

20 YEARS

OF DIGITAL LEADERSHIP IN
THE CHARITABLE SECTOR

2019-2020 Annual Impact Report



2 0 Y E A R S



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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.





MESSAGE FROM OUR CEO AND BOARD CHAIR

The past year has been the most challenging in recent memory for the charitable sector. The COVID-19 pandemic has decimated fundraising, along with the personal finances of millions of Canadians. On top of the loss of fundraising revenue, many charities were forced into a complete shift to digital operations while at the same time experiencing an increased demand for services.

It's also been one of the most important years so far in terms of CanadaHelps' charitable mission. We've witnessed incredible struggle and incredible resilience within charities this year, and we're grateful that CanadaHelps could be there for the more than 23,000 charities that rely on our fundraising tools. Our 20-year history in the charitable sector, and the investments we've made into infrastructure, staffing, and software were the foundation for supporting charities during this crisis. It meant that our team was able to onboard nearly 2,400 new charities this year, more than 50% of them since the pandemic was declared in early March. Our dedicated team helped charities set up online tools (the first time for some of them), and helped them transition their fundraising to a fully online model through individual support or digital training materials. Our team acted quickly to produce new educational resources for charities.

We enabled donors to respond to global events with the launch of Cause Funds – with two funds related to COVID-19, and a third in support of Black Canadian-focused charities after a wave of protests around the world. These funds were extremely popular with a range of large and small businesses, as well as individual Canadians looking for a way to help in these times of crisis. Each fund received a \$1 million matching donation to inspire giving and amplify impact. CanadaHelps is committed to supporting all charities and causes in Canada; however, we also know there are some pressing social issues that struggle for needed support for which we can provide additional leadership. We introduced our first curated Cause Fund in support of Indigenous communities with the Indigenous Culture and Language

Resurgence Fund. Next year, a second fund supporting Indigenous-led charities will be launched.

CanadaHelps also introduced its own Donor Management System (DMS), an easy-to-use, affordable, all-in-one solution designed to help charities better track and understand their donors, make informed decisions, and cultivate relationships. Donor management systems are a critical piece of fundraising infrastructure, but our prior research found that over 70% of charities were using only the most rudimentary tools. For the charities that did have a DMS, many found them to be complicated and costly, with little support available. We knew we could do better, and have dedicated three years developing a product specifically built for smaller organizations, with seamless integration to charities' CanadaHelps giving data.

Cause Funds and the CanadaHelps DMS were two significant advancements for the good of the sector this year, but we also continued to grow and optimize our core fundraising tools for charities, engage new donors in charitable giving, and provide high-quality, free education charities.

It is widely recognized that investing in a digital future is no longer a nice to have for charities; it is critical for their survival. During this year of immense disruption, what became abundantly clear is the important role we play in the Canadian charitable sector, and our immense value as a trusted place for both charities and donors to turn. Through hard work, and countless hours invested, CanadaHelps is supporting donors and charities through this crisis, to ensure they can continue to serve Canadians and rebuild our communities.



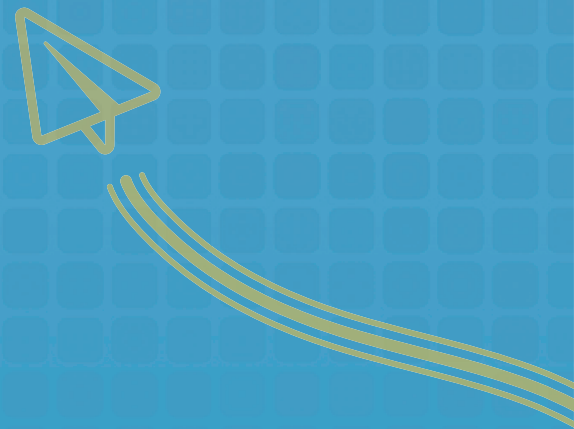
Marina Glogovac
President & CEO



Ruth MacKenzie
Board Chair

IMPACT HIGHLIGHTS

JULY 2019 - JUNE 30, 2020



\$301M

TOTAL DONATIONS

27,234

CHARITIES RECEIVED DONATIONS

72% MORE

CHARITIES USE
OUR TOOLS

794K

DONORS, +65% YOY

51% MORE

RAISED THROUGH
FUNDRAISING PAGES

11,341

CHARITIES RECEIVED
MONTHLY GIFTS

\$16M

SECURITES DONATIONS,
+36% YOY

\$5.41M

CAUSE FUNDS DONATIONS

18% MORE

CHARITIES RAN
PEER-TO-PEER
CAMPAIGNS

10%

OF P2P CAMPAIGNS
EXCEEDED THEIR GOALS
(AVERAGE +34%)

31% MORE

TICKETED EVENTS
PRE-COVID

KEY INITIATIVES

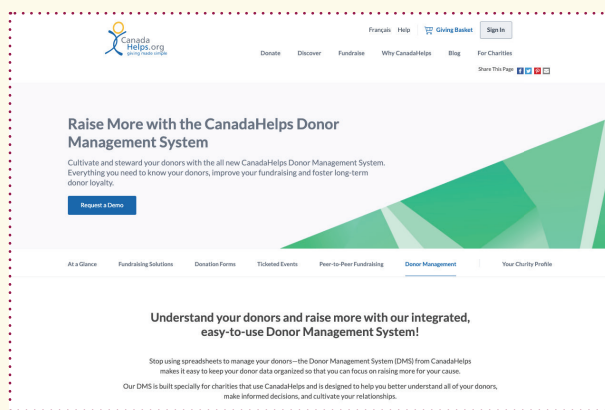
A DONOR MANAGEMENT SYSTEM FOR THE SECTOR

CanadaHelps launched its own Donor Management System (DMS) at the end of this year, custom-built for charities that use CanadaHelps' fundraising tools. It is designed to help charities of every size easily organize their donor data so they can better understand their supporters, make informed decisions, and cultivate donor relationships.

Less time sorting through spreadsheets = more money raised and more time for our charity partners to execute on their missions.

From the beginning, we've known that this is a very important tool for the sector, especially with the pre-set integration of CanadaHelps' data. Post-COVID, effective fundraising will be needed more than ever and this tool will help charities do that.

WHAT DMS USERS ARE SAYING



“The new CanadaHelps DMS has allowed us to organize and manage our donor data, as well as track opportunities in ways we couldn’t before – it’s intuitive, simple, yet powerful. And the whole onboarding process, communication and support from the CanadaHelps team has been amazing!”

Alistair Jackson, VP Development
Canada Institute of Linguistics

What makes the CanadaHelps DMS so powerful?

- Data integration with CanadaHelps' affordable and powerful tools – cuts down on the admin time
- Ability to import historical and offline data for a complete view of the donor
- Cloud-based tool to give charities access to donor data at any time
- Canadian data storage
- Designed with smaller charities in mind, featuring a simple interface, standard and custom reports, integration with marketing email software, all data in one location (online/offline)
- It is scalable as the organization's fundraising program grows
- Client Support: online, email, phone, Help Wizard, and video tutorials



[Explore New Charity Resources online:
DMS Whitepapers](#)

KEY INITIATIVES

COVID-19 RESPONSE

COVID-19 restrictions forced the world to switch to digital almost overnight. In addition to urgently learning how to operate online, many charities had to learn to fundraise online. For example, previously many places of worship relied on in-person fundraising during services; after they were forced to close their physical locations, they had to figure out how to offer online giving to their constituents for the first time.

WHAT CHARITIES ARE SAYING

“CanadaHelps is really a godsend now that we aren’t having church services.”

Bill Hall, Grace Communion International Canada

We saw this in the spike in charities signing up with CanadaHelps. 72% more charities registered to use CanadaHelps’ fundraising tools this year than the year before, but of those, more than 1200 charities did so between March and the end of June 2020. We offer charities a barrier-free entry into online fundraising so they were able to start using our tools immediately. In addition, our team was able to help charities set up their new tools, or try out new tools and approaches as charities adjusted their fundraising strategies.

We also produced a number of highly-utilized, free educational resources. Our team quickly mobilized to produce eight webinars on urgent topics charities were struggling with, including Fundraising During Uncertain Times, and Online Fundraising for a Virtual World. These eight webinars in the two months after the pandemic was declared had more than 11,000 registrants.

PARTNERSHIPS PROMOTING CHARITABLE GIVING

The third area we focused on in response to COVID-19 was public Engagement through Cause Funds ([Page 8](#)) and partnerships with high profile fundraising events.

"ANGELS"
A SONG FOR HEALTHCARE WORKERS & MUSICIANS

WE'RE ALL IN THIS TOGETHER

"Angels" is a true collaboration by the Canadian music community. It's a call to action, and a loving thank you message-- a "give back" to Canadian healthcare workers. It's also intended to be a leg up for Canadian musicians whose lives and/or health have been affected by COVID-19. 100% of proceeds will go to the Canada Helps COVID-19 Fund and The Unison Restaurant Fund for Musicians. Please donate today if you can, and look for the single on all digital platforms in the coming days.

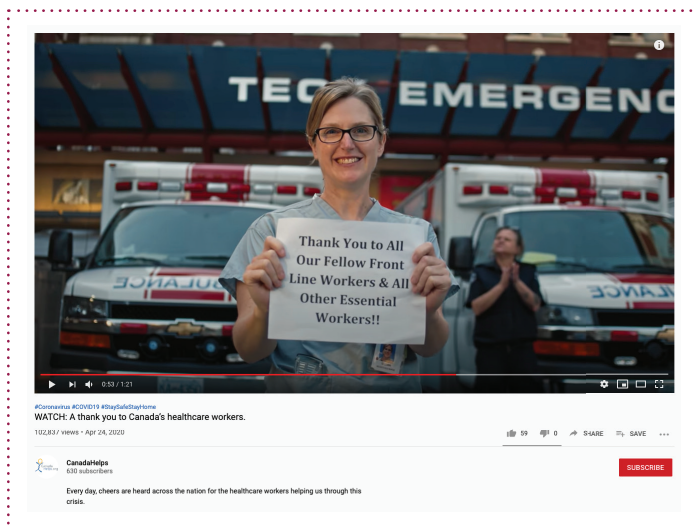
DONATE

unison
CanadaHelps.org

A collective of Canadian musicians and music producers created their own thank you to healthcare workers with their song “Angels”. 50% of the royalties were earmarked to be donated to our COVID-19 Healthcare & Hospital Cause Fund.

“Your team and CanadaHelps has been a great service for us and your help, concern and attention are second to none – it should be the industry standard.”

Nathan Clinansmith, Manager,
Digital Marketing & Services, St. Mary’s Hospital
Foundation | Fondation de l’hôpital St. Mary

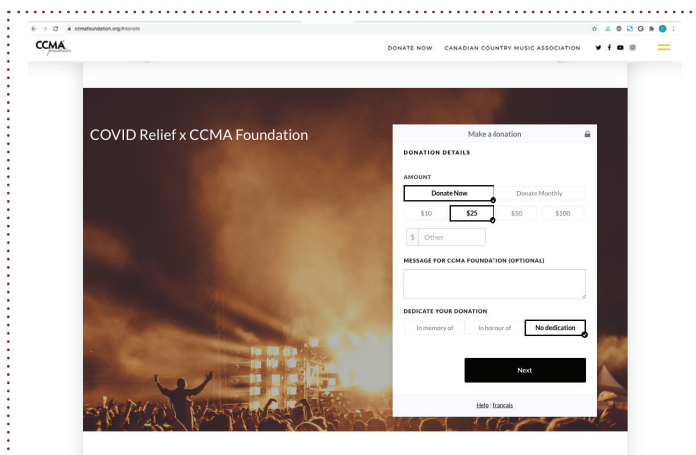


The Heartbeat Video was made by a collective of filmmakers as a thank you to frontline healthcare workers. The group gave the powerful video to CanadaHelps to promote the COVID-19 Healthcare & Hospital Fund, and it was viewed more than 193,000 times by the end of May.

try music. The concert series featured country music stars Shania Twain, Luke Combs, Lady A, Morgan Wallen and Jordan Davis. Online donations were powered by CanadaHelps.

"I just wanted to share that the West Park Healthcare Centre Foundation has received a few disbursements to date from CanadaHelps for the COVID-19 campaign. As a small charity, this is great news for us and we are very, very appreciative of being part of the various CanadaHelps initiatives to raise funds for those organizations on the frontlines of COVID-19!"

Jacqueline Cooper, Vice President,
Development, West Park Healthcare Centre
Foundation



The Canadian Country Music Association hosted Canada Together: In Concert, an unprecedented five-night broadcast featuring intimate performances and exclusive conversations with 20 of the biggest names in coun-

CanadaHelps was the Canadian partner for the full day, celeb-packed "One World: Together At Home" from Global Citizen. The goal of the event was to support frontline health workers and the World Health Organization.





In LiveMedAid, the scientific community came together for a first-of-its-kind, live-streamed event in support of Doctors Without Borders / MSF and front-line health-care workers in the global fight against COVID-19. Donations from Canada were powered by CanadaHelps.

“Will you please pass on to the whole CanadaHelps team how much we appreciate the mobilization around COVID-19. We’ve been recipients of your Community Care Fund and have really appreciated the additional income at such a difficult time for vulnerable people in our community. The donations from the COVID-19 Community Care Fund helped us provide 9,200 takeout meals during the first few months of COVID-19! Thanks to the whole team!!”

Anne-Marie McElrone, Director of Partnerships & Fundraising
The North Grove (formerly Dartmouth Family Centre)

LIVEMEDAID

HOME DONATE WIN ABOUT GUESTS PARTNERS

DONATE

Online donations go to Doctors Without Borders / MSF and you will receive a tax receipt (Americans and Canadians only but we love you all). Please select your location below. Default is the United States Send questions to info@livemedaid.com

UNITED STATES

CANADA

INTERNATIONAL

DONATION DETAILS

MAKE YOUR DONATION

\$25

\$50

\$75

Other

You can also make a monthly donation

DONOR & TAX RECEIPT INFORMATION

EMAIL *

DONOR TYPE *

COMPANY NAME/GROUP

PERSONAL

FIRST NAME *

LAST NAME *

ADDRESS *

Address Line 1

Address Line 2

CITY

CANADA

Province

Postal Code

PHONE NUMBER

Phone number

Yes, I'd like to receive email communications from Doctors Without Borders / Médecins Sans Frontières Canada (MSF). I understand I can withdraw my consent at any time.

PAYMENT INFORMATION

SELECT PAYMENT METHOD

Credit Card

PayPal

Gift Card

CARD HOLDER NAME *

The name on the credit card

CARD NUMBER *

VISA

MasterCard

Amex

Discover

EXPIRY DATE *

Month

Year

CVN NUMBER * when a card

Complete Donation Now

By completing this donation you agree to the Terms of Service and Privacy Policy

Powered by CanadaHelps, a registered charity 894 8965441/7690001. "CanadaHelps" will appear on your statement.

100% Charitable

LIVEMEDAID is being produced by Underknown, producers of what if, the #1 science and technology show on social media. Read about where the money goes.

Contact us for partnerships and online donations: info@livemedaid.com

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KEY INITIATIVES

CAUSE FUNDS

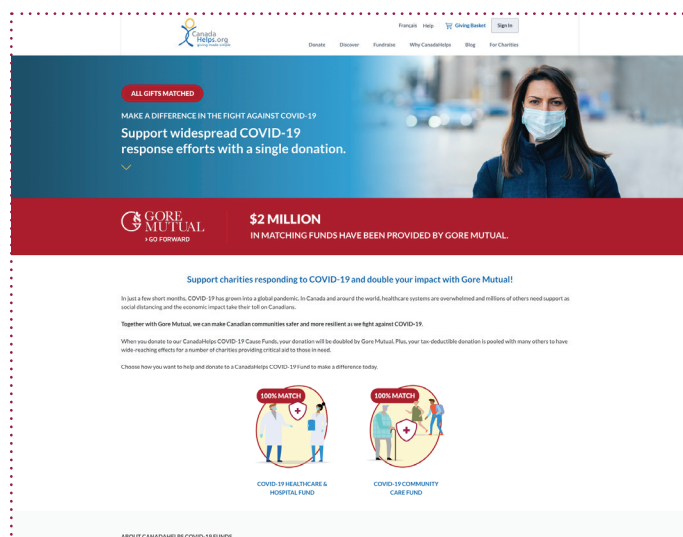
CanadaHelps soft-launched Cause and Local Funds in November 2019. These Funds had substantial success in the spring of 2020 when two new Cause Funds were launched to support COVID-19 response efforts, and a third fund was launched to benefit Black Canadians.

WHAT ARE CAUSE FUNDS?

Cause-based giving is a concept that has gained popularity in other countries, but is new to Canada. **Cause and Local Funds** by CanadaHelps are an innovative way for Canadian donors to quickly and easily support the causes they are passionate about while ensuring the gift goes to many registered charities. They are analogous to mutual funds in some ways— instead of researching and choosing just one or two individual charities to support, donors can support many charities all working towards a common cause in a single transaction. We've created these funds both algorithm-mically and through partnerships with issue experts to give donors a unique giving experience.

In addition to raising critical donations for these organizations, we aim to deepen donor engagement with the work of Canadian charities. We know from our own research in The Giving Report, and numerous other studies, that donations are declining and younger donors are not engaging in charitable giving in the same way as older generations. Research has also shown that younger people are drawn to cause-based giving. Cause Funds enable more donations to go to smaller charities, which are 91% of charities in Canada but only receive 57% of donations. We also see grow-

ing amounts of money going into crowdfunding platforms. Cause Funds provide greater transparency, authenticity, and trust throughout the giving process by ensuring that only registered Canadian charities receive donated funds.



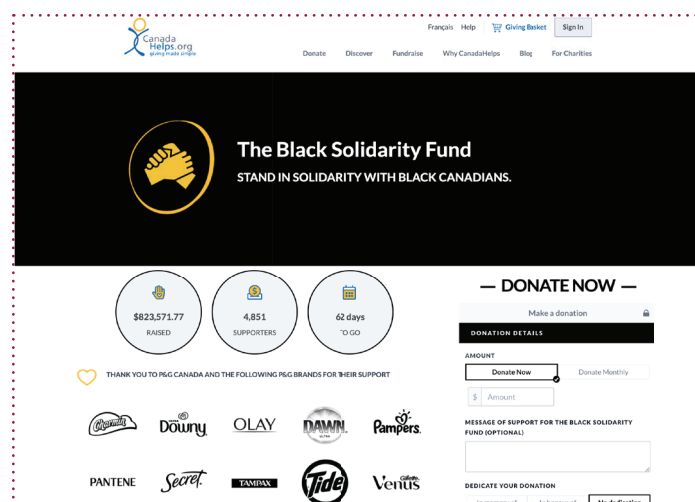
CAUSE AND LOCAL FUNDS BY CANADAHHELPS

Local Funds were the first phase of a broader Cause Funds plan. We prepared to launch more than a dozen algorithmically-created Cause Funds focusing on a number of causes popular on CanadaHelps, including animal welfare, hunger, gender violence, mental health, cancer support, and housing.

In March 2020, with the onset of the COVID-19 pandemic, we made the decision to delay the release of our general Cause Funds in favour of launching two funds for the COVID-19 crisis. The first was the COVID-19 Healthcare & Hospital Fund, which included hospitals from across the country that were raising funds directly to support a COVID-19 response. The second fund was the COVID-19 Community Care Fund, which was created to support the wide range of charities that were responding to emergent needs as a direct result of COVID-19. We knew that time was of the essence in a crisis, which is why our team pushed to launch these funds within two weeks, including gaining the partnership of Gore Mutual Foundation which offered \$2 million in matching dollars. As a complement, we also launched a way to highlight hundreds of individual fundraising campaigns from charities responding to the crisis.

We saw immediately that these funds were the right option for thousands of donors looking for a quick way to help in a crisis, as well as for the corporate and small business community from a variety of industries. Large corporations reached out to us about making a major gift to one or both of these Cause Funds, and eCommerce and brick-and-mortar businesses committed a portion of their sales to benefit the Funds. In the first


8 weeks of the COVID-19 Cause Funds, 223 corporate donations were made to these two funds.



By June 2020, protests were erupting around the world after the police killing of George Floyd in the United States. Though the topics of protest – police violence and anti-black racism – were not new issues, this was an historic moment where millions of people were spurred to take both political action, and make financial contributions to organizations supporting the Black Community. CanadaHelps created the Black Solidarity Fund to support charities across Canada focused on the advancement of Black Canadians. We partnered with P&G Canada, representing a number of their brands, to offer \$1 million in matching dollars for this Fund.

THE RESULTS: THE FIRST EIGHT WEEKS OF THREE CAUSE FUNDS

Covid-19 Healthcare & Hospital Fund by CanadaHelps	Covid-19 Community Care Fund by CanadaHelps	Black Solidarity Fund by CanadaHelps
\$ 2,446,524 raised	\$1,888,160 raised	\$1,129,701 raised
4,759 donors	3,696 donors	3,760 donors
122 corporate donors	111 corporate donors	79 corporate donors
\$19,572 raised for each of the 125 charities	\$3,776 raised for each of the 500 charities	\$19,819 raised for each of the 57 charities

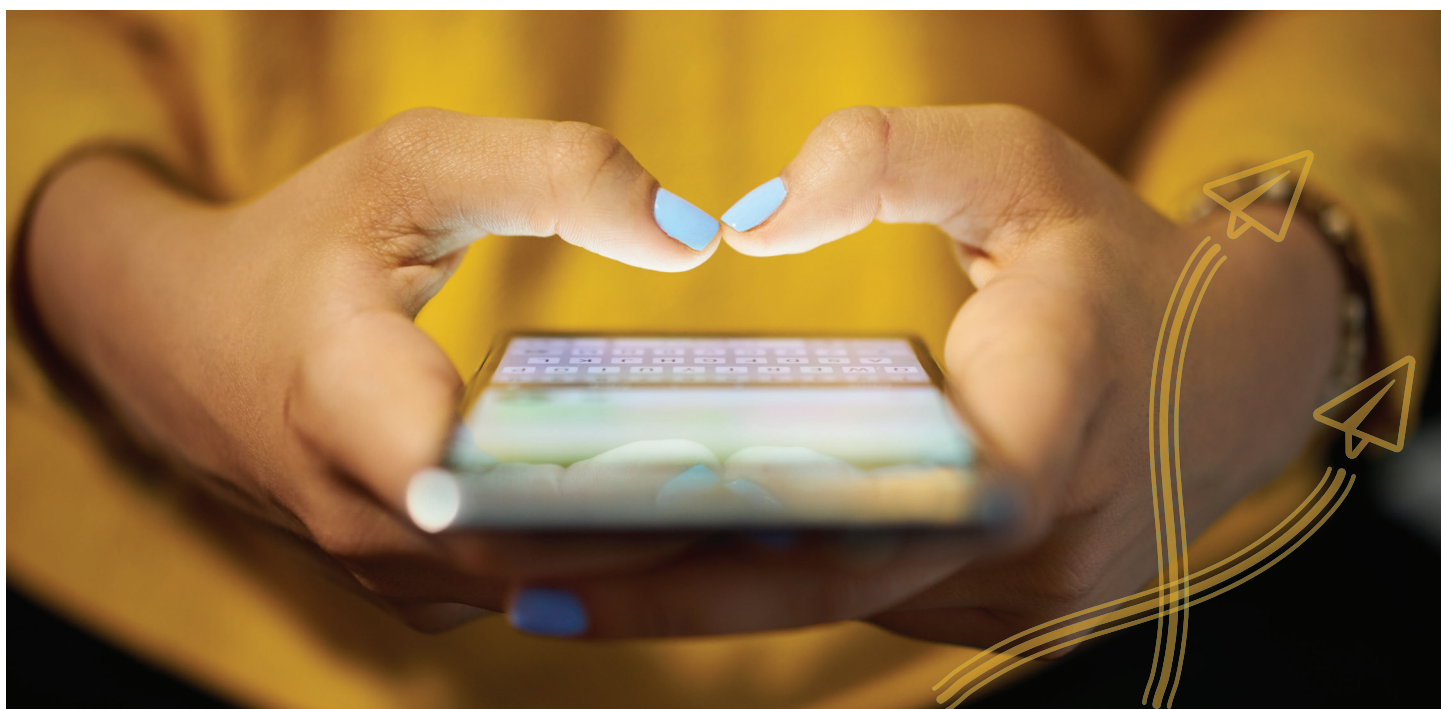


Working with Environics Analytics PRIZM data, which helps to give insight into the demographics, lifestyles and values of Canadians, we saw that these three Cause Funds attracted a higher proportion of younger, urban donors than we typically see giving through www.canadahelps.org. These “Downtown Donors” are more likely to be highly educated, young singles or couples, and more than a third identify as visible minorities. These younger donors are also likely to be highly socially conscious, which may be why, in addition to being engaged with the COVID-19 Cause Funds, more than double the baseline number of these donors gave to the Black Solidarity Fund. The Black Solidarity Fund also had the greatest number of donors relative to the Funds raised, with smaller gift sizes on average than the other two Funds.

We also saw increased giving to the two COVID-19 Funds from another segment of donors, the

“Philanthropic Families.” This segment of donors is more likely to be wealthy, highly educated, ethnically diverse, middle-aged and older families in both urban and suburban neighbourhoods. This group gave at twice the baseline rate to the two COVID-19 Funds, but only slightly more than usual to the Black Solidarity Fund.

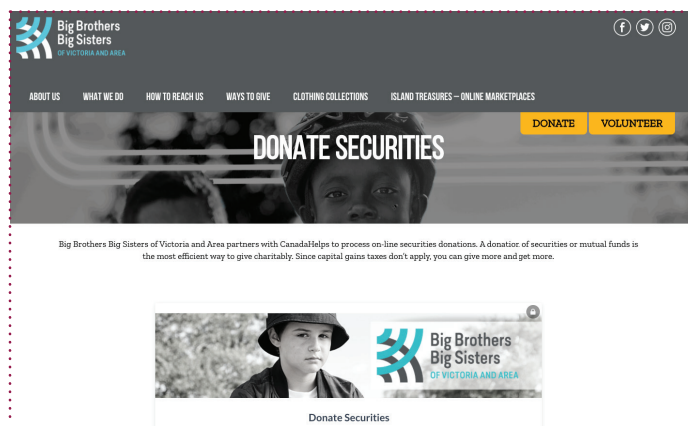
We can conclude from this data that Cause Funds are an effective tool for engaging young people, particularly when the cause resonates, but they are not only appealing to this group. Seeing the different giving patterns between these two generous groups also tells us that the cause matters. CanadaHelps has launched nearly thirty different Cause Funds so far, and this variety will give donors even more options to engage with, and will give us even more data to develop effective Cause Funds moving forward.



KEY INITIATIVES

TOOLS FOR ENABLING CHARITY SUCCESS

CUSTOMIZABLE DONATION FORMS: SECURITIES



New this year, we introduced Customizable Donation Forms to enable charities to accept donations of securities right from their website. Just like our original Customizable Donation Form, this form can be embedded right on a charity's website, and is designed with eCommerce best practices in mind.

"With our small staff team, it is important that SVP Vancouver be as streamlined as possible, operationally. CanadaHelps' securities donation forms allowed us to close our brokerage account, skip an involved tax receipting process and gave our donors a cleaner, simpler interface with no physical paperwork. We have not looked back."

Dempsey Watson,
Associate Director, Operations and Programs,
SVP Vancouver

"Prior to using the CanadaHelps Securities Donation Form, it was not an easy task to receive and process any gift of securities.... which were rare instances to begin with. By adding the CanadaHelps form to our website a year ago, we made the promotion of this donation option among our supporters so much easier. We have since received 4 separate gifts of securities through this form, with minimal processing of the donation on our end."

Brenda Ohara

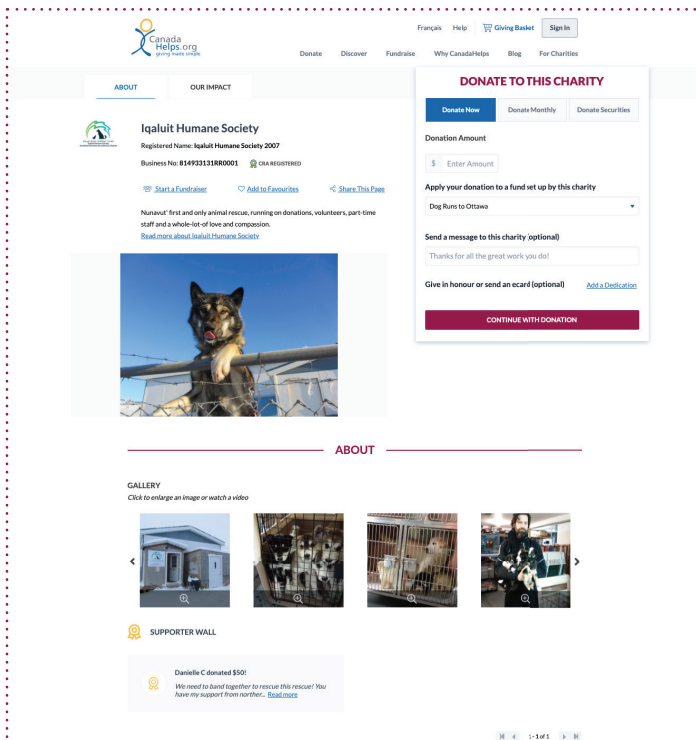
Manager, Member Support and Administration at
Canadian Hemochromatosis Society

CanadaHelps was the first to offer donations of securities to any charity in Canada, and we continue to make it easier for donors and charities to take advantage of this impactful way to give. By donating mutual funds, stocks, and other securities, donors can save on taxes while ultimately giving bigger gifts. Plus, we take care of all the work!

Nearly 93 charities implemented this new form and received a donation of securities, with an average donation amount of more than \$5000.

CONTINUALLY OPTIMIZING OUR CORE FUNDRAISING TOOLS

As always, continuing to optimize our website and all our fundraising tools for charities is our priority. This year, work included:



Making giving even easier for donors:

- updating the look & feel of the Giving Basket and introducing the ability to edit gifts right in the basket
- upgrading our payment processor, which includes the ability to automatically update expiring credit cards to avoid an inconvenient interruption in donors' scheduled giving

"The work you do to provide critical funds that allow charitable donations and support is beyond wonderful. We want to extend our heartfelt gratitude to all for your efforts. We appreciate you so much!"

Lena Bassford

Executive Director, Food4Kids Ontario

New features and streamlining work for charities:

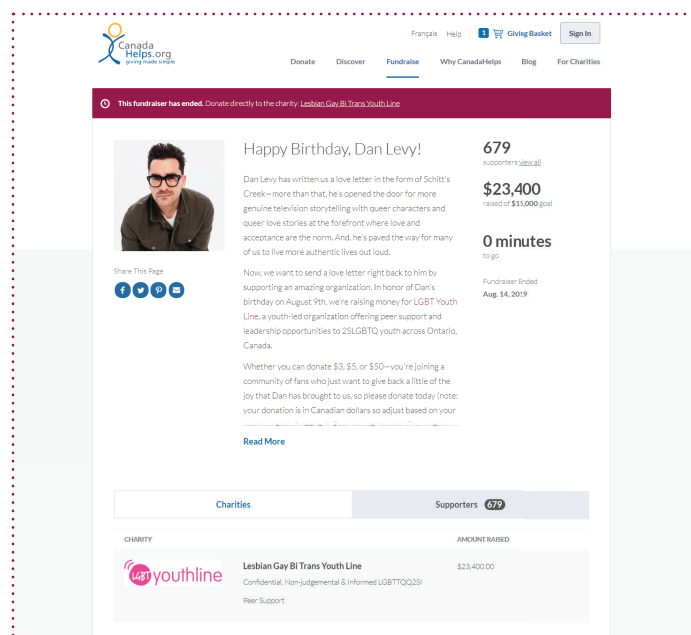
- refreshing the look and performance of the Charity Profile, including account web accessibility, to be launched early in the new fiscal year
- adding a promo code feature to our Events platform so charities have the ability to offer discounts such as early bird incentives on ticket sales
- continuing to improve our charity administration tools to make charity account administrators' work even easier

FUNDRAISING SUCCESS FROM OUR DONORS AND CHARITIES

AMBITIOUS PERSONAL FUNDRAISERS

HAPPY BIRTHDAY, DAN LEVY

Inspired by television creator and star of CBC's *Schitt's Creek*, a group of friends got together to give Dan Levy a very special birthday present. The fundraising page, titled "Happy Birthday, Dan Levy" went viral and raised more than \$23,000 for LGTB Youth Line. Dan Levy has "opened the door for more genuine television storytelling with queer characters and queer love stories at the forefront where love and acceptance are the norm." say the organizers. "And, he's paved the way for many of us to live more authentic lives out loud. Now, we want to send a love letter right back to him by supporting an amazing organization." [Read more about this Fundraiser on the Giving Life blog.](#)



Happy Birthday, Dan Levy!

Dan Levy has written us a love letter in the form of *Schitt's Creek*—more than that, he's opened the door for more genuine television storytelling with queer characters and queer love stories at the forefront where love and acceptance are the norm. And, he's paved the way for many of us to live more authentic lives out loud.

Now, we want to send a love letter right back to him by supporting an amazing organization. In honor of Dan's birthday on August 9th, we're raising money for LGTB Youth Line, a youth-led organization offering peer support and leadership opportunities to 2SLGBTQ youth across Ontario, Canada.

Whether you can donate \$3, \$5, or \$50—you're joining a community of fans who just want to give back a little of the joy that Dan has brought to us, so please donate today! (note: your donation is in Canadian dollars so adjust based on your currency)


\$23,400 raised of \$23,400 goal

679 supporters [view all](#)

0 minutes to go

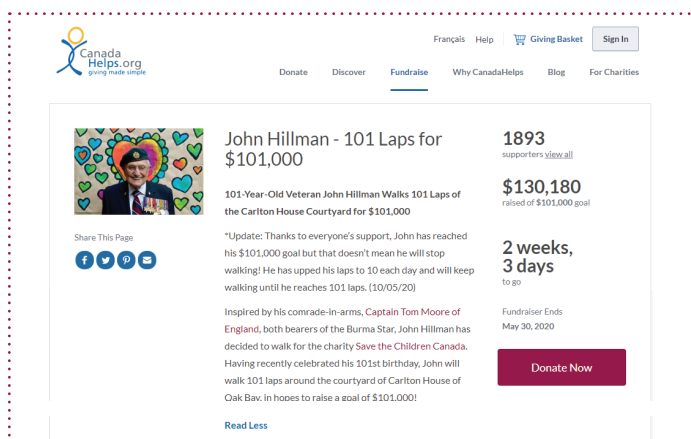
Fundraiser Ended Aug. 14, 2019

Charities

CHARITY	AMOUNT RAISED
 Lesbian Gay Bi Trans Youth Line Confidential, Non-judgmental & Informed LGBTQQ2S+ Peer Support	\$23,400.00

101 LAPS

Inspired by Captain Tom Moore of England, John Hillman of Victoria decided to celebrate his 101st birthday by walking 101 laps around the courtyard of his retirement facility. Mr. Hillman had a big goal of raising \$101,000 for Save the Children Canada, but he raised more \$166,000 instead!



John Hillman - 101 Laps for \$101,000

101-Year-Old Veteran John Hillman Walks 101 Laps of the Carlton House Courtyard for \$101,000

*Update: Thanks to everyone's support, John has reached his \$101,000 goal but that doesn't mean he will stop walking! He has upped his laps to 10 each day and will keep walking until he reaches 101 laps. (10/05/20)

Inspired by his comrade-in-arms, Captain Tom Moore of England, both bearers of the Burma Star, John Hillman has decided to walk for the charity Save the Children Canada. Having recently celebrated his 101st birthday, John will walk 101 laps around the courtyard of Carlton House of Oak Bay, in hopes to raise a goal of \$101,000!

\$130,180 raised of \$101,000 goal

1893 supporters [view all](#)

2 weeks, 3 days to go

Fundraiser Ends May 30, 2020

[Donate Now](#)

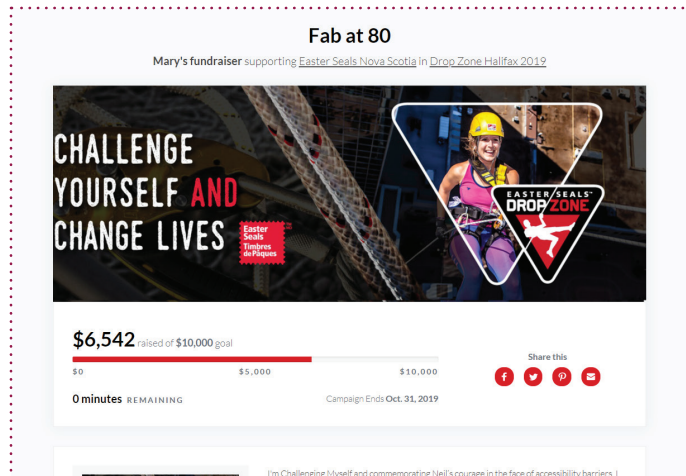
[Read Less](#)

PEER-TO-PEER FUNDRAISING IN ACTION:

DROP ZONE FOR EASTER SEALS NOVA SCOTIA

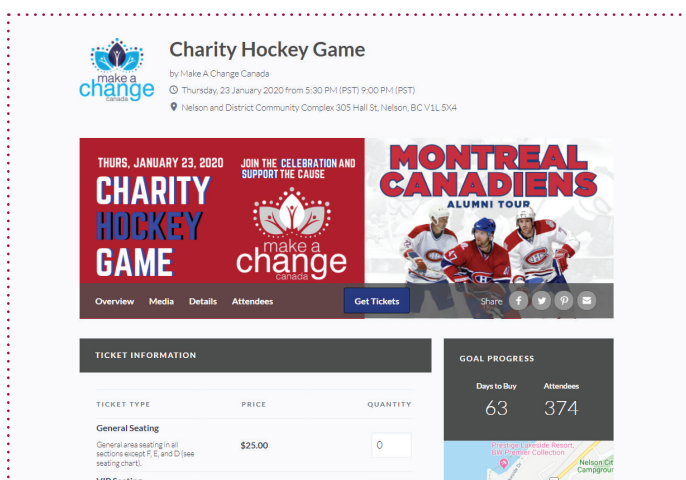
80-year old Mary Maddox took the plunge (in a harness) off downtown Halifax's tallest building to raise money for Easter Seals Nova Scotia, a charity that offers services and programs to persons with disabilities in Nova Scotia. Ms. Maddox took on this tall adventure to commemorate her late husband Neil's

courage in the face of accessibility barriers. She raised more than \$6500 for the charity as part of their annual Drop Zone Halifax; this annual peer-to-peer fundraising campaign raised more than \$80,000 in 2019.



TICKETED EVENTS IN ACTION: HOCKEY FOR MAKE A CHANGE CANADA

In January 2020, [Make A Change Canada](#), a national charity that provides employment and skills training to Canadians who face challenges to finding or maintaining employment, welcomed the Montreal Canadiens Alumni team for a community hockey game.



Using CanadaHelps' Ticketed Events tool, the charity sold tickets to the game where the retired pros faced off against local players in Nelson, British Columbia. Funds raised from the more than 1800 tickets sold for the event went towards providing education bursaries and towards adaptive sports programming for children and youth living with disabilities.

PASTA PICK-UP FOR HOTEL DIEU SHAVER FOUNDATION

Hotel Dieu Shaver Foundation raises and manages funds for patient-care equipment, education, specialty clinics, and improvements to treatment areas to support exemplary patient care at Hotel Dieu Shaver Health and Rehabilitation Centre in the Niagara Region. When COVID-19 hit, the team at the Foundation knew they would have to change course on their Annual Pasta Dinner. Using the CanadaHelps Ticketed Events platform, this annual fundraising event became a pasta pick-up event that offered a safe alternative for the more than 300 "attendees" while continuing to raise critical funds for the charity's work.

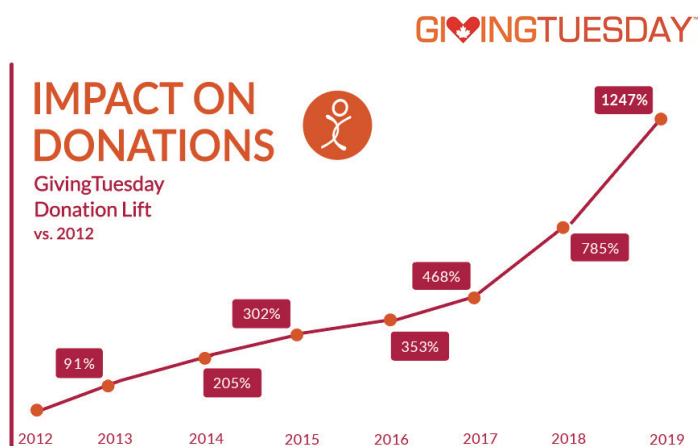
"We use CanadaHelps for all of our online fundraising campaigns and events. The team at CanadaHelps is incredibly supportive. They work with us to come up with the right event ticketing solution to suit our needs, and are always available before, during and after the event to solve any issues and answer all our questions."

Nadine Champis, Operations and Events Manager at Hotel Dieu Shaver Foundation

KEY INITIATIVES

STRENGTHENING THE CHARITABLE SECTOR

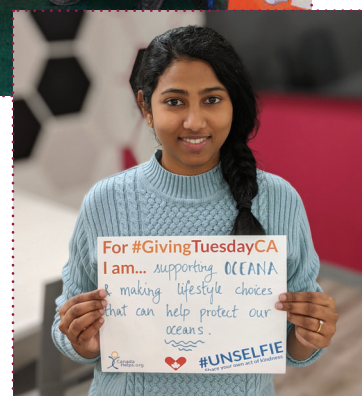
THE 7TH ANNUAL GIVINGTUESDAY: RECORD-BREAKING RESULTS



We also joined the global movement of 145 countries in bringing GivingTuesday Now to Canada to support charities hurt by COVID-19. Marked on May 5, 2020, this expansion of the GivingTuesday movement brought millions of people together worldwide to express their generosity.

- **23,000+ Canadians** gave to 6,400+ charities on CanadaHelps
- **\$5 million+** was raised on the day, +50% from last year
- **70 traditional media stories**, reaching 4.5 million Canadians
- **52 broadcast media stories**, reaching 21 million Canadians

Since 2013, we've worked in partnership with GIV3 in Montreal to lead this movement in Canada. In Spring 2020, CanadaHelps and GIV3 decided that CanadaHelps would take on the leadership on its own moving forward and integrated GIV3 staff into our team. GIV3 also made a gift of all the shared GivingTuesday assets to CanadaHelps so it could continue to grow this movement in Canada. GIV3 continues to support the movement and its importance in the sector.





THE 6TH ANNUAL GREAT CANADIAN GIVING CHALLENGE: SMASHING MORE RECORDS!

\$27 MILLION+

DONATED IN JUNE 2020

92% over last year



SISTERING - A WOMAN'S PLACE WINS \$20,000 PRIZE

“Sistering is thrilled to be the recipient of this prize. Not only will it allow us to continue to support our participants during this incredibly challenging time, CanadaHelps allows us a national platform to connect with our supporters and increase the impact we have in our community. Thank you!”

Donna Wawzonek
Fund Development Coordinator at Sistering-A
Woman's Place



241,527

NUMBER OF DONATIONS

99% MORE THAN
LAST YEAR.

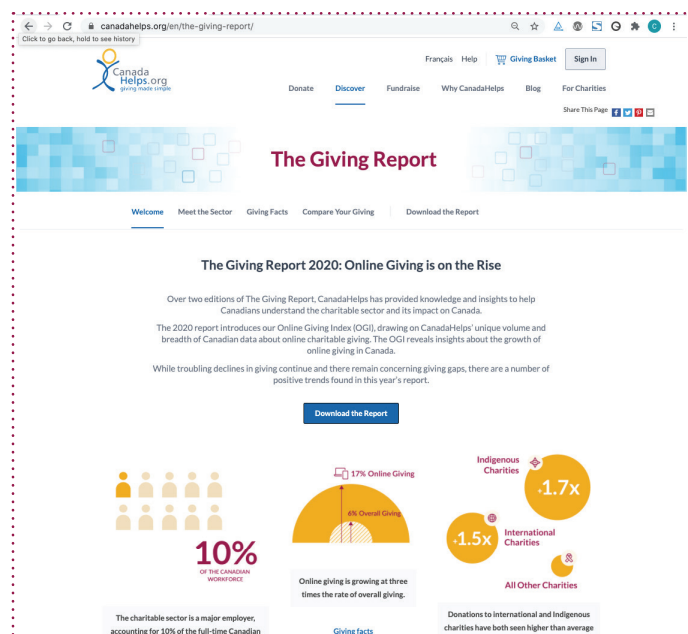
15,306 QUALIFYING CHARITIES

27% MORE THAN LAST YEAR



THE GIVING REPORT

Over two editions of The Giving Report, CanadaHelps has provided knowledge and insights to help Canadians understand the charitable sector and its impact on Canada. This continues to be a unique and powerful report in Canada because of the volume, breadth, and depth of CanadaHelps' data which simply does not exist in any other Canadian report.



The 2020 report introduces our Online Giving Index (OGI), drawing on CanadaHelps' unique data about online charitable giving. The OGI reveals insights about the growth of online giving in Canada. A number of trends caught our attention:

- donations to charities that work with Indigenous peoples are growing faster than donations to other charitable categories;
- donations for international issues, especially disaster relief, are also growing faster;

- slower growth in online donations to the environmental sector finally reversed in 2019.

Other trends seen in The Giving Report 2020 include the troubling declines in overall giving continue and there remain concerning giving gaps; more giving is happening online; and Canadians are generous in times of crisis, but the impact of an economic recession has a significant negative impact on charitable giving.

While the media attention normally generated by this report was overshadowed by COVID-19, the report continues to be a valuable resource for Canadians.



[Read The Giving Report 2020 online](#)



ADVOCATING FOR CHARITIES

Advocating for the essential role of charities in Canada, and investing in building charities' capacity through education continues, to be a core part of what we do.



Our CEO had more than 20 thought leadership activities this year, including the much-lauded keynote speech at the Capital One Digital Good Summit on Digital Transformation, op-eds in the Toronto Star and Future of Good, and interviews in publications including the Globe and Mail.



Our VP of Marketing, Angela Kostenko, also presented at the Digital for Good Summit to share tips and insights on the Digital Donor Journey with an audience of charities.

“Even more than the economic impact, it is the social capital generated by charities that we must not forget – value added that cannot be accurately quantified using traditional economic measures. We can easily measure the number of youth who participate in programming each day, but how do we capture the full impact, whether it be increased graduation rates, reduced crime, or increased future employment and prosperity?”

Marina Glogovac in Toronto Star Op-ed, [End-of-year donations crucial to Canadian charitable sector](#), December 2019



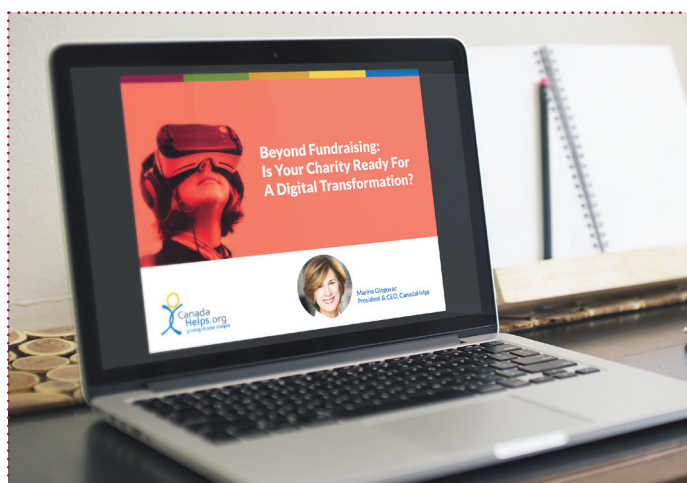
[Read more from Marina Glogovac on the Charity Life and Giving Life blogs.](#)

EDUCATION FOR CHARITIES

In addition to building fundraising technology, CanadaHelps has an educational mandate focusing on three key areas:

- Providing education to charities on digital trends, best practices in digital fundraising, and what charities need to do to prepare organizationally and culturally to be successful.
- Helping charities understand the resources available to them, and to help them make informed decisions on those resources.
- Educating charities on CanadaHelps' tools and services, and help them set up and use the tools effectively.

Webinars:



This year we were able to produce 23 webinars (11 more than last year), reaching nearly 21,000 registrants. Topics included digital transformation, and must-have online fundraising tools and tactics to master for 2020.

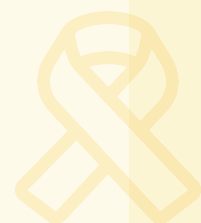
White Papers:

This year we completed three white papers that were downloaded more than 2100 times, and have many more to follow soon in the next fiscal year. Our Checklists/Guides, and Fundraising Tip Sheets were viewed more than 50,000 times.



"I wanted to extend my thanks to your organization and staff for providing relevant webinars and other information during this challenging time for charities. Other charity associations seemed to have stalled having not graduated from face-to-face gatherings to online ones. Keep up the great work from an Ottawa fan!"

Bruce Hill, Director of Charitable Giving
THE GLEBE CENTRE INCORPORATED



In-Person Workshops:



We held 5 in-person workshops across Canada, welcoming charities of all sizes for networking with sector peers and learning from CanadaHelps on the tools they have access to (and their potential).

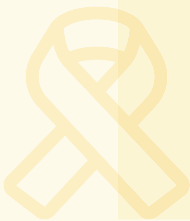
Canadian Charities Connect Facebook Group:

Though not planned for this year, we launched this group during the early days of the COVID-19 pandemic knowing that charities needed the opportunity to connect with peers for support, advice, and ideas for fundraising and transitioning to a fully virtual world. The group currently has more than 1100 members with regular posts and discussion.

“I’m loving the Facebook group! So many great questions and ideas thrown around, it’s really nice to be part of the community and see how other charities are reacting to these times.”

Laura Berube

Provincial Fund Development Coordinator,
Nova Scotia SPCA



93%

OF PARTICIPANTS
FIND CANADAHHELPS
WEBINARS USEFUL

21,000

WEBINAR
PARTICIPANTS

2100+

WHITEPAPER
DOWNLOADS

5

WORKSHOPS ACROSS
CANADA

50,000

VIEWS OF GUIDES &
FUNDRAISING TIP
SHEETS

1100

MEMBERS OF ONLINE
SOCIAL COMMUNITY BY
CANADAHHELPS

FINANCIAL SNAPSHOT



\$301,373,871

TOTAL DONATIONS

Excludes donation and ticket purchase revenue through our Events platform



\$16 MILLION

IN DONATIONS OF SECURITIES

Benefitting 2400 charities

86%

OF CHARITIES RECEIVING DONATIONS THROUGH CANADAHELPS WERE SMALL OR MEDIUM-SIZED²



14%

OF OVERALL DONATION REVENUE COMES FROM MONTHLY GIFTS



39%

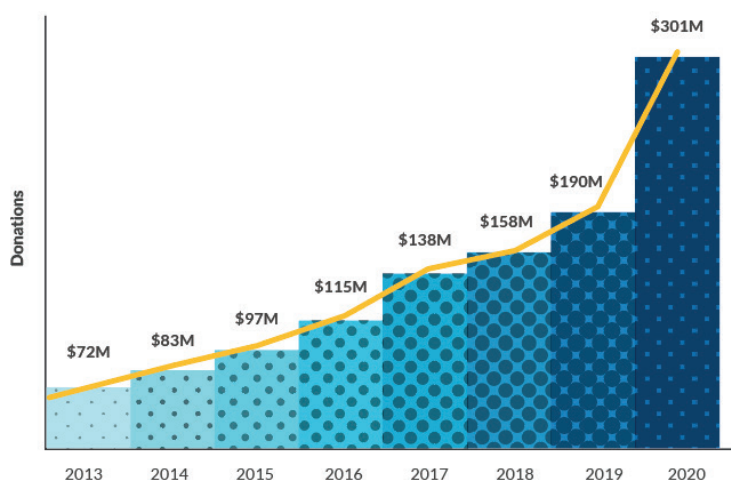
MORE DONORS MADE RECURRING GIFTS



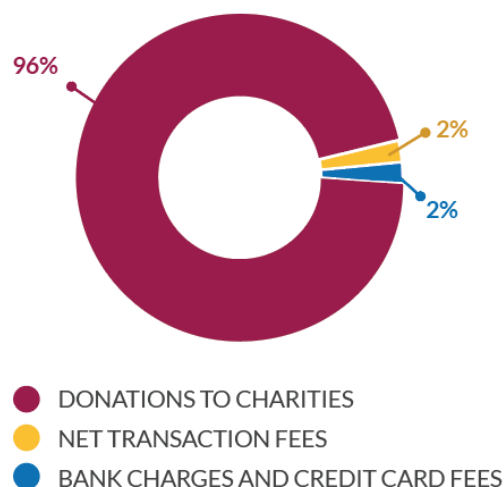
27,234

CHARITIES RECEIVED GIFTS THROUGH CANADAHELPS LAST YEAR

GIVING THROUGH CANADAHELPS



TOP-LINE REVENUE DISTRIBUTION



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

²Small is defined as less than \$500,000 in overall revenue, and medium is defined as less than \$2.5M in overall revenue as reported through Canada Revenue Agency



THANK YOU TO OUR SUPPORTERS, FUNDERS & PARTNERS

CanadaHelps could not do all that it does without the support of individual donors, partners, and funders.

We are especially grateful to the more than 151,000 individual Canadians and key corporate and foundation funders who included CanadaHelps in their giving plans this year. These gifts provide critical funding for our operations to enable all the work we do. There are so many important causes in this country that need support, and capacity building is often overlooked; but by supporting CanadaHelps with a donation, these individuals and organizations have supported the entire charitable sector.

We are also thankful for the partnership of more than 23,000 Canadian charities who choose to use CanadaHelps' tools for their own fundraising. As a largely self-funded organization, we can achieve our own mission on a very thin margin because of our scale and reach in the sector. From each transaction we process, we keep approximately 2% which is used to build and maintain our technology platform, support our full team and operations, and resource the very necessary and mission-driven activities (like education) we take on for the sector.

FUNDERS, PARTNERS, AND CAUSE FUNDS MAJOR DONORS





GOVERNANCE

CanadaHelps is governed by a volunteer Board of Directors who follow best practices for board governance, and 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 12 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, 2020:

Ruth MacKenzie - Chair

President & CEO, Canadian Association of Gift Planners

Andrew Heintzman

Managing Partner, InvestEco

Denise Baker – Vice Chair and Secretary

Former Executive Director, The Vantage Point

Lawrence Mandel

Director of Engineering, Shopify

Matthew Choi

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

Krishan Mehta

Assistant Vice President of Engagement, Ryerson University

Anita Ferrari – Treasurer and Chair, Finance & Audit Committee

Former Partner, Grant Thornton LLP, and corporate director

Alan Middleton, PhD

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

Sarah Morgenstern – Chair, Governance Committee

Director, Business Development, Cubane Consulting

LEADERSHIP TEAM & ADVISORY COUNCIL

STAFF & LEADERSHIP AS OF JUNE 30, 2020

CanadaHelps is a team of 56 staff, led by a dedicated group of experienced leaders who are passionate about using technology to drive positive change in the charitable sector.

CanadaHelps Executive Team:

Marina Glogovac, President & CEO

Jane Ricciardelli, Chief Operating Officer

Mike Stairs, Chief Technology Officer

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

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

Karim Harji, Managing Director, Evalysis



Hershel Harris, Former CTO, Georgian Partners

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, Cisco Systems

Jesse Rasch, Founder and Managing Director, Hedgewood

Sue Tomney, Chief Executive Officer, YWCA Calgary

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 the tools and educations charities need and deserve. Our staff salaries are fair and competitive, and we use similar organizations as a guideline for our compensation packages.



2 0 Y E A R S

1-186 Spadina Avenue
Toronto, Ontario, M5T 3B2
Tel: 1-877-755-1595
info@canadahelps.org

www.facebook.com/canadahelps
www.twitter.com/canadahelps
twitter.com/charitylifeca
www.youtube.com/canadahelps
www.instagram.com/canadahelps

Charitable Registration Number: 896568417RR0001

