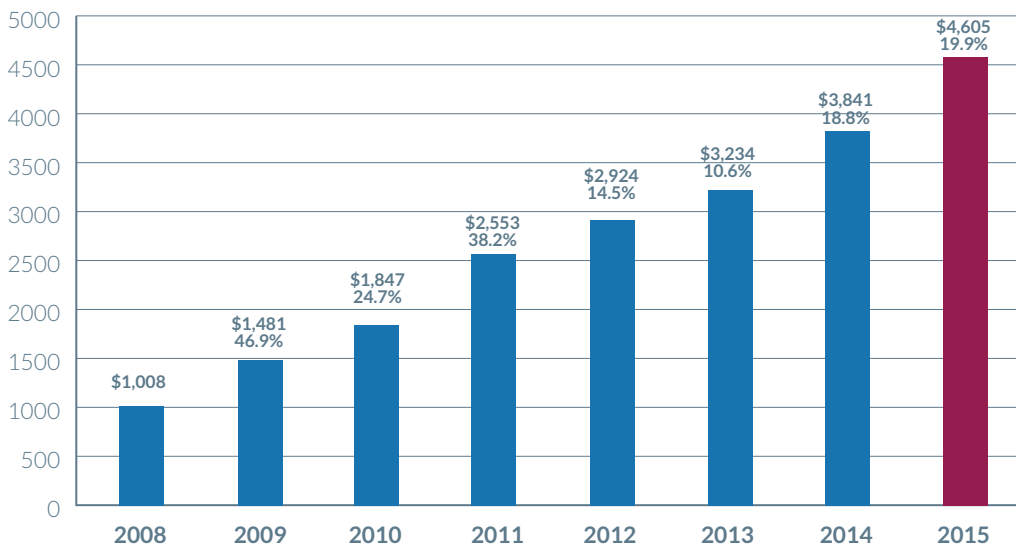
The reduction in interchange fees from Visa and MasterCard in April 2015 brought about some savings on credit card fees. CanadaHelps was able to pass on the majority of these savings to our charity partners by reducing our fee from 3.9% to 3.5% effective May 2015.

In March 2015, The Ontario Trillium Foundation has approved a grant to CanadaHelps in the amount of \$413,300 over three years to develop tools to engage donors and provide charities with research and analysis into giving practices.

With a stronger team on board, CanadaHelps made a significant financial investment in developing a new technology platform – the Peer-to-Peer Fundraising solution which was launched in June 2015. This new tool enables charities to launch team-based events like runs, walks, and other “-thons” with ease. It also empowers their supporters to engage their personal networks to raise funds.

Revenue

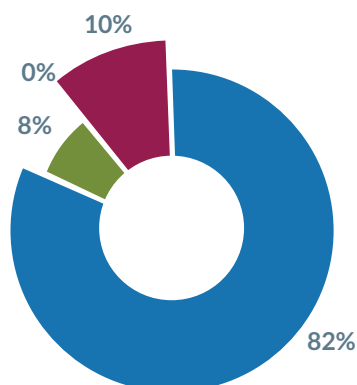
(CAD million, Year-over-Year Growth)



Revenues

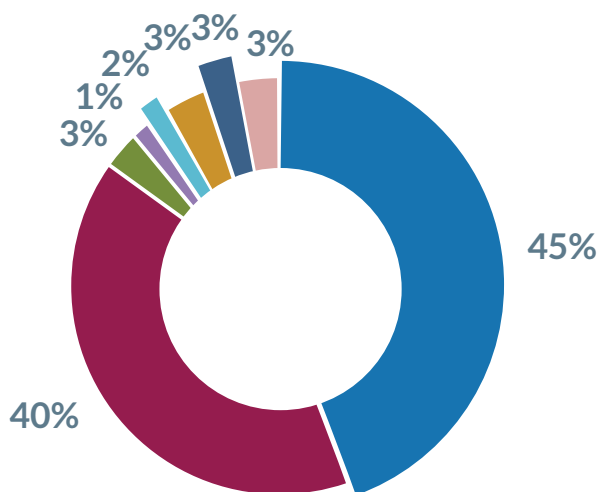
An increase in donations through CanadaHelps resulted in higher total revenues of \$4.6 million in 2015, an increase of \$763,221 (20%) from 2014. Total revenue for the year also surpassed our budgeted revenue by \$169,766 (4%).

Due to a change in policy with respect to undisbursable funds at the beginning of the fiscal year, an amount of \$302,800 of undisbursable funds from previous years was recognized as operating revenue.



- Donation transaction fees
- Donations to CanadaHelps
- Direct funding
- Other income

Expenses



Expenses by type

- Bank charges and credit card fees
- Staffing costs
- Marketing and MyCharityConnects program
- Legal, audit and insurance
- Consulting and other professional fees
- Rent and occupancy costs
- Amortization
- Other expenses

Statement of Financial Position



| As at June 30, 2015 | 2015 | 2014 |
|--|---------------------|--------------|
| Assets | | |
| Current assets | | |
| Cash | \$ 576,873 | \$ 220,486 |
| Short term deposits | 187,232 | 187,195 |
| Harmonized sales tax recoverable | 46,454 | 70,340 |
| Prepaid expenses | 80,542 | 22,796 |
| | 891,101 | 500,817 |
| Capital assets | 375,445 | 336,457 |
| Trust assets - cash | 2,700,939 | 2,042,422 |
| | 3,967,485 | 2,879,696 |
| Liabilities | | |
| Current liabilities | | |
| Accounts payable and accrued liabilities | 75,707 | 85,351 |
| Deferred revenue | 62,300 | - |
| Current portion of long-term debt | 3,500 | - |
| | 141,507 | 85,351 |
| Long term debt | 31,500 | - |
| Deferred lease inducement | 1,841 | 9,222 |
| Trust liabilities | 2,700,939 | 2,042,422 |
| | 2,875,787 | 2,136,995 |
| Liabilities | | |
| Unrestricted net assets | 716,253 | 406,244 |
| Invested in capital assets | 375,445 | 336,457 |
| | 1,091,698 | 742,701 |
| | \$ 3,967,485 | \$ 2,879,696 |

Statement of Operations



| Year End June 30, 2015 | 2015 | 2014 |
|---|----------------------|---------------|
| Donations collected on behalf of other charities | \$ 97,230,625 | \$ 83,362,471 |
| Revenues | | |
| Transaction fees | 3,759,071 | 3,267,479 |
| Other donations | 346,931 | 278,520 |
| Corporate donations and sponsorships | 70,418 | 39,363 |
| Grants from foundations | 55,050 | - |
| MyCharityConnects program | 15,975 | 9,000 |
| Undisbursable funds | 302,800 | 172,300 |
| Interest | 29,826 | 33,280 |
| Other income | 24,459 | 41,367 |
| | 4,604,530 | 3,841,309 |
| Expenses | | |
| Bank charges and credit card fees | 1,894,239 | 1,729,329 |
| Staffing costs | 1,722,132 | 1,693,932 |
| Marketing and MyCharityConnects program | 123,622 | 122,781 |
| Legal, audit and insurance | 52,464 | 42,754 |
| Consulting and other professional fees | 82,677 | 89,204 |
| Rent and occupancy costs | 131,018 | 127,017 |
| Office supplies and expense | 81,897 | 80,665 |
| Other expenses | 51,081 | 33,136 |
| Amortization of capital assets | 116,403 | 75,623 |
| | 4,255,533 | 3,994,441 |
| Excess (deficiency) of revenues over expenses for the year | \$ 348,997 | \$ (153,132) |

What Our Charity Partners Are Saying



“We have no paid staff in Canada and our work depends entirely on donations from supporters. CanadaHelps supports us by showcasing our charity on their website, offering our supporters a secure payment process and administering tax receipts on our behalf. Thank you CanadaHelps for helping us achieve our conservation goals.”

— *Jana Bell, President and Chair, Amazon Rainforest Conservancy*



“This past year, we transitioned to use the services of CanadaHelps. We love the innovative ways that CanadaHelps works to provide a seamless giving experience for both our donors and for our organization. The fees associated with CanadaHelps are so minimal compared to the quality of service we receive. We’ve not only been able to offer our donors with a secure and respected way to give, but we’ve been able to access educational resources and tools that have helped us grow as a charity. As a charity themselves, the team at CanadaHelps understand how to bring value to the charitable sector here in Canada. We are grateful for CanadaHelps!”

— *Jen Hanson, Executive Director, Connected in Motion*



“Working with the team at CanadaHelps is always a great pleasure. Their low, reasonable fees make processing online donations easy for even the smallest of charities. They provide a lot of support and educational resources to help take your charity’s fundraising program to the next level.”

— *Sarah May, Executive Officer, Toronto Cat Rescue*



“CanadaHelps provides our donors with an easy, reliable way to give online, and low administration fees mean we can focus our efforts where they’re needed most—ensuring all Nova Scotians have access to healthy, balanced food, and reducing that need for support.”

— *Nick Jennery, Executive Director, FEED NOVA SCOTIA*

Thank You to Our Supporters

CanadaHelps could not do all the work we do without the generous support of so many Canadians. The gifts made to CanadaHelps enable us to invest in capacity building tools and services for the entire charitable sector, and to provide donors with the easiest way to support their favourite causes online.

Our work is largely self-funded, and we do as much as we can on a minimal budget. But with the additional support of those Canadians and businesses that believe in our work, we can do even more.

We believe every charity deserves the important advantages that online technologies and education can offer. Over the last 15 years, as a charity serving charities, CanadaHelps has worked relentlessly to build technology and digital capacity within the charitable sector, especially for small and medium-sized charities. Technology and digitization are driving massive changes, and charities' ability to access technology effectively is essential for their very survival.

Over the past two years, we have invested in expanding the services offered to ensure charities have access to the online fundraising tools and technology they need to better empower Canadians to give. With your gift, we will continue our efforts to expand and upgrade affordable technology tools and education for charities to save them both administrative time and money. We have exciting new plans, and support like yours will help us tremendously.

By supporting CanadaHelps, either with a donation at time of checkout or on a monthly basis, you're signaling that you believe in the work we do and you're helping us in our work to build capacity to the entire charitable sector. Together we've raised more than \$500 million dollars for charitable work in Canada. Again, thank you for your support of CanadaHelps and our work to support all of Canada's 86,000 charities. We hope we can count on your support again in the future.

Thank You to Our Funders

Over the last year, CanadaHelps has been generously supported by a number of organizations. We're grateful for the support we've received which has allowed us to take on both one-time initiatives and ongoing projects.



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.

Members of the Board and committees continue to serve with no financial compensation.

Board & Committee Members as of June 30, 2015:

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

Ruth MacKenzie - Canadian Association of Gift Planners

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

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.

Staff & Leadership as of June 30, 2015

Marina Glogovac, President & CEO

Dina Bilenkis, Database & Systems Administrator

Lizz Bryce, Operations Manager/Assistant to the CEO

Andrea Costantini, Senior Software Engineer

Shannon Craig, Vice President, Marketing

Al Dempsey, Network and Systems Specialist

Marco Dezi, Charity Engagement Manager

Lyne Girizina-Kabwa, Charity and Donor Relations Associate

Matt Gontovnick, Charity Engagement Specialist

Kathleen Grace, Donor Marketing Manager

Nadine Gutmann, Charity and Donor Relations Manager

Jeffrey Lin, Senior Software Engineer

Rami Michael, Vice President Engineering

Paul Nazareth, Vice President Community Engagement

Rudolf Olah, Software Developer

Sunny Puri, Software Developer

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 high quality staff members, while carefully managing expenses, so that we can provide effective technology and tools charities need and deserve. Our staff salaries are fair and competitive, and we use similar technology organizations as a guideline for our compensation packages.





CanadaHelps

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