



# DOUBLE THE IMPACT

2016-2017 ANNUAL REPORT



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# Our Impact 2013 – 2017:

## Accelerated Growth Resulting in Double the Impact

“Upon joining CanadaHelps as President & CEO in May 2013, it was clear there was an incredible opportunity to increase the impact of CanadaHelps,” says Marina Glogovac. “This year over 2013, we nearly doubled the donations we process for charities across Canada, and the opportunity to continue to grow our impact is tremendous.”



**\$138M**

in donations this year, 92% more than in 2013



**17,400**

charities now rely on our tools and services, 4,500 more than in 2013



**405,000**

Canadians gave through CanadaHelps this year, 192,000 more than in 2013



**420,000**

Canadians now engage with us by email

## Inspiring Strategic Giving and Building Charity Capacity



**Scheduled monthly gifts:** now 33% of transactions.



**Securities Donations:** grew to \$6.6M this year, an increase of 101% over 2013.



**Charity Peer-to-Peer & Events Platforms:** now 5% of our total revenue in just 2 years.



**Webinars, White Papers & Online Training:** 8,000 participants engaged this year, more than doubling our impact in this area.



**New Partnerships:** enabled giving programs with a diverse and growing group of partners, including YourCause, Salesforce, Elections Saskatchewan and PayPal.

# Highlights of Our Achievements: 2013-2017







## For Donors

-  **Giving Life Blog:**  
now featuring 250+ charitable stories.
- Donor eNewsletter Program:**  
now reaches 420,000+ Canadians.
- New Content-Rich Website for Donors:**  
reaching 1.7M unique annual visitors  
(+203% over 2013).
-  **Charity Campaign Pages:**  
highlighting specific charity fundraising needs.
-  **Charitable Gift Guide:**  
gift ideas from charities of all sizes.
-  **Fundraising Pages:**  
new design, and easy page discovery & sharing.
- Enabled Support for Municipalities & First Nations Bands:**  
these groups can now sign up for our tools.
- Charity Impact Pages:**  
inspiring the 73% of donors who say they'd give more if they knew a charity's impact.
-  **Donor Discovery Tools:**  
Personalized Discovery and Popular Now help donors find their cause.
- Charity Revenue/Expense Data:**  
key CRA data from Charity T3010 returns on all profile pages.

2013

2017

## For Charities

- Customizable Donation Forms:**  
based on best eCommerce practices.
- Charity Life Blog:**   
offering fundraising tips, product news, and key insights on the charitable sector.
- Securities Donations:**  
enabled for all charities.
- Peer-to-Peer Social Fundraising:**  
a robust solution, powering 1,100+ charity walks, runs and "thons" to date!
- Digital Marketing Course:**  
covering beginner to intermediate donor acquisition, retention, analytics and social media.
- Enhanced Reporting & Insights:**   
ready-to-go reports for top five CRMs, plus sophisticated Charity Benchmark Reports.
- Ticketed Events Platform:**   
includes advanced receipting capabilities — has been used by 500+ charities
- Embeddable Donation Forms:**   
new feature with advanced branding options ensures donors never leave the charity's site.
- Charity Impact Tool & Education:**   
enabling charities to share their impact story and results with donors.
- Continuous New Features:**  
paid Peer-to-Peer event registration, Third Party Fundraising, branded receipts, email customization, and more.
- Ongoing Education Program:**   
regular webinars, 6 white papers, eNewsletters, blogs, and more.

# Message from Our Board Chair & Our CEO



Marina Glogovac,  
President & CEO

In 2017, we continued to realize the benefits of all the work we've done over the last 4 years to re-imagine CanadaHelps. For its first 13 years, CanadaHelps had done incredible work as one of the first donation platforms of its kind in Canada, with a unique offering of tools for both charities and Canadian donors.

But there was a gap. Technology moves quickly and we just weren't keeping up with what charities needed to be successful in a digital world, and with donors' rapidly evolving expectations. So we made a change. With a new CEO and an expanded team with the necessary expertise in technology, innovation, and e-commerce, we've been tirelessly working to strengthen our infrastructure and build new tools for charities and donors. With all this work, we've also grown from a staff of 12 in 2013 to 30 highly-skilled team members. The incredible thing is that we've achieved all this while keeping our fees affordable for charities (even reducing them in 2015).



Sue Tomney,  
Chair of the Board of Directors

In the next fiscal year, we will continue to focus on tools that meet the needs of our users. We will also innovate with new data dashboards for both CanadaHelps donors and the public, as well as a new, public-facing annual Giving Report that provides an in-depth and interactive look at the state of Canada's charitable sector.

We've also begun a new cycle of strategy development. We consulted with numerous stakeholders in the sector, including charities we serve. It will be an extended process that allows us to thoroughly evaluate our ideas and assumptions, explore the needs of charities and donors, and make strategic choices within the context of the current technological and charitable landscapes. It will also be iterative and flexible, allowing us to appropriately respond to changes in the environment.

CanadaHelps' commitment to building the capacity of charities and inspiring donors to connect with charitable giving makes us a unique and essential player in a crowded market of tech startups and for-profit service providers. As our staff has increased, we've expanded our focus on developing and improving human resources and organizational capacity and infrastructure to ensure we are building a strong and sustainable organization for the future.

Finally, this year we were honoured to receive the EY Entrepreneur of the Year Special Citation for Social Enterprise. With this prestigious award, EY recognized CanadaHelps' unique place within the charitable and business communities in Canada.

We've **doubled our impact** in the last four years, and we're not slowing down anytime soon because there is much more we need to do.

A handwritten signature in blue ink, reading "M. Glogovac".A handwritten signature in blue ink, reading "S. Tomney".

# Mission & Vision



## Our Mission

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

## Our Vision

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

## Our Difference

By democratizing access to effective technology and building digital know-how capacity in the charitable sector, we enable charities of all sizes to become more self-sustainable, resilient and effective in fulfilling their mission.

We take our role in the charitable sector seriously, ensuring all charities have access to the online fundraising tools and education they need to succeed.

Most charities in Canada are small: 80 percent have revenues of less than \$500,000 per year; 86 percent have 5 or fewer staff; and 48 percent are fully volunteer run. Almost all of these charities are run by passionate staff or volunteers that are under-resourced across the board, but especially when it comes to the time, skills, and resources needed to compete for funding in the digital world.

By providing easy-to-use, affordable, and effective tools that are designed by experts in eCommerce and have no barrier to entry, we are enabling charities to modernize their organizations, meet donors where they are, and spend more time doing the work critical to their missions.

In addition to our tools and education for charities, we engage Canadians through our simple-to-use website that connects donors to charities. Our donor site inspires Canadians to grow in their giving by offering an expanding range of ways to discover charities of interest and ways to give, and by sharing inspiring stories about charities and insights into giving.

# Key Initiatives: New Data & Technology Tools

## Enabled Easy Discovery and Support of Organizations Supporting or Run by Indigenous Peoples

In a time of important awareness raising about the need for reconciliation with Indigenous Peoples in Canada, we knew it was essential that Canadians be able to easily find the organizations supporting or run by Indigenous Peoples, and to be able to directly support the work of First Nations bands.

Because of this, we added the ability to include qualified donees on our site (organizations under the Income Tax Act that are not registered charities but can issue official donation receipts), specifically First Nations bands and Municipalities. We also added a new Indigenous Peoples search category on our website for easy discovery by donors.

[Browse the Indigenous Peoples category on our website.](#)

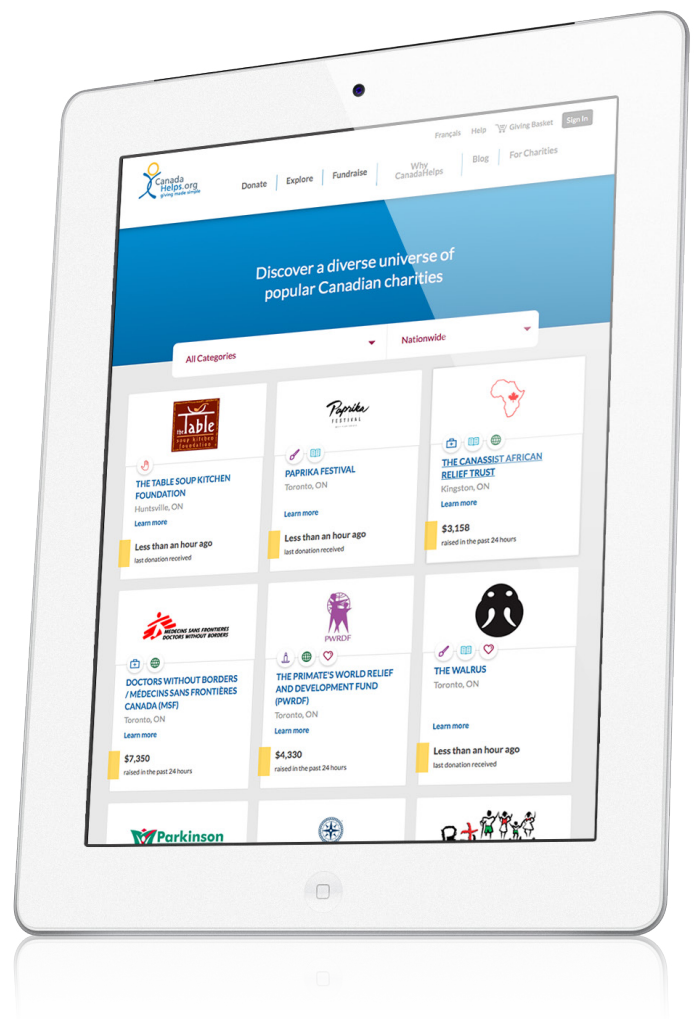
## Donor Discovery Tools

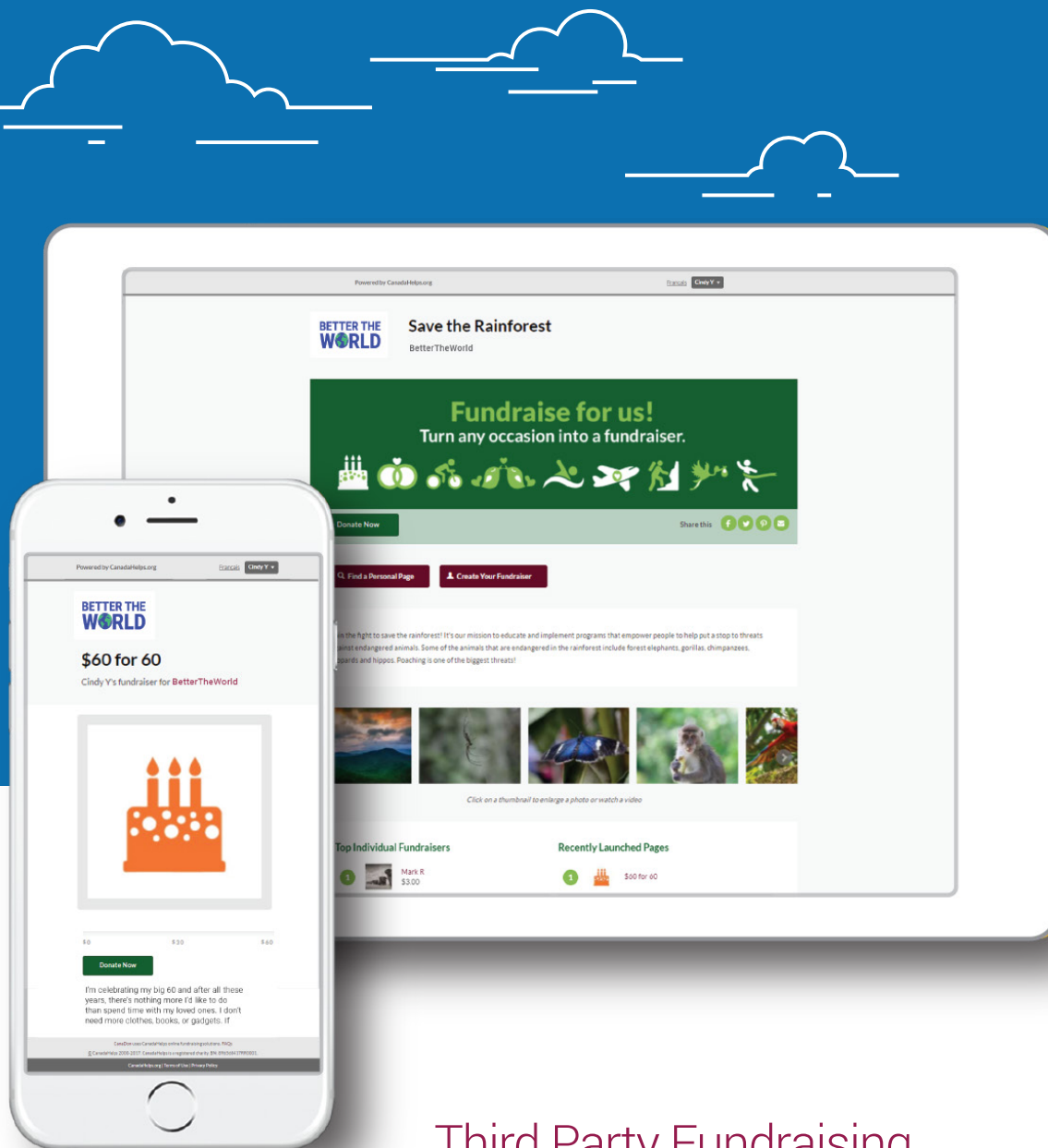
This year, we launched two innovative data tools on our website to help donors discover and support new charities:

- 1 **Personalized Discovery** is a feature used throughout the CanadaHelps website, on the Personalized Discovery page, and in donors' accounts that tailors charity recommendations based on a donor's behaviour (past donations, charity profile visits, and searches).
- 2 **Popular Now** is a standalone page on our website with real-time data that encourages donors to discover new charities by highlighting those organizations that have received donations recently, very frequently, or with significant donation amounts.

These tools build on the Charity Dashboards and Benchmark Reports we launched in the first year of our three-year Data project, funded by the Ontario Trillium Foundation.

In addition, we redesigned the [Charity Campaign browsing](#) experience, and launched a similar way to discover [Fundraising Pages](#) set up by Canadians, enabling better discovery of these fundraising initiatives on our website.





## Third Party Fundraising

Birthdays, memorials, and gala dinners are just some of the occasions that inspire people to independently host fundraisers for the causes they care about. Our new Third Party Fundraising Tool gives supporters what they need to successfully host fundraisers on a charity's behalf, while ensuring the charity can maintain control over the look and the feel of the fundraising pages. As an extension of our Peer-to-Peer Fundraising platform, this new tool includes easy setup and branding options, including custom colours and ready to go images, automatic tax receipting, email communication, and full reporting.



# Key Initiatives: Strengthening the Charitable Sector

YEAR  
3

## The Great Canadian Giving Challenge

Each dollar donated in the month of June entered charities into a contest to win \$10,000. This annual campaign, co-founded with the Giv3 Foundation, increases donations for participating charities in a typically low time of year for fundraising, and provides an important opportunity for charities to engage their supporters in their cause, particularly on social media.

Donations in June increased by 24% over the prior year and by 83% over June 2014. 77,785 generous donors gave a grand total of \$9,988,224 to 10,015 charities in the month of June.



YEAR  
4

## GivingTuesday

Globally in 2016, GivingTuesday was celebrated in 98 countries. In Canada, the day was celebrated by more than 5,700 partners, including charities, small businesses, and major corporations. Through CanadaHelps, seven times more was donated, and eight times more new donors gave on GivingTuesday than on the average giving day in 2016 before GivingTuesday.

Engaged citizens in 30 cities organized civic movements that inspired charitable giving at a grassroots level, involving schools, businesses, charities, and everyday Canadians. Within each community, acts of kindness and giving went beyond monetary donations:



- 8,479 Canadians received a \$3 CanadaHelps Charity Gift Card
- 1,371 hugs for charity were given in Halifax
- 300 bowls of soup were served to low income Vancouverites
- 73 blood + 5 organ donation registrations took place in Waterloo
- 60 toys were purchased for a children's hospital in Winnipeg
- 16 sacks of bunny, hen and cat food were donated in the Okanagan
- 500 meals were served for people experiencing homelessness in Montreal

We've seen the impressive cumulative impact GivingTuesday has had in Canada since we co-launched it in 2013: donations have grown by 353% (1,719% increase for participating charities), and new donors have increased by 422% (over 2012, the year before GivingTuesday started).



## Crisis Relief

The generosity of Canadians in times of crisis is inspiring, as tens of thousands find just a bit more in their giving budgets to help when something unexpected occurs internationally or at home in Canada. This year, we activated our Crisis Relief Centre for three international crises: the South Sudan Famine, the Syrian Refugee Crisis, and Hurricane Matthew. We also updated the design and integrated our Crisis Relief Centre into our main site, enabling better discovery for donors and also allowing us to launch the microsites more quickly when time is of the essence.

See the new Crisis Relief Centre on our website.



## Charity Education

Helping small and medium-sized charities build their own capacity is at the core of what we do. We continue to focus on education for charities: this year we created three new English and two French fundraising white papers, which were downloaded nearly 3,300 times; and we hosted 11 skill-building webinars which were accessed by more than 4,600 participants.

Nearly 150 new charities took our Online Donor Acquisition & Retention course, which is now worth 3 CFRE (Certified Fund Raising Executive) continuing education points.

# Key Initiatives: Continuous Improvement

## Achieved PCI DSS 3.2 Compliance

Each year, we do a deep review of our security practices as part of our PCI DSS (Payment Card Industry Data Security Standard) compliance, an annual certification based on security standards to protect cardholder data that is overseen by the Payment Card Industry Security Standards Council.

In addition to implementing changing PCI standards, we're continuously monitoring emergent online security threats and putting in place industry best practices to protect the data we steward, and to ensure our ongoing sustainability for those we serve.

## Ongoing Customer Service Improvements

To improve our customer service and the efficiency of the team, we built a number of small but vital backend technology tools that enable our care team to respond more quickly to donor and charity enquiries. We also completed the 2nd year of a tax receipt initiative whereby donors were emailed instructions to claim their tax receipts at the beginning of January, saving time for donors and allowing our team to focus on more complex requests.

## Improved Reporting Capabilities for Charities

We began offering three new Constituent Relationship Management download reports for popular tools charities use to manage their donor data — DonorPerfect, Sumac, and Silent Partner Software — complementing our existing reports for The Raiser's Edge and Salesforce. Accurate reporting and donor stewardship is an essential part of effective fundraising, and providing this additional reporting saves charities valuable administrative time.

## Building Partnerships to Increase Giving

We partnered to promote two major initiatives that infused \$6 million into the nonprofit sector and aligned with our goals to build capacity and share impact.

- 1 The 2016 Aviva Community Fund competition awards \$1 million in funding for community projects across the country in three project categories: Community Resilience, Community Health, and Community Development.
- 2 The Google.org Impact Challenge is an opportunity for registered nonprofits and charities to share their vision for using technology to change the world. Ten winning organizations shared \$5 million CAD in grant funding, as well as mentorship from Google and the LEAP Centre for Social Impact.

We also continued to grow our API and offline giving partnerships, including enabling a number of employee giving programs for Canadian offices of larger, international corporations.



# Our Challenges & Opportunities

## 1 Balancing Growth with Affordability for Charities

In our unique position as both a charitable social enterprise and a technology company, we need to grow because tens of thousands of charities depend on us for their own success in an ever-changing and increasingly technology-driven world. The more we grow, the more we can invest back into our operations, and the more we can achieve for charities and donors.

But we must manage our growth and the need for our services with the reality that we do so on a very thin margin — on average, only 1.8% of each donation stays with CanadaHelps to carry out our mission — and without access to the capital of other technology companies. We must balance our need to achieve more and our desire to invest in tools and services that benefit charities and donors but don't necessarily generate revenue (for example, our Charity Benchmark Reports and Dashboards, and upcoming Donor Dashboards), with a desire to keep our services simple and affordable for smaller charities.

To achieve our goals and to offer value compared to well-funded for-profits in a crowded market, we have to hire experts in technology, e-commerce, and digital marketing. This means we must compete for talent in a highly competitive technology labour market but without the resources of investment capital-backed technology companies.

Balancing these competing priorities is at the heart of all the decisions we make, and it will be a key focus of our current round of strategy development.

## 2 The Changing Landscape of Giving

Micro giving. Crowdfunding. Funding causes not necessarily charities. All digital all the time. A distrust of experts and established systems. Changing demographics. These are just some of the ways modern giving has replaced philanthropy as we once knew it.

The world is changing, and will continue to change in ways that are challenging for charities — this is mostly driven by technology, a near complete dependence on digital infrastructure, and distinctly different habits, expectations, and preferences of the next generation of potential donors. Many smaller charities are only just now beginning to think about digital fundraising strategies, which means they have already fallen behind. The future challenges for charities won't just be about access to tools, but having the skills and knowledge to use those tools effectively to meet their goals.

Our challenge is to stay on top of emergent trends, ensuring we are building the tools that smaller charities need now, but also helping to direct them to where they need to be in the future. We need to see the world through the eyes of a new generation of donors who have different priorities and strategies for giving than their parents did. We cannot get stuck in the comfortable status quo and miss the chance to engage these young people or we will fail both them and the charities that need their support.





# Financial Report

CanadaHelps has seen significant growth in donation revenues each year since 2013, reaching a cumulative \$772 million from more than 1.5 million Canadians since our start in 2000.

This year, more than 400,000 Canadians gave \$138 million to more than 20,000 charities and causes they care about. This represents an increase of 20% over the previous year and almost double what we processed in 2013.

Scheduled gifts through CanadaHelps continue to grow. 47,000 monthly gifts were made last year, which represents 16% of all donation revenues.

In the last fiscal year, CanadaHelps established an operating reserve to sustain the organization through its lowest annual cash flow period and as a contingency for an unexpected

funding shortfall. As of June 30, 2017, the operating reserve is at \$900,000 which is equivalent to approximately three months of averaged operating expenses; however, we are working towards a minimum reserve of approximately six months of average operating expenses.

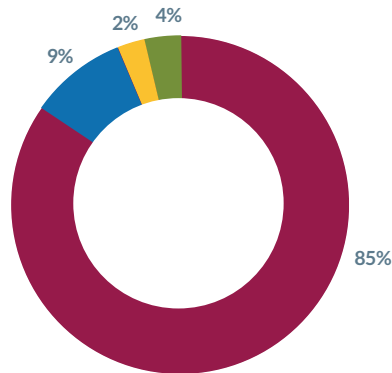
Since 2013, we have grown our staff from 12 to 30, and with that growth we've significantly increased donations processed as well as charity and donor engagement. We've also launched numerous new tools for both donors and charities.

But we know there is still so much more we need to do to achieve our mission, which is why we plan to further expand our staff in the next fiscal year, particularly in the areas of software development and charity engagement. The investment in our growth and sustainability we will make in the 2017-2018 fiscal year will be partly funded by the surplus of \$313,000 from this fiscal year, as well as a projected deficit in the next fiscal year.



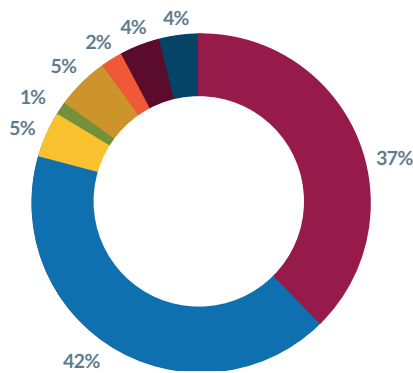
**CanadaHelps is committed to financial transparency,** which is why we make our full Audited Financial Statements available on our [website](#).

# Revenues & Expenses



## Revenues by Type

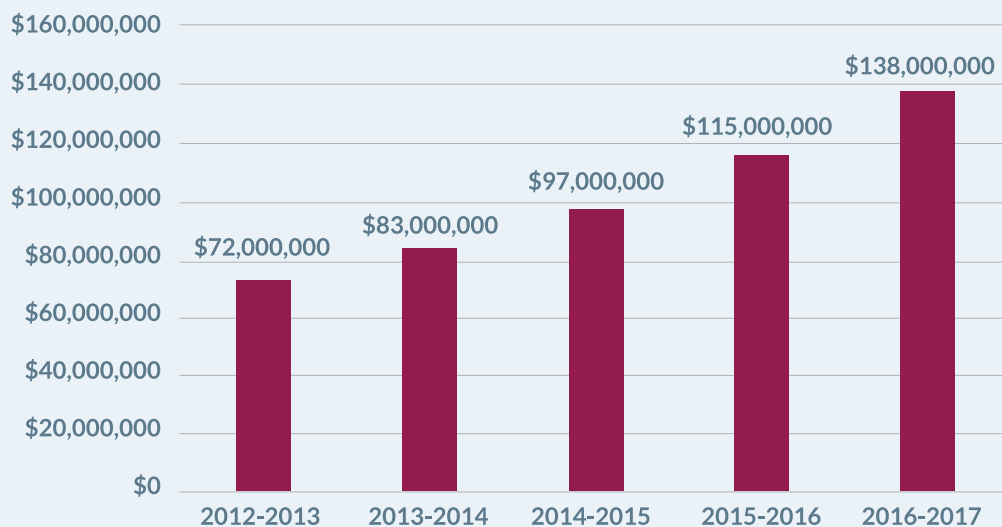
- Donation transaction fees
- Donations to CanadaHelps
- Ontario Trillium Foundation Grant
- Other Income



## Expenses by Type

- Bank Charges and Credit Card Fees
- Staffing Costs
- Marketing & Charity Education
- Legal, Audit and Insurance
- Consulting and Other Professional Fees
- Rent and Occupancy Costs
- Amortization
- Other Expenses

## Donations 2013 – 2017





# Statement of Financial Position

As of June 30, 2017	2017	2016
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 243,711	\$ 352,587
Short term deposits	1,373,672	857,334
Harmonized sales tax recoverable	63,307	51,367
Prepaid expenses	66,311	51,791
	1,747,001	1,313,079
<b>Capital assets</b>	365,619	397,005
<b>Trust assets - cash</b>	3,453,377	3,735,570
	5,565,997	5,445,654
<b>Liabilities</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	178,073	104,125
Deferred revenue	93,672	74,784
Current portion of long-term debt	3,500	3,500
	275,245	182,409
<b>Long term debt</b>	24,500	28,000
<b>Trust liabilities</b>	3,453,377	3,735,570
	3,753,122	3,945,979
<b>Net Assets</b>		
<b>Unrestricted net assets</b>	547,256	352,670
<b>Operating reserve</b>	900,000	750,000
<b>Invested in capital assets</b>	365,619	397,005
	1,812,875	1,499,675
	\$ 5,565,997	\$ 5,445,654



# The Voices of Our Charities & Donors



The work we do at CanadaHelps is driven by the needs of Canadian charities and donors. The extraordinary voices of both of these groups are featured on our [Giving Life blog](#). These are their words.



## Daring to Learn: A Giving Life Blog Donor Fundraising Story

When I was 8 years old, I saw a woman stoned to death. As a girl living under the Taliban regime in Kandahar, Afghanistan, I understood the risk women faced of being beaten, raped and murdered, and I knew education was the only chance a woman had for an independent life.

Most girls in Kandahar are not permitted to go to school. Although my parents were illiterate and had never attended school themselves, they supported my education. The first school I attended had no building, no desks, and no books. We sat outside and huddled around a board that leaned against rocks. Every day that I attended school, I was at risk of being attacked by the Taliban; but I loved learning, so I went anyway. When I was 13, I began attending the Afghan-Canadian Community Centre (ACCC) so I could learn English and how to use computers. I knew that this modern school was my best chance to give me the skills I needed to make change in my country. I wanted more than anything else for women's equality in Afghanistan to become a reality.

I studied hard and was soon speaking basic English, leading to a job with the Canadian Forces interpreting for Afghan women. I was putting my life at risk because the Taliban had been very clear that any Afghan working for NATO would be killed. I put my fears aside and chose to work for the sake of a better future for Afghan women. Through my work, Canadian development officers were able to hear directly from Afghan women for the first time, and were therefore able to direct financial aid to areas where it was most needed.

Because of the ACCC's education program for women, their work enabled me to improve the lives of women in Kandahar, and now, I am living in Canada and studying political science and international relations at Carleton University. After I complete my education in Canada, I will return to Afghanistan where I plan to serve my country as a politician who improves the lives of all Afghans, including women.

Despite all of its amazing achievements, this irreplaceable school is now at risk of closing because it has lost nearly all of its funding from government grants and donations. I chose to start a fundraiser with CanadaHelps because I believe this school, and the women and girls of Kandahar, need our help.

This is an abridged version of a story provided by Maryam Sahar Naqibullah. Read her full post on the [Giving Life blog](#), and discover the stories of Canadian donors and fundraisers we share every week.





## Welcome to a World of Literacy, Learning, and Imagination: A Giving Life Blog Charity Spotlight

*"Again, again, read it agaaaaain!"*

It's a familiar request at the Montreal Children's Library (MCL), this time it is originating from a five year-old in a pink jumper. Elizabeth Macdonnell, a librarian who has been with the MCL for 34 years, dutifully obliges, and launches into another rousing tale featuring Pete the Cat — who this time is on the hunt for missing cupcakes.

Elizabeth holds court above a sea of young faces at the Montreal Children's Library Vega branch. Each of the MCL's three branches (Antares, Vega, and Polaris) are named for navigational stars — the perfect choice, given their role in lighting up the communities they serve and the responsibility they have undertaken to nurture a love of books, learning, and literacy.

Since 1929, the Montreal Children's Library — an independent, bilingual, not-for-profit organization — has been operating children's libraries in three of the city's most underserved neighbourhoods where no municipal library exists, and where families struggle with the day-to-day realities of living below the poverty line.

The library's mission is to develop literacy, foster imagination, and connect children and parents to their communities by equipping them with the building blocks of life-long learning.

More than just a library, the MCL offers kids a wealth of interactive and educational programs, including chess, science, reading, and arts-and-crafts clubs, as well as Moms and Tots, story time, and music and theater performances. And all of this is completely free of charge.

Today, all of what we do is at risk. Two of MCL's three locations will be permanently closed due to a lack of funding. While the municipality provides an annual grant to help, as an independent library, the library and its volunteer Board of Directors are tasked with making up the difference. Through a combination of special events, direct mail campaigns, grant writing, and crowdfunding appeals, our volunteers raise close to \$50,000 every year to help keep the library afloat. Sadly, it's not enough.

The MCL's busiest branch, Polaris, will remain open to help in a neighbourhood where almost half of children under six come from low income families, and one third of kids start kindergarten without the tools they need to start their academic careers on the right foot.

Paula Lebasqueur, Polaris' librarian, is committed to helping. "At our library, we provide so much more than just books. Children are supported and told they are valuable. We give them a safe place to go after school, and the tools they need to learn and grow."

This is an abridged version of a story provided by Amanda Fritz of the Montreal Children's Library. Read the full post on the [Giving Life blog](#), and discover the countless other stories of Canadian charities we share every week.

# Thank You to Our Supporters

## Thank You to Our Donors

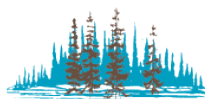
Thank you to the 58,000 Canadians who believed in the mission of CanadaHelps and contributed to our success this year by making a charitable donation directly to CanadaHelps. We could not do all that we do on our social enterprise model without this additional support. When you make a donation to CanadaHelps at the time of checkout, through our [charity profile page](#), or on a monthly basis, you're signaling that you believe in the work we do and you're helping us build capacity in the charitable sector.

With your gift, we will continue to expand and upgrade affordable technology tools and education for charities to save them both administrative time and money, and to provide donors with the easiest way to find and support their favourite causes online. We're committed and ambitious, and we are unrelenting in our desire to do more, even with the challenges of quickly changing technology, changing donor and charity needs, and an evolving charitable sector.

Together we've raised more than \$770 million dollars for charitable work in Canada. When you invest in CanadaHelps, you are investing in the capacity of the entire charitable sector. We hope we can count on your support again in the future.

## Thank You to Our Funders & In-Kind Partners

CanadaHelps is generously supported by many 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 meet quarterly to provide broad strategic oversight to ensure that all of our resources are used in pursuit of the organization's mission and mandate. The Directors represent experts in their respective fields, drawn from both the public and private sectors. Over the years, their expertise and guidance has helped us to continue our work to increase charitable giving across Canada. Members of the Board and committees continue to serve with no financial compensation.

## Board & Committee Members as of June 30, 2017:

**Sue Tomney** - YWCA Calgary

*Chair of the Board, member of the Finance & Audit and Governance Committees*

**Denise Baker** - The Vantage Point

*Member of the Governance Committee*

**Karim Harji** - Purpose Capital

*Member of the Governance Committee*

**Hershel Harris** - Georgian Partners

*Member of the Finance & Audit Committee*

**Andrew Heintzman** - InvestEco

*Member of the Finance & Audit Committee*

**Ruth MacKenzie** - Canadian Association of Gift Planners

*Secretary, Member of the Governance Committee*

**Joan McCalla** - Former Director and Distinguished Fellow, Cisco Systems

*Chair of the Governance Committee*

**Sarah Morgenstern** - Cubane Consulting

*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.

## Advisory Council

The CanadaHelps Advisory Council represents experts in their respective fields, drawn from both the public and private sectors. As champions of CanadaHelps, Council members contribute their skills and expertise to help CanadaHelps continue to provide leading edge programs and services.

Advisory Council members serve as volunteers because they believe in our mission and our purpose. We're grateful for their support and the invaluable gifts of their time and knowledge.

**Michael Bradley**, NorthCard

**Matthew Choi**, McMaster University and Children's Hospital, and Co-founder of CanadaHelps

**Wayne C. Fox**, Cygnus Investment Partners Inc.

**Patrick Johnston**, Borealis Advisors

**Bill Kerr**, formerly of TalentWise Inc.

**Ryan Little**, Impact Hub, and Co-founder of CanadaHelps

**Aaron Pereira**, The Wellbeing Project, and Co-founder of CanadaHelps

**Sean Van Doorselaer**, Lind Equipment

**Alec Zimmerman**, Borden, Ladner, Gervais LLP

## Staff & Leadership as of June 30, 2017:

CanadaHelps is a team of 30 staff, led by a dedicated group of experienced leaders who are passionate about using technology to drive change in the charitable sector.

### **CanadaHelps Senior Management Team:**

**Marina Glogovac**, President & CEO

**Mike Stairs**, Chief Technology Officer

**Shannon Craig**, Chief Marketing & Product Officer

**Paul Nazareth**, Vice President Community Engagement

## 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-driven organizations as a guideline for our compensation packages.



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