

CANADAHELPS ENABLES CHARITIES TO BETTER MEASURE THEIR IMPACT

New educational resource and online Impact Tool helps charities share both their goals and results with Canadians

TORONTO, ON – May 30, 2016– CanadaHelps, the country’s largest nonprofit platform for donating and fundraising online, today launched an innovative new Impact Tool that will help Canadian charities better report on the difference they are making in their community and around the world, providing Canadians with the charitable insights they need to give more generously.

“Providing charities across the country with an easy, step-by-step approach to track and share their results will help put them on a path towards continuous improvement and greater impact,” said Marina Glogovac, president and CEO, CanadaHelps. “Canadians will also now be able to see if a charity is fulfilling its mandate, promoting greater accountability and allowing Canadians to invest more strategically when making donations.”

An organization that is impact oriented is one that plans and implements each of its projects with the aim of achieving a result. In a recent survey completed by more than 5,500 Canadians who donate using CanadaHelps, providing access to impact results was the number one way charities could increase a donor's likelihood to give more. In fact, almost three-quarters (73%) of respondents said they would be likely to donate more if they had access to a charity’s impact results from the previous year.

With donations having grown relatively flat across the country and a growing share of total donations coming from a small group of older donors, it’s becoming more important than ever for charities to move to an impact orientation. According to Statistics Canada, 35 per cent of Canadian donors were aged 55 and over in 2013— up from 29 per cent in 2004. In the same time frame, the proportion of the total amount of charitable donations contributed by older Canadians also increased from 39 to 47 per cent.

“When evaluating charities it’s becoming clear that focusing on admin ratios alone is largely inadequate, and that the better way to evaluate charities is based upon their impact,” explains Glogovac. “While we are in the very early days of this shift and organizations must invest and build capacity in this area, becoming impact-oriented has massive benefits for all charities in terms of becoming more accountable and inspiring further generosity from all Canadians.”

To help charitable organizations become more comfortable with the concept of impact orientation, CanadaHelps is making an education resource published by its partner [PHINEO](#), a European leader in helping enable social change, available to all charities from their CanadaHelps Charity Admin account. The 130-page guide provides step-by-step explanations and practical examples to help all organizations of all sizes become deeply impact-oriented.

This game-changing initiative, made possible with generous support from the RBC Foundation and through its partnership with PHINEO, is rapidly gaining traction. Links to charities who have already created their impact page on CanadaHelps.org can be found [here](#) and CanadaHelps intends to continue building out its impact program in the coming months and years ahead. With the goal of ensuring Canadians have access to the information they need to better evaluate charities and invest strategically in charities, CanadaHelps will soon expand the Impact tool to automatically pull in key revenue/expense information from charities over the past five years (as reported to CRA in their T3010).

As a charity itself and a true leader and innovator in the charitable sector, CanadaHelps aims to build capacity of charities of all sizes through its education and online fundraising platform while connecting

Canadians to charities and causes they care about. By making information readily available to donors, the organization hopes to build trust in Canada's charitable sector, allowing people to invest strategically when making donations.

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About CanadaHelps.org

CanadaHelps.org allows donors to safely donate and fundraise online for any registered Canadian charity and provides charities the secure online fundraising platform they need to succeed. As a registered charity itself, CanadaHelps has facilitated over \$600 million in donations to Canadian charities online since it launched in 2000. Over 1 million Canadians have donated to charities using CanadaHelps and over 16,000 Canadian charities fundraise online using the CanadaHelps platform. The mission of CanadaHelps is to engage Canadians in the charitable sector and provide accessible and affordable online technology to both donors and charities to promote - and ultimately increase - charitable giving in Canada. www.canadahelps.org

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