

CAPACITY ACCESS CONNECTION DISCOVERY EDUCATION



2017 – 2018
Annual Report

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OUR IMPACT



\$934,711,125 total raised
for Canadian charities

2017 – 2018



\$162.5M

in donations and ticketed Events

+ 15% YOY



\$10M

raised through charity P2P and Events



22,000 Charities

received donations through CanadaHelps

+ 6% YOY



47% More Events

for charities this year



440,000 Canadians

chose CanadaHelps for their giving



17% of Donations

are monthly gifts



39,665 monthly donors

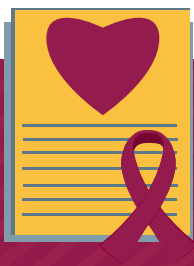
and growing each year

+19% YOY



Crisis Relief Centre

activated for three major events



Our Mission

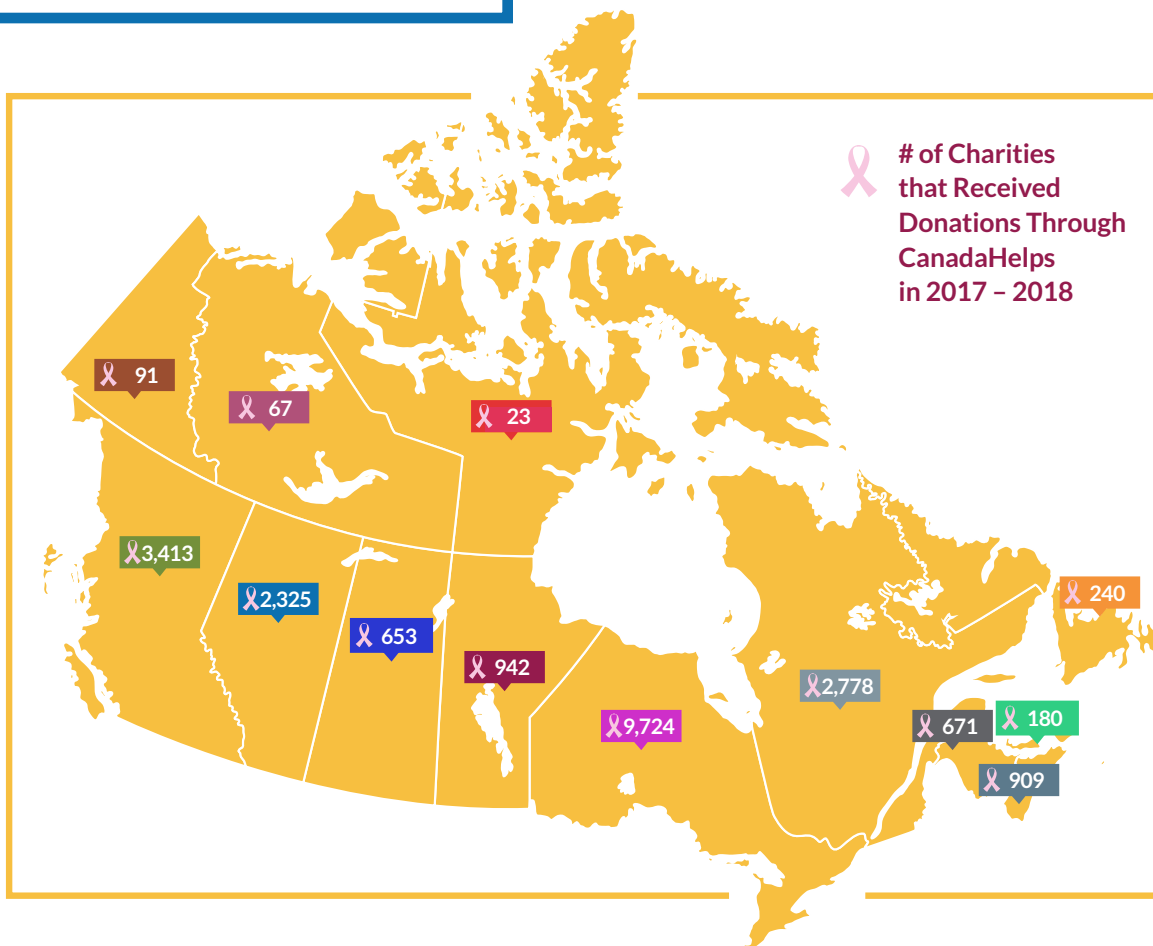
To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.



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.

ENABLING ALL CANADIAN CHARITIES



A Few of Our 19,000 Charity Partners from Across Canada

BYTE - Empowering Youth Society - YT

A 'for youth, by youth' organization, focused on empowering youth throughout the Yukon and Canada's northern communities in developing confidence, skills, openness and a sense of belonging.

Yellowknife Community Foundation - NT

Since 1993, has been identifying and addressing community needs through grants to local registered charities in support of projects that support the health of all aspects of the Yellowknife community.

Iqaluit Humane Society - NU

The first and only animal shelter in the Territory of Nunavut, they are dedicated to re-homing services of stray animals, medical care, education, and advocacy for the prevention of cruelty to animals.

BC & Alberta Guide Dogs - BC

Breeds, raises and professionally trains Guide Dogs for individuals who are blind/visually-impaired, Autism Support Dogs for young children with profound autism, and PTSD Compassion Dogs for Veterans with PTSD.

Calgary Public Library Foundation - AB

Engaging individuals, businesses and foundations in building a library system for today and future generations by supporting the enhancement of collections, programs and services of the Calgary Public Library, one of the largest public library systems in North America.

Big Brothers Big Sisters of Saskatoon & Area - SK

Providing life-changing mentoring experiences for children and youth in Saskatoon and the surrounding area since 1972. With the guidance and support of a mentor, youth are reminded they can be anything they dream of being.

Rossbrook House - MB

An inner city drop-in centre in Winnipeg that provides programs and activities, 365 days of the year. Since 1976, it has been a safe place for children and youth to belong, play, learn and become...

Seva Food Bank - ON

An initiative of Sikhs Serving Canada, this food bank provides safe, nutritious, and culturally-appropriate food to low-income families living in Mississauga.

Laval College Foundation - QC

Their mission is to contribute to the promotion and the work of education and teaching at Collège Laval by offering the opportunity for children from families experiencing financial difficulties to benefit from a unique training at the high school level.

Kids Eat Smart Foundation Newfoundland & Labrador - NL

A foundation supporting the education, health, and well-being of school-age children in Newfoundland and Labrador through nutrition programs run by volunteers at schools and community centres.

Nature Trust of New Brunswick - NB

A charitable land conservation organization that is responsible for conserving over 7000 acres (2800 hectares) in more than 50 beautiful and diverse nature preserves throughout New Brunswick.

PEI Symphony Orchestra - PE

For 50 years, it has been bringing orchestral music to the communities of Prince Edward Island and providing performance experiences for both professionals and non-professionals alike.

Hope for Wildlife - NS

A charitable wildlife rehabilitation and education organization that has rescued, rehabilitated, and released 40,000+ wild animals of 250 species.

MESSAGE FROM OUR CEO & OUR BOARD CHAIR



Marina Glogovac,
President & CEO



Sue Tomney
Chair, Board of Directors

When CanadaHelps launched in 2000, it was an innovative way of connecting donors with charities, and facilitating payments and tax receipts. A lot has changed since then and it has been a very long time since all we did was process donations. Over the years, we've become a critical piece of the charitable sector in Canada. We focus our energy on building digital capacity in the sector; ensuring access to affordable, effective technology tools; building connections between charities and donors through our website, our tools for charities, and sector initiatives like GivingTuesday Canada and the Great Canadian Giving Challenge; helping donors discover new charities and new ways to give; and providing free education and training. We still process donations, but our mission today is so much more.

Our key technology focus this past year has been on strengthening our core tools, including our Customizable Donation Forms and Peer-to-Peer (P2P) Campaign tool, and enhancing our stability with the build-out of a brand new data centre. We also took a new approach to education, offering for the first time webinars to donors (in addition to the 14 we offered to charities) and in-person workshops for charities on data literacy.

We also focused on strengthening our organization. The Board of Directors and Management embarked on an intensive strategy planning process, including consultation with our founders, staff, and key stakeholders in the sector. We evaluated the very real needs of our charity partners that rely on the tools and support we provide, and the needs of donors who choose CanadaHelps for their giving, in the context of the changing giving trends we're seeing across the sector. While as a technology-driven organization we will always need to stay nimble and responsive to our changing environment, this process will help distill our focus for the coming years.

CanadaHelps' long-term success and stability is supported by our investments in our own organizational capacity. We continued to grow our team this year, bringing our full-time staff to 35 from 30 the year before. With the increased size of our staff, affordable office space became a critical issue. Early in the next fiscal year, we'll be finalizing the purchase of an office condominium unit in downtown Toronto that will provide sufficient space for our growing team in a location that keeps us competitive for staff recruitment and retention. We recognize how significant this investment is for us, particularly

as a charity ourselves, and we remain grateful to both the Muttart Foundation, who made this purchase possible with a down payment loan, and long-time banking partner, BMO, who provided our mortgage.

To support our staff culture, we formally developed our Organizational Values. This was a thorough process involving the entire staff to ensure that we are building alignment internally about what kind of organization we are and will continue to be, and how we expect everyone on our team to work and interact with each other. As we grow, these deliberate steps to build a productive work culture will be important for supporting our sustainability.

Finally, we're exceptionally proud to have completed the final phases of our three-year Data project, funded by The Ontario Trillium Foundation. The goal of the project was to bring better data about charitable giving to donors, charities, and the Canadian public, and that's exactly what we have managed to do. This year we launched giving dashboards for CanadaHelps donors and the public; data literacy workshops and webinars for charities; and The Giving Report, an annual data-driven report giving insight into giving behaviours in Canada.

As the online donation space becomes increasingly fragmented, it's important that we not only deliver great technology to both charities and donors, but also continue to drive innovation and provide unique offerings. Alongside our stellar, hands-on, support team, we will work to ensure no charity in Canada is left without access to tools and technologies that are essential for their survival in this digital age where the majority of donations and engagement will soon be happening online.

There is no other charity or business that does what we do, and we will continue to work hard to ensure we're there for the charities that count on us.

Marina Glogovac
President & CEO

Sue Tomney
Chair, Board of Directors



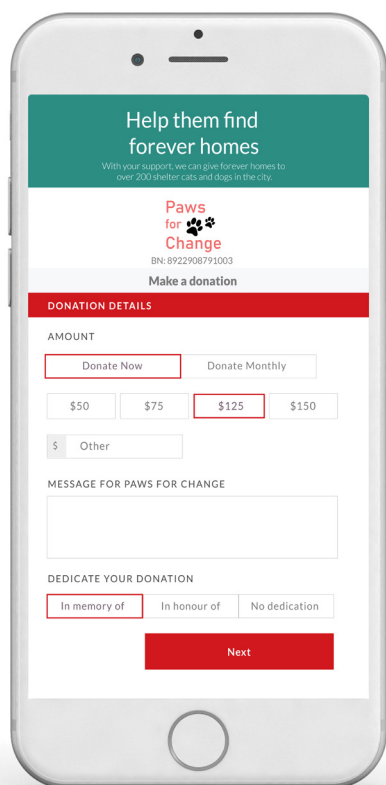
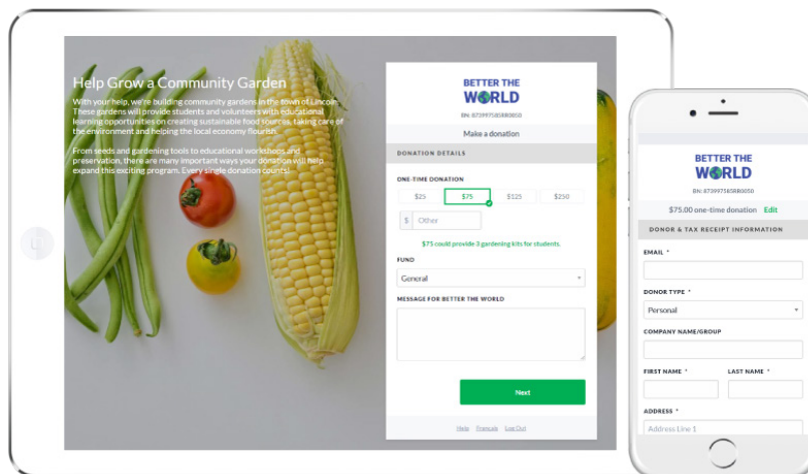
KEY INITIATIVES:

New Data & Technology Tools

In today's digital world, continuous improvement is critical. Technology does not stand still, and fundraising best practices evolve because what works and what raises the most dollars changes. At CanadaHelps, we know we must adapt to these changes as they happen, and continue to optimize our tools for the success of our charity partners. This year, we made significant investments into two of our core tools for charities, Customizable Donation Forms and Peer-to-Peer Fundraising, as well as an important donation tool for donors on our website, Donor Favourites.

Customizable Donation Forms

A good user experience means a visitor is more likely to become a donor. We pay close attention to how visitors interact with our forms, and follow the latest in e-commerce best practices so charities don't have to.

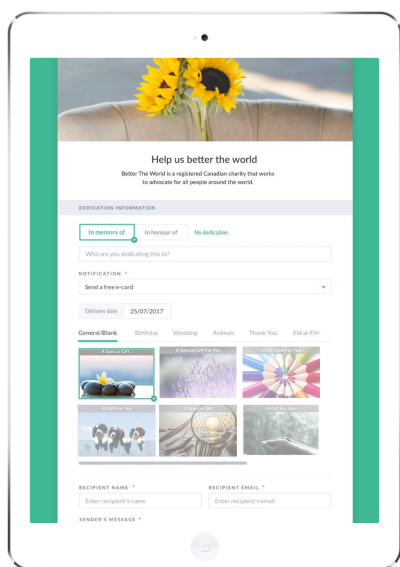


Optimized experience for best outcomes.

Our newly rebuilt Customizable Donation Forms are optimized to maximize donations, and now offer two beautiful, mobile-ready formats: our traditional one-page form, now with a cleaner design and more efficient use of space across device types to make the form approachable and easy to complete, and a multi-step form, which leads the donor through three simple steps to complete their donation.

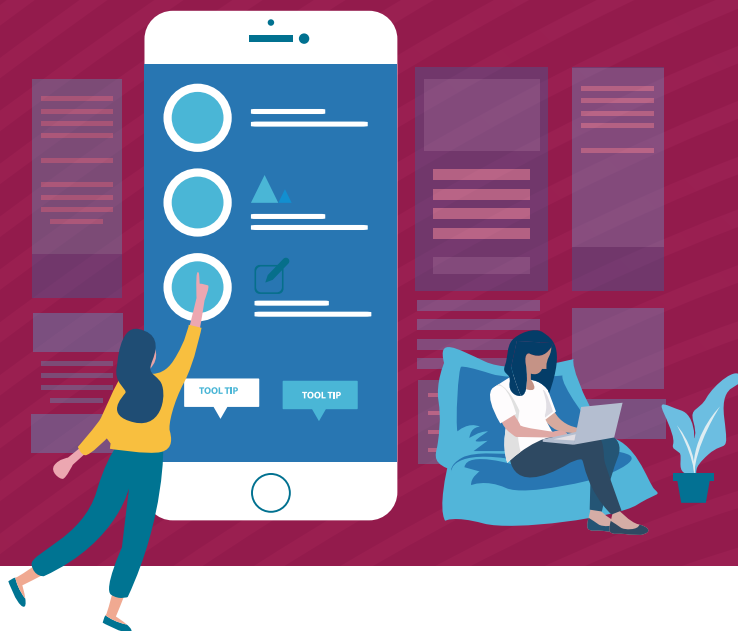
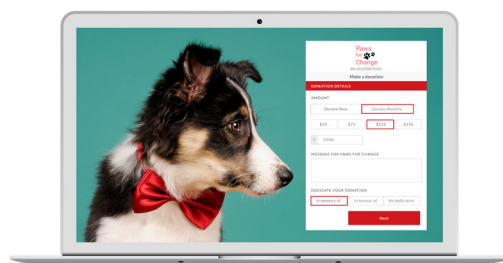
With 34% of visitors to donation forms coming from a mobile phone or tablet, it is critical to make regular enhancements to form design to take advantage of new technical capabilities and best practices. We completed extensive mobile-optimization work to make full use of the visitor's screen real estate and increase the number of visitors that complete their donation.

Simple and flexible forms. Donors give for different reasons and at different times, and it is essential that charities have the flexibility to create Customizable Donation Forms with the messages and options that are appropriate for the circumstance.



➤ Giving in honour or in memory of a loved one is often a deeply personal experience. It is also a common experience, with tribute gifts representing 8% of non-recurring gifts through CanadaHelps. This year we introduced Tribute-first Customizable Donation Forms which put gift dedication options at the top of the form. Charities can customize thank you messages and eCards that are right for this type of gift.

➤ Monthly giving is one of the fastest growing ways to give through CanadaHelps, representing 17% of all donations, and these gifts ensure charities have access to stable funding throughout the year. Both our one-page and multi-step forms can now be created for monthly or single giving only, or with the option for both. This simplifies the experience for donors when they've reached the form from a charity's Ways to Give page.



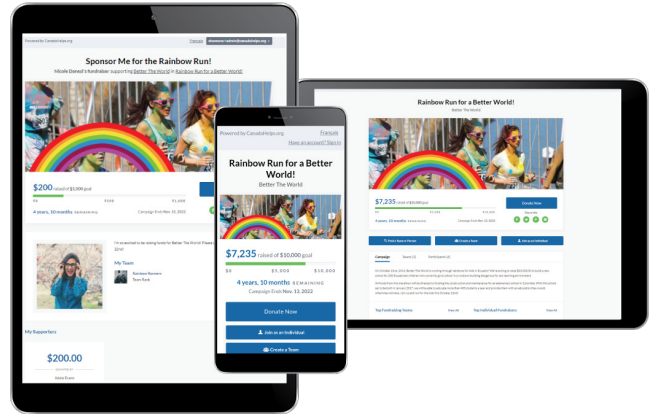
New features charities need: We added a number of new features to these forms to enable charity success, including the ability to add offline donations to a fundraising total; offering forms that don't issue tax receipts for transactions that aren't eligible for a receipt; and enabling charities to request additional information from donors that supports ongoing donor stewardship. The regular addition or improvement of features in our core tools based on changing technology, best practices, and charity needs is one of the key ways we help all charities, no matter their resources or skill level, be more successful in their online fundraising.

"We achieved about a 30% increase year-over-year in donations within the same time period. I would definitely say the Customizable Donation Form has contributed to that success. It's allowed us to track to a very specific, individual initiative-level, providing insight into performance based on activities that we're doing across various channels."

— Rachel Lancaster, Director of Marketing & Fundraising, Amref Health Africa

Enhanced Peer-to-Peer Fundraising: Simple, Intuitive, and Effective

This year we invested heavily in our P2P solution, focusing on ways to increase participation and grow donations — all without requiring any additional effort by charities.



Quick and simple setup and management for charities.

Running a P2P campaign can be complex, especially with a large number of participants. We believe we now offer the most simple and intuitive sign-up flow that includes advanced customization options available to charities today. Setting up a campaign is fast and easy, and we give charities the power to ask participants questions, control the branding of their event, and set goals and message templates.

Ready to go participant pages. Charities can now provide ready-to-go participant page images and messaging so both experienced and brand new fundraisers can start their campaigns out strong, with minimal effort. When participants are ready, they can update the content to better tell their personal fundraising story. We also added tips for participants in their accounts for fundraising success.

An even better donor experience. Donors with CanadaHelps accounts now benefit from rapid checkout when giving to a P2P campaign. Our improved social sharing capabilities, including easy-to-find buttons, right-sized images, and shorter URLs, make it simple for supporters to spread the word and further drive donations. Perhaps most importantly, we enhanced the design and user experience on desktop, tablets, and phones, so donors remain engaged long enough to complete a donation.

More powerful engagement and insights for charities:

Charities can now add offline donations to their fundraising progress so it's easy to share total campaign results with participants and prospective donors — something we know is key to campaign success. We also improved email tools for engaging supporters and donors, and improved reports that put the information needed for ensuring a successful campaign at a charity's fingertips.

Our first Fred's Walk using CanadaHelps' P2P tool was a huge success. Our goal was \$50,000 and we surpassed that by almost \$25,000! The CanadaHelps P2P tool allowed us to spend a lot more time with Team Captains and participants, and focus on the actual experience of the walk versus having to help people register, issuing tax receipts, or dealing with a lot of cash."

— Katy Scherer, Volunteer and Events Coordinator, Fred Victor



885 charities

have raised \$12 million using
P2P since 2015



Used by 7%

more charities
this year



35% more

dollars raised
this year

Donor Favourites

Many donors come back to our site frequently to give, while others prefer to group their giving to key times of year. For any giving strategy, we wanted to make it as easy as possible for donors to find and donate to their favourite charities quickly and easily, so we rebuilt this classic functionality within the CanadaHelps donor accounts.



It's now quick and easy for donors to search for and give to charities right from the Favourites page in their account, and charities are automatically added to the Favourites list (but can be hidden) when a gift is made — ensuring ease of use for donors and an increased likelihood that charities will receive a repeat gift from the same donor within the same calendar year.

Raising the Bar Through Education



2

webinars for
Canadian donors



14

capacity-building
webinars for
charities



4500

downloads of our
10 online fundraising
white papers



8800

registrants to our
free webinars for
charities

For the first time this year, we offered two webinars for donors, reaching 340 people. The first, in partnership with an Ottawa-based charity, focused on the important work of Reconciliation with Indigenous Peoples. The second was a webinar on donating Securities, building awareness for this important way to give and the extra benefits available to the donor and recipient charity.

KEY INITIATIVES:

Supporting the Charitable Sector

Essential Charitable Sector Data

In March of 2015, CanadaHelps was awarded a *Province-Wide* grant from the Ontario Trillium Foundation, an Agency of the Government of Ontario. This three-year grant enabled CanadaHelps to develop tools, information dashboards, and an annual report to engage donors and also provide charitable organizations with research and analysis into giving practices.

- In the first phase of the project, we launched essential dashboards and benchmarking reports for charities that provided insights on the online fundraising metrics, and comparisons to other charities overall and within the same charitable category.
- In the second phase, we used advanced analytics to launch two charity discovery tools for donors: Personalized Discovery, recommending similar charities to donors based on charity characteristics and donors' recent charity searches, and Popular Now, based on recently and frequently made gifts on CanadaHelps. This year, we further enhanced these discovery tools by adding a quick donation option to the widgets throughout our site.

➤ Phase 3: 2017 – 2018

The third and final phase of this project was the most ambitious, and contributed to data access and knowledge for donors, charities, and the Canadian public.



Donor Dashboards:

Found within CanadaHelps' donor accounts, this innovative tool engages Canadians with their charitable giving with benchmark reports of how other Canadians give (at the City, Province, and Country level), their history of giving, and insights into which charitable categories receive the most gifts.



The Giving Report and accompanying microsite: This year, we launched our first annual report on giving in Canada. The data-driven report provides an interactive site and a comprehensive, downloadable report to help Canadians understand the charitable sector and its impact on Canada. We wanted to help people appreciate the enormous role charities play in their lives and the lives of their families, and inspire people to engage more, give more, and generally be more interested in the future of charities in Canada. The Giving Report will become an annual event each year with a different angle, aimed at solidifying and further building our thought leadership within the sector and the public. The Giving Report met an unmet need for easier access to key charitable giving insights, garnering 109 media stories and more than 37 million media impressions; it was downloaded by Canadians more than 1500 times.



Data Literacy: We hosted a series of well-attended Data Literacy workshops and webinars for charities in Ontario and across Canada. These workshops were created to help charities increase their data literacy and skills to support their Fundraising and Impact initiatives, including setting the right goals, measuring success, and using data to meet fundraising objectives. 182 people attended live Data Literacy Workshops across Ontario as part of our larger data project, and 557 accessed the educational videos and materials for these workshops online.

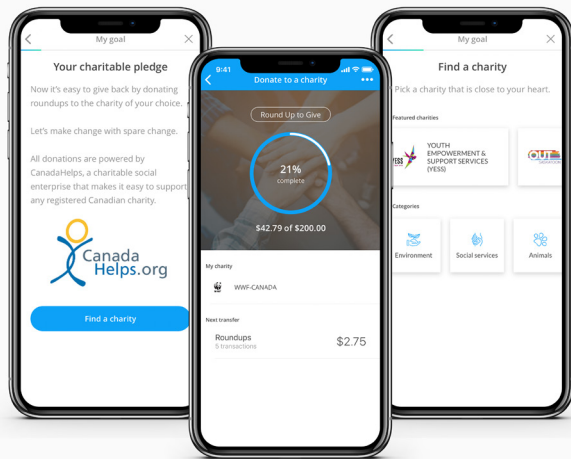
"I am inspired and hope my superiors will also be energized to be better in this area. This was extremely helpful and way more in-depth and informative than I thought it would be."

— Workshop participant

Partnerships

CanadaHelps remains a highly sought-after partner for a broad-range of companies and technology platforms looking to integrate online giving into what they do. We continued our relationships with longstanding partners YourCause, which offers employee giving solutions to major corporations across North America; Specialty Web Design, which powers In Memoriam giving for 60 funeral homes across Atlantic Canada; employee giving for Salesforce employees; and powering Blackbaud's employee giving platform in Canada.

Partners choose CanadaHelps because of its track record in the charitable sector in Canada for the last 18 years, its efficient and innovative technology solutions and processes that ensure donations are quickly and accurately disbursed to charities and donors are promptly receipted. These partnerships open up new giving channels for every charity, making sure that all charities — big and small — can be found and benefit from our one partnership, all charities approach; our partnerships also open up new ways for Canadians to give that they might not have previously considered.



In May 2018, CanadaHelps launched its newest technology partnership, Round Up to Give, with Mylo Financial Technologies. Mylo's innovative technology makes it possible for users to donate their digital spare change directly from their smartphones. With Round Up to Give, powered by CanadaHelps, every time a Mylo user makes a purchase with a linked credit or debit card, Mylo rounds up the transaction to the nearest dollar and donates the spare change to the user's pre-selected charity. All donations are processed and receipted by CanadaHelps, giving Mylo users' access to every Canadian charity in one turn-key solution.

The Mylo-CanadaHelps collaboration uses technology to make it easier for Canadians to incorporate charitable giving into their lives, while providing charities with a platform to attract a generation of donors that is looking for a different way to give. Round Up to Give introduces giving to a new and engaged group of tech-savvy donors, consistent with CanadaHelps' desire to encourage Canadians to give online, wherever and whenever they would like.

Early results are very encouraging: 72 charities — big and small, national and local, across every cause — received donations through Round Up to Give in the first two months of the partnership (from the launch to the end of our fiscal year). We look forward to the growing impact of this innovative partnership, supporting charities from coast to coast.

GIVINGTUESDAY

2017 HIGHLIGHTS

The opening day of the giving season

5 YEARS OF AWESOME

Bigger, smarter, better giving!

6,000+

charities and businesses participated



6+ MILLION CANADIANS DO GOOD STUFF

GLOBAL CELEBRATION



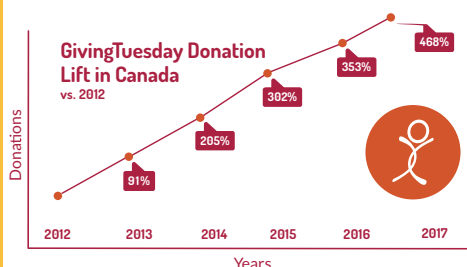
150 countries

21.7 billion Twitter impressions

274 million raised online in USA

54% increase new monthly donation versus 2016 on CanadaHelps

IMPACT ON DONATIONS



ONLINE & SOCIAL MEDIA PHENOMENON

#GivingTuesdayCA
#GivingTuesday
#MardiJeDonne

51K MENTIONS
96M IMPRESSIONS

#s trended all day on Nov. 28th

GIVING MORE THAN \$



157 blood donations in Waterloo Region



1,460 hugs for charity in Halifax



A mountain of toys donated to kids in need in Langley



4,707 lbs of food donated in Kitchener



40 developers made social good apps in Calgary



10 bird nest boxes built in Stanley Park, Vancouver



1 truck filled with food & toys in Sherwood Park, Alberta



9,850 giving pledges made on CanadaHelps



13 small businesses gave back in St. Marys, Ontario



1,650 poutines sold for charity in Victoria

43 COMMUNITY MOVEMENTS



Mayoral proclamations from coast to coast

BUSINESSES ENGAGED

Large corporations and small businesses had matching and other innovative programs to help employees and customers engage in giving



Great Canadian GIVING CHALLENGE

2018 HIGHLIGHTS

\$11,564,148

DONATED IN JUNE 2018

(AKA NUMBER OF CONTEST BALLOTS)

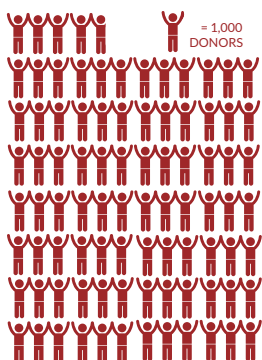
Congratulations to **Truth for Teens** for winning the 2018 Great Canadian Giving Challenge!



89,899

DONORS IN 2018

16% INCREASE FROM 2017



16%
DONATION INCREASE FROM 2017



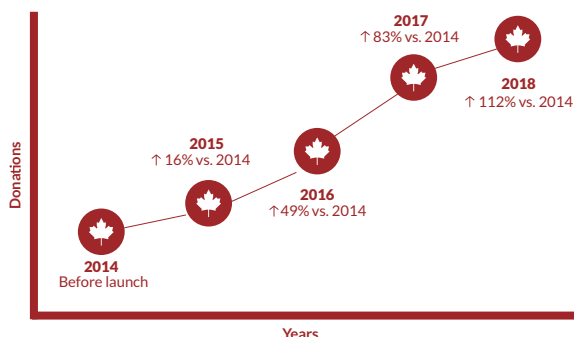
96,490
NUMBER OF DONATIONS



11,017
QUALIFYING CHARITIES

10% INCREASE FROM 2017

The Great Canadian Giving Challenge LIFTS June Giving!



KEY INITIATIVES:

Organizational Success



Charity and Donor Support Services

Offering high-quality, bilingual, charity and donor-centric support to our charities and donors is one of the ways that CanadaHelps remains mission-driven and committed to increasing charitable giving in Canada. This year, we expanded our support team to include an experienced customer service manager who brought best-practices from much larger organizations, and helped ensure our passionate team members had the tools and skills they needed to best serve our thousands of charities and donors. We invested in skills training for the full team, as well as improving both our phone system and our internal processes. During the busy holiday giving season, we expanded our customer support hours, offering evening and Saturday support for the first time. The team also began proactive outbound calling to charities when our inbound call volumes were lower to help our charity partners better use our existing tools and raise more for their causes at no extra cost.

Help Portal

Both donors and charities now have access to an in-depth and easily searchable Help Portal which allows them to find answers quickly, anytime of day. This also improves our organizational efficiency, diverting easy to answer questions to allow our team to spend more time with charities and donors who need higher-level support.

[VIEW HELP PORTAL](#)



1400 more charities
from across Canada chose to
partner with CanadaHelps for their
fundraising needs.

Charity Engagement

In the last fiscal year, 1400 more charities from across Canada chose to partner with CanadaHelps for their fundraising needs. Our Charity Engagement team is a critical part of CanadaHelps' success, and the success of our charity partners. The team continued to connect with charities of all sizes across the country, speaking at conferences, industry events, and to associations of charities. They also speak each day directly to charities to understand their needs, demonstrate the benefits of CanadaHelps' platform, and help charities set up and better use our full suite of fundraising tools.

At the end of the fiscal year, we began to expand the team further so we can better serve the sector. The team will continue to grow into the next fiscal year, knowing that the greatest opportunity for CanadaHelps and the best thing for the small to medium-sized charities in Canada is setting more charities up to use our effective and affordable tools and education.

CHALLENGES & OPPORTUNITIES:

The Changing World Around Us

In the quickly-changing, digital world, CanadaHelps is more relevant than ever.

Online giving continues to grow, and is on the way to becoming a dominant method of giving. When CanadaHelps was launched in 2000, our founders saw where the world was going and wanted to take charities there along with them. The digital world has changed rapidly since then, but our desire to ensure charities aren't left behind has not changed.

Today, we are seeing huge shifts in Canada's demographics, and the way younger Canadians give is very different than that of previous generations. Personal crowdfunding is on the rise. More and more, technology is perceived as a solution to social problems, but newer and emerging business models for these solutions often exclude charities. Donors want to see impact, bold problem solving, and want their money to go directly to projects and not to the organizational capacity behind the project.

The world and the charitable space continue to be changed and disrupted by technology and new technology providers that are attempting to offer solutions to social problems. There is a big trend in corporate marketing strategy to define organizations, for external and internal branding purposes as well as to appeal to increasingly millennial workforce, in terms of a corporation's "social mission". In the new era, corporations often adopt a "do-it-alone" attitude, but with poor understanding of the real issues or root causes of a social problem. It's certainly becoming a lot more challenging for consumers and donors to discern which corporate activities are having a true social impact versus those that are corporate spin. It's hard to know how all this will eventually pan out, but it's safe to say that charities need to be better at making their case for support and their continued relevance, and at being adept at engaging donors using digital tools and technology.

It is in the context of these changes that CanadaHelps is more relevant than ever, as a technology provider and as an independent charity. Our website for donors continues to offer a convenient, safe and trusted, one stop destination for donating to, fundraising for, or learning about any charity in Canada. For charities, the effective and affordable fundraising technology, and the free training and education we provide helps ensure that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age. Our giving destination for donors, our tools for charities, and our support services for both are bilingual and truly Canada-wide.

We are here to steadfastly help ensure all charities, and especially the smaller ones that are providing essential services to millions of Canadians, will survive and thrive in the new digital world. We see charities' ability to adapt to this new world as an urgent and critical issue. Smaller charities are especially under-served by commercial providers of fundraising tools as these companies tend to view them as "unprofitable".



We're responding to these challenges by focusing on some key areas:



Optimizing our core technology, including our infrastructure, and ensuring that we are building the fundraising tools that charities need now and will need in the future. We're also continually optimizing our website and charity tools to make the donor experience easy and informative. Next year we will round out our tools for charities by launching an affordable, integrated, right-sized CRM for our charity partners.



Creating high-quality education for charities to help them strengthen their own fundraising and operations, and become more effective operating in a digital world.



Ensuring charities know about all our tools and driving higher adoption of our offerings through continuing to build strong relationships, outreach, and education.



Keeping pace with changing donor interests and expectations, and evolving our platform along with the changes.



Thought leadership and advocacy on the importance of smaller charities and building capacity in the entire charitable sector. We know smaller charities better than anyone and we understand deeply their unique challenges in the current era of fast moving shifts and disruptions. We'll continue to build on our existing activities to educate and inform Canadians about charities and their importance in the sector through our CEO's writing and public speaking engagements, and other initiatives we lead, including GivingTuesday Canada and The Great Canadian Giving Challenge. We will continue to bring the voice of smaller charities to important sector consultations, such as the annual Day on the Hill initiative, where sector leaders meet with Federal politicians, the recent Senate Committee on the Charitable Sector, and through participation in Canada Revenue Agency's Technical Issues Working Group.

In the same spirit of our founding, we must continue to do work that brings real value to the charitable sector, and helps support and elevate charities. To truly build exceptional fundraising technology for small charities that is simple, affordable, and effective, we need to do lots of thinking, innovating, and acting with ingenuity so we can bring best-practices to charities that don't have access to them. This allows charities to build their own sustainability and strength in the digital economy.

As we near the significant milestone of \$1 billion in donations processed, which we expect to reach early in the next fiscal year, we know there is still great need for the work that we do. When donors and charities choose to use our platform for donations and fundraising, or use many of the tools and services we've built, they are — through modest transaction fees — supporting the entire charitable space by enabling access to critical technology infrastructure that enables the capacity of all charities to continue to be there for the Canadians they serve now, and in the future.

FINANCIAL REPORT



**\$158
MILLION**
in donations



**\$4.5M
RAISED**
through our Ticketed
Events platform



**16%
MORE**
transactions YOY



**150% YOY
INCREASE**

in average donations for smaller
charities, resulting in \$18M more
dollars for the sector

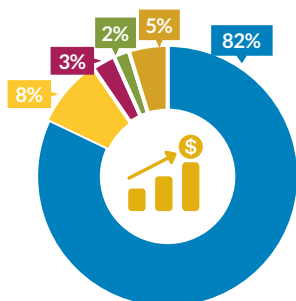
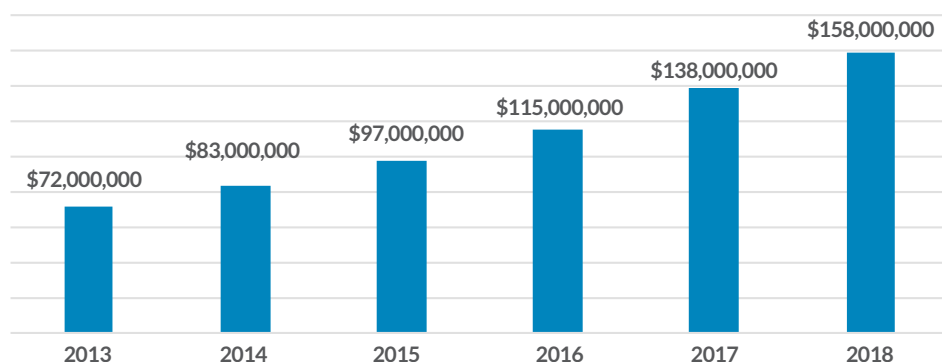


**30% INCREASE
IN GIFTS**

to CanadaHelps for our
charitable work

5,760 charities received donations of less than \$10,000 through CanadaHelps in the 2016 – 2017 fiscal year. Looking at the same group in 2017 – 2018, the average donation amount of those same charities increased by 150% from \$2,100 to \$5,300

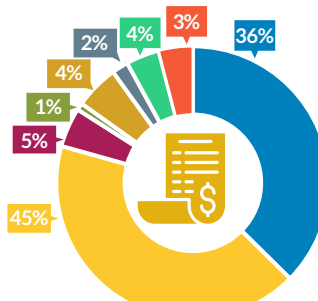
CANADAHHELPS DONATIONS 2013 – 2018



Revenue

- Net donation transaction fees
- Donations to CanadaHelps
- Event transaction fees
- Ontario Trillium Foundation Grant
- Other income

Note: Net donation transaction fees represent donations of cash and securities less donations to charities.



Expenses

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



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

THANK YOU

to Our Supporters, Funders & Partners



Thank You to Our Supporters

Thank you to the 65,000 Canadians who believed in the mission of CanadaHelps and contributed to our success this year. 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 \$934 million dollars for charitable work in Canada since our launch. 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 & 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 provide broad strategic oversight to ensure that all of our resources are used in pursuit of the organization's mission and mandate. The Directors are experts in their respective fields, drawn from both the public and private sectors. They receive no financial compensation, and serve on one of two standing committees. The Board and each committee meet quarterly for a total of 13 meetings each year.

- **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.
- **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.

Board & Committee Members as of June 30, 2018:

Sue Tomney - Chair of the Board

Chief Executive Officer, YWCA Calgary

Ruth MacKenzie – Vice Chair and Secretary

President & CEO, Canadian Association of Gift Planners

Deryck Williams - Treasurer, Chair of the Finance & Audit Committee

Partner, Grant Thornton LLP

Hershel Harris - Chair of the Governance Committee

Impact Team Advisor, Georgian Partners

Denise Baker

Former Executive Director, The Vantage Point

Anita Ferrari

Former Partner, Grant Thornton LLP

Karim Harji

Co-founder, Purpose Capital

Andrew Heintzman

Managing Partner, InvestEco

Alan Middleton

Distinguished Adjunct Professor, Schulich School of Business & Executive Director, Schulich Executive Education Centre

Sarah Morgenstern

Director, Business Development, Cubane Consulting

LEADERSHIP TEAM & ADVISORY COUNCIL

Staff & Leadership as of June 30, 2018

CanadaHelps is a team of 35 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

Shannon Craig, Chief Marketing & Product Officer

Mike Stairs, Chief Technology Officer

Paul Nazareth, VP Community Engagement

Advisory Council

The CanadaHelps Advisory Council is composed of 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 deeply indebted for their support and the invaluable gifts of their time and knowledge.

Michael Bradley, Managing Director, NorthCard

Matthew Choi, Associate Professor McMaster University, Pediatric Surgeon, McMaster Children's Hospital, and Co-founder of CanadaHelps

Wayne C. Fox, Managing Partner and Chairman, Cygnus Investment Partners Inc.

Patrick Johnston, Philanthropic Advisor, Borealis Advisors

Bill Kerr, Director, benefiexpress

Ryan Little, Global Business Development Manager, Impact Hub, and Co-founder of CanadaHelps

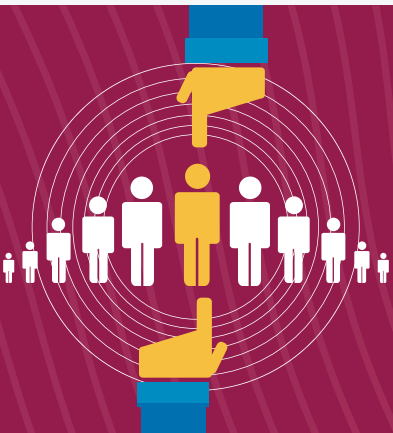
Joan McCalla, Former Distinguished Fellow, Internet Business Solutions Group of Cisco Systems

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

Jesse Rasch, Founder and Managing Director, Hedgewood

Sean Van Doorselaer, CEO, Lind Equipment

Alec Zimmerman, Former Partner, Borden, Ladner, Gervais LLP



A Note on Staff 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 organizations as a guideline for our compensation packages.








CanadaHelps

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-  youtube.com/canadahelps
-  instagram.com/canadahelps

Charitable Registration Number:

896568417RR0001