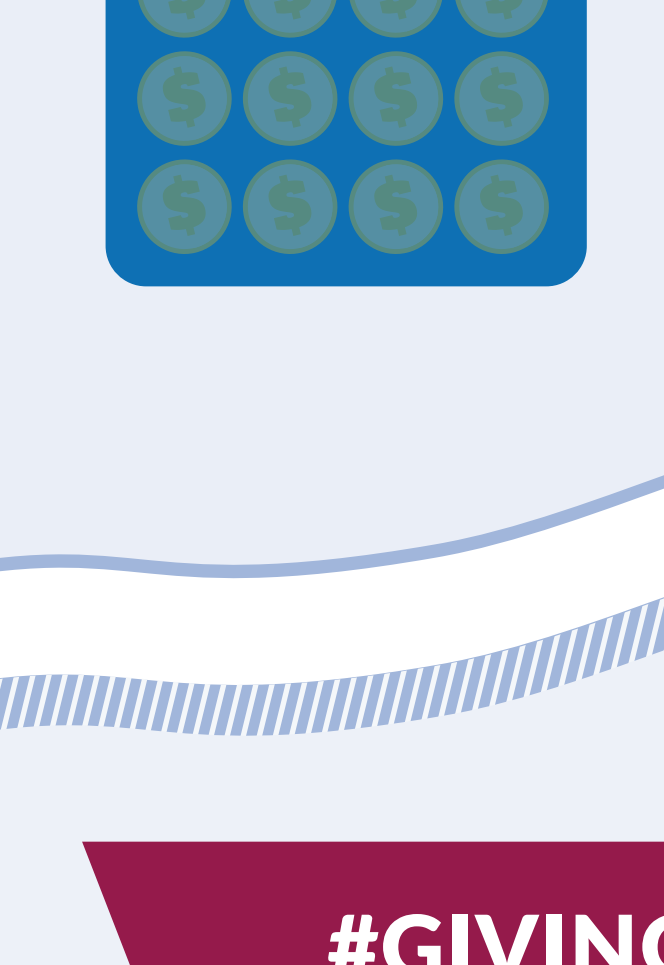


How charitable are Canadians?

The 3rd annual #GivingTuesdayCA is on December 1, 2015

THE HOLIDAYS ARE TRADITIONALLY A CRITICAL TIME FOR CHARITIES



Canadians make **over a third (34.4%)** of all donations in December

* Donations through CanadaHelps over past decade

#GIVINGTUESDAYCA MARKS THE OFFICIAL OPENING OF THE GIVING SEASON IN CANADA

5X more donations on #GivingTuesday

* Donations through CanadaHelps (2014 YTD)



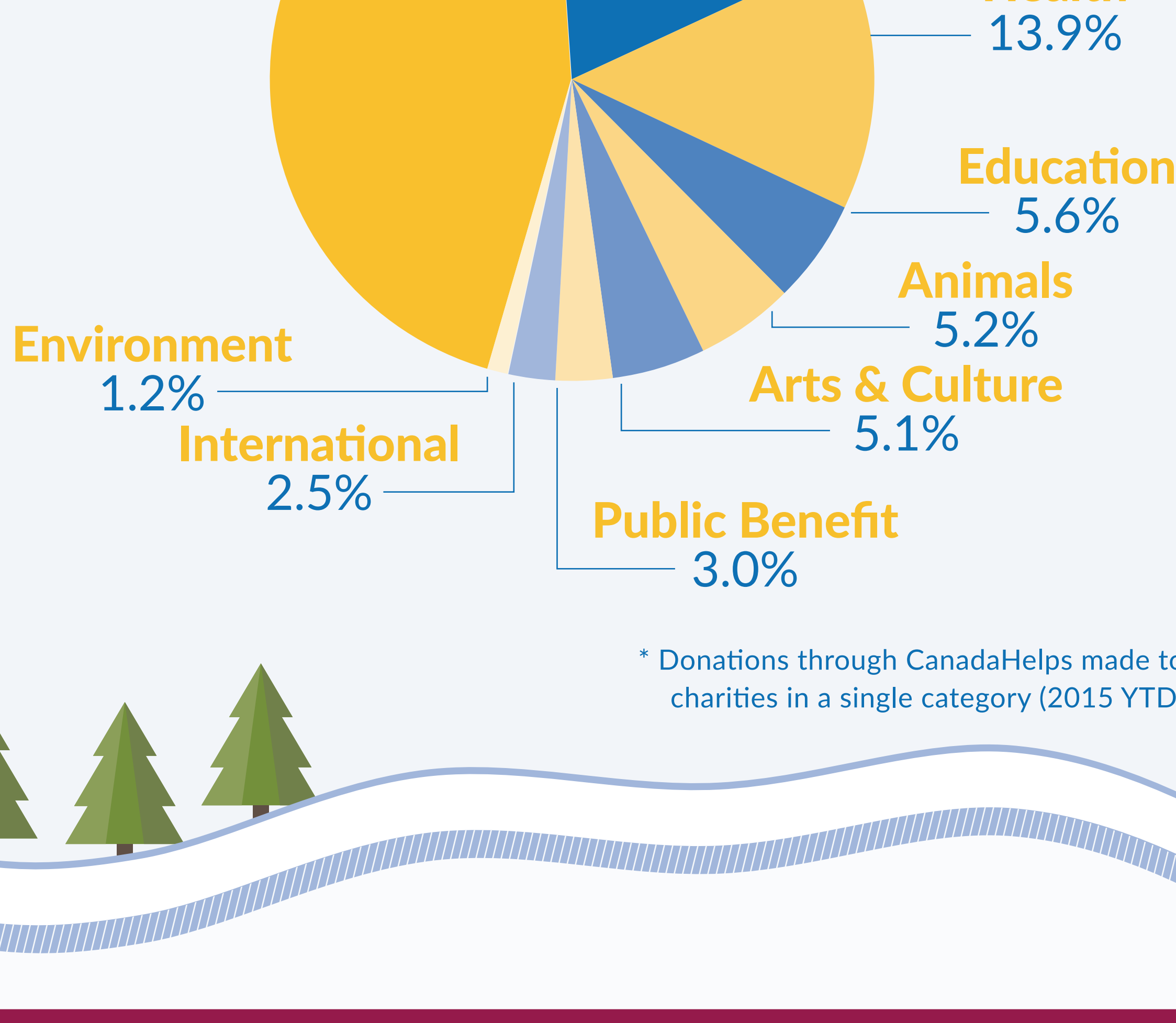
Giving Tuesday

Average Tuesday

AND, EACH YEAR, GIVINGTUESDAY INSPIRES MORE CANADIANS TO GIVE BACK

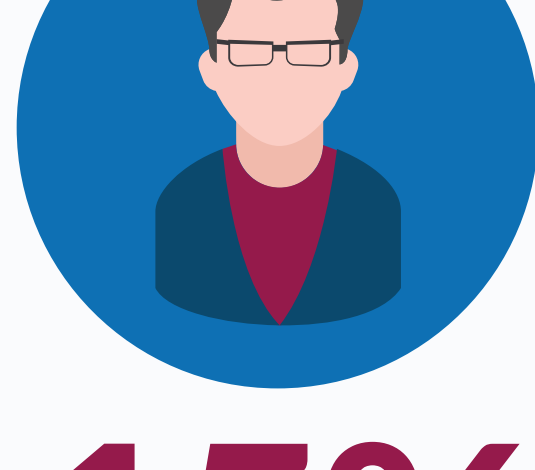


WHERE DO CANADIANS DEVOTE THEIR DOLLARS?



* Donations through CanadaHelps made to charities in a single category (2015 YTD)

2015 IS SHAPING UP AS AN ESPECIALLY GENEROUS YEAR



15% more donors



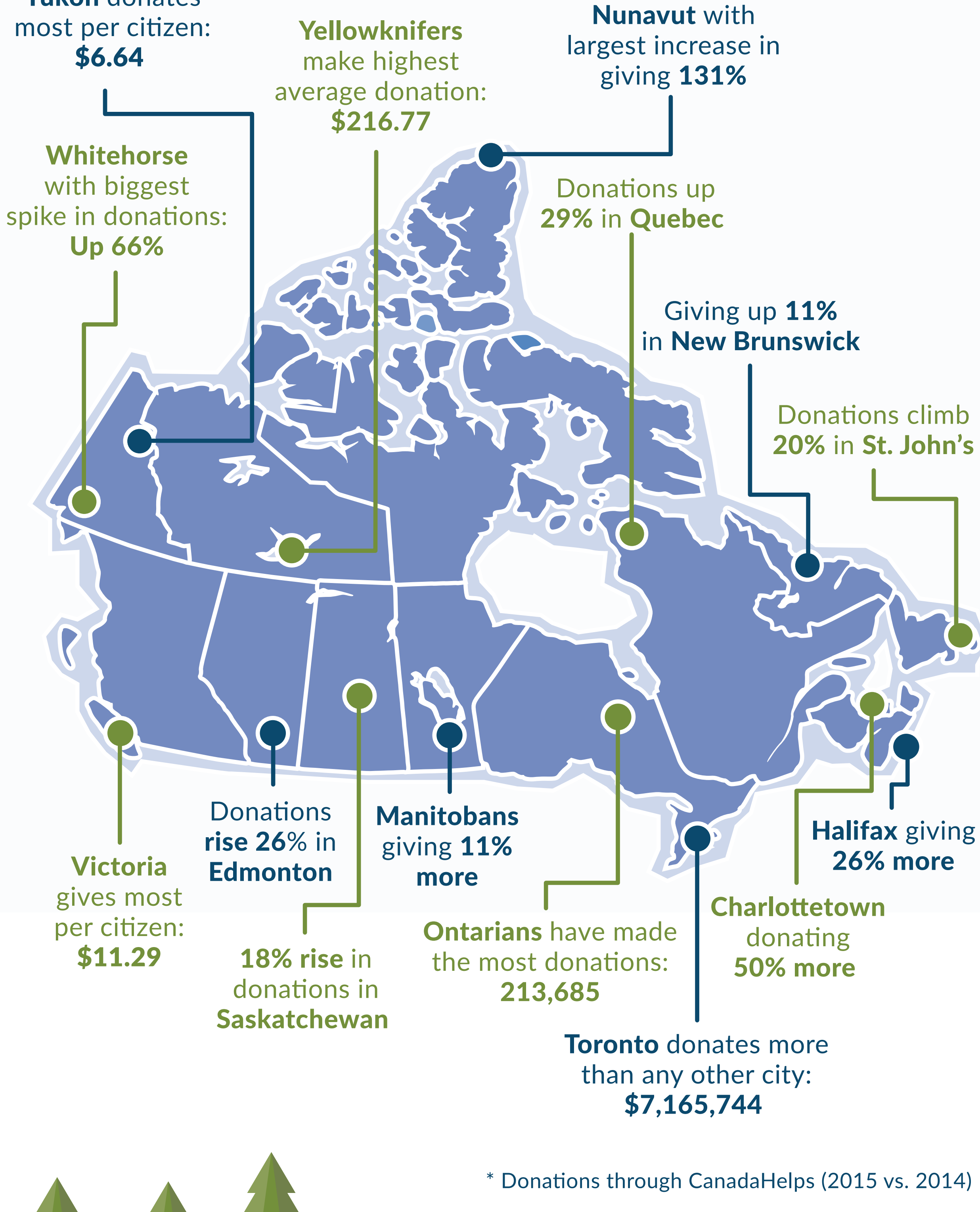
17% more dollars donated



25% more monthly donations

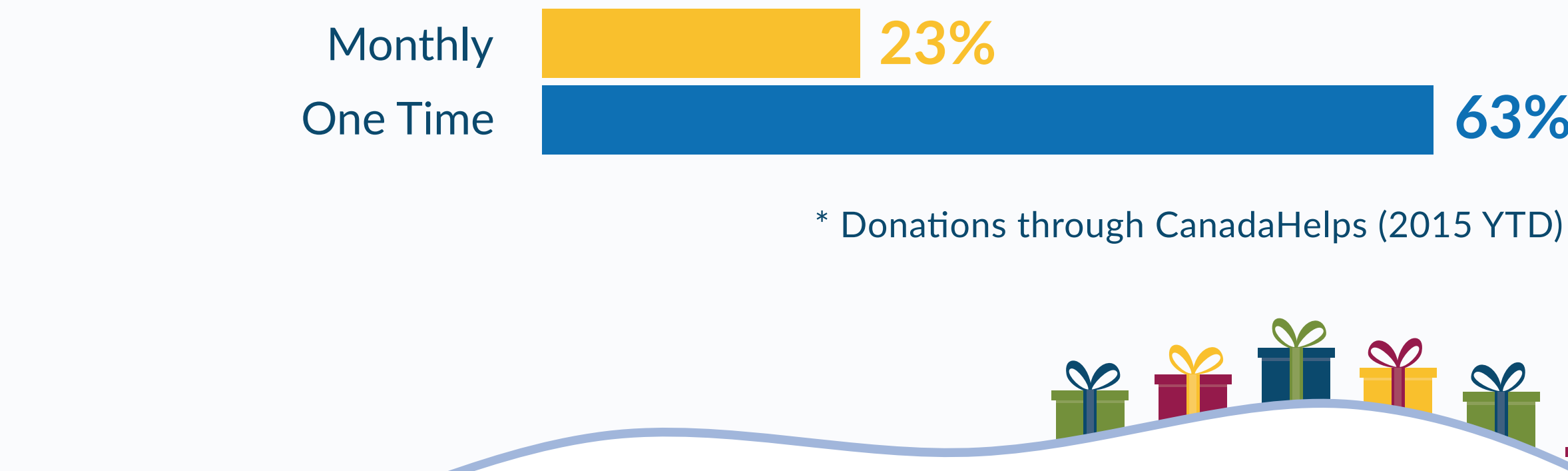
* Donations through CanadaHelps (2015 YTD)

ACROSS CANADA, MORE CANADIANS ARE GIVING MORE THAN EVER BEFORE



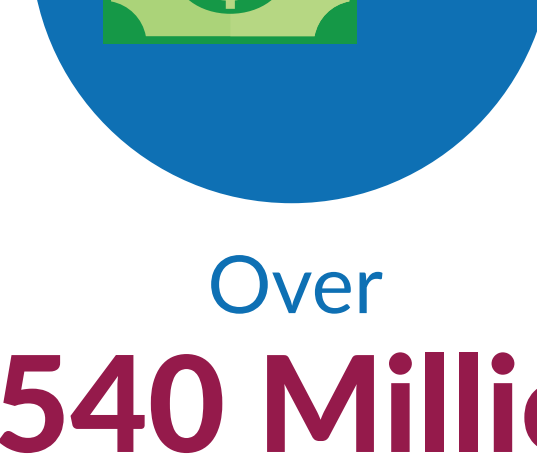
* Donations through CanadaHelps (2015 vs. 2014)

WAYS CANADIANS GIVE



* Donations through CanadaHelps (2015 YTD)

CANADAHHELPS: A CHARITY HELPING DONORS AND CHARITIES



Over **15,000** registered charities rely on CanadaHelps to fundraise online

More than **1 Million** Canadians have donated using CanadaHelps

Over **\$540 Million** Donations to charities across Canada in the past 15 years

No matter how you choose to donate, every dollar counts.

Make 2015 the best giving season yet.

DONATE TO A CHARITY YOU CARE ABOUT TODAY AT WWW.CANADAHHELPS.ORG