

## **CANADAHELPS' INVESTMENT IN INNOVATION AND TECHNOLOGY FUELS CONTINUED DOUBLE-DIGIT GROWTH AND TOTAL DONATIONS SURPASSING \$500 MILLION**

*– Canada's largest charitable social enterprise online fundraising and donation platform brings new innovations to Canadians and its charity partners –*

**TORONTO, ON – May 26, 2015** – With a focus on innovation, CanadaHelps – the country's largest non-profit platform for donating and fundraising online – is helping change the face of fundraising in Canada. The result? A more level charitable playing field where charities of all sizes have open access to the fundraising tools they need to succeed at an affordable, non-commercial rate without prohibitive up-front costs. It's clear charities and donors are taking notice of what's new at CanadaHelps as donations continue to rise at double-digit growth rates. Surpassing \$500 million total donations since its launch, the organization is on track to facilitate \$100 million this calendar year alone.

Building on its track record as one of Canada's most trusted and successful charitable social enterprises, CanadaHelps developed an ambitious growth plan under the leadership of Marina Glogovac as the new President and CEO in May of 2013. With more than 20 years spent as a senior executive in media, eCommerce and consumer-tech industries, and as strategy consultant for numerous companies, Glogovac has built a strong leadership team at CanadaHelps that has brought a focus on technology and innovation to drive fundamental change across the online platform.

The recent innovations at CanadaHelps are part of the organization's ongoing commitment to providing accessible and affordable online technology to both donors and charities to promote – and ultimately increase – charitable giving in Canada. Today, innovation in this area has never been more important as technology, digitization and data utility are becoming drivers of success in the charitable sector. CanadaHelps has also achieved accreditation from Imagine Canada's Standards Program, and joins just over 100 charities in this group. This accreditation has further cemented the organization's trust and reliability with both Canadian donors and charities alike.

"The charitable landscape in Canada is constantly evolving and there is increasing demand from both donors and charities for trustworthy online giving and fundraising options with low fees," said Marina Glogovac, President and CEO, CanadaHelps. "This is the driving force behind CanadaHelps and our commitment to ongoing innovation. Our goal is to make it easy for Canadians to give to the causes that matter to them, and give charities of all sizes access to the technology and resources they need to succeed."

### **A Year of Innovations for Charities**

Over the last year, CanadaHelps has invested in expanding the services offered to ensure charities have access to the online fundraising tools and technology they need to better empower Canadians to give. Some of these innovations include:

- [Peer-to-Peer Social Fundraising](#) (Crowdfunding): Charities can achieve all the advantages of peer-driven fundraising at a fraction of the cost of for-profit alternatives by turning supporters into fundraisers with an easy-to-use platform to launch runs, walks and virtual "thons." It includes extensive branding, customization, administration and reporting options.
- [Affordable Online Donor Acquisition and Retention Course](#): In partnership with digital marketing experts, CanadaHelps launched the first beginning-to-end Online Donor Acquisition and Retention Course affordably priced for charities.
- [Fundraise Now Buttons](#): A turn-key tool that allows charities to invite their supporters to instantly fundraise for their organization, and gives individuals the opportunity to create an online fundraiser for their birthday, a personal challenge, or for any reason at all.

- [CRM Integration](#): Enabled database integration with two of the most commonly used Constituent Relationship Management databases – Salesforce and Raiser’s Edge – saves charities time and allows automatic synchronization across tools.
- [Data-Driven Fundraising](#): A generous grant of \$413,300 over 36 months from the Ontario Trillium Foundation (OTF), an agency of the Government of Ontario, will allow CanadaHelps to develop tools and information dashboards that will engage and inspire Canadian donors, and provide charitable organizations with research and analysis into giving practices.

While launching new innovations, and with rates already a fraction of those of the for-profit competition, CanadaHelps is passing on further cost savings to charities by decreasing its non-commercial standard donation rate from 3.9 per cent to 3.5 per cent (including credit card fees).

“Our organization is quite small and we simply do not have the resources to manage our own secure online donations,” said Margaret Armour, The Snowsuit Fund. “Through CanadaHelps, our online donations have increased by leaps and bounds every year. Not only does it provide safe and easy giving for our donors, we save on administrative costs as well.”

### **Making It Easier for Canadians to Give**

To inspire Canadians and make it easier for them to donate and connect with the charities and causes that matter to them, CanadaHelps enhanced its services and launched a number of new online giving tools, including:

- [Mobile-Ready Website](#): New, easier-to-use, mobile-ready website gives donors a seamless way to donate cash and securities, send Charity Gift Cards, and fundraise for any registered charity.
- [Crisis Relief Centre](#): Provides a trusted list of registered Canadian charities assisting with relief efforts during a humanitarian disaster, and ongoing updates to make it easy for Canadians to ensure their donations are going to the right place. Activated most recently for the Nepal Earthquake, where Canadians can find more than 50 charities supporting various relief efforts, and previously for Typhoon Haiyan and the West African Ebola outbreak.
- [Giving Life Blog](#): An online community where Canadians, charities, and thought leaders can come together to share informative content and engage on all things charitable.
- [Affiliate Partner Program](#): This allows anyone to promote a full array of online campaigns directly on their website, helping their readers discover, donate or fundraise for the charities and causes that matter to them.
- [Charitable Gift Guide](#): Offers an extensive catalogue of charitable gift ideas that make it easy for charities to promote specific campaigns and charitable gifts that are easily discoverable by Canadians.
- Charitable Partnerships: CanadaHelps is the co-founder of [GivingTuesday](#) in Canada, and this summer, again in partnership with the GIV3 Foundation, will launch the [The Great Canadian Giving Challenge](#). This program is designed to motivate giving during the month of June, which is one of the lowest times of charitable giving.

“It has been a tremendous few years of growth for CanadaHelps and we are committed to continuing with fast-paced innovation in the future,” said Glogovac. “In the next year, CanadaHelps will unveil a new data strategy offering insights on charitable giving trends and behaviours, and new tools, including a robust events management platform, giving charities even more access to affordable online fundraising tools.”

### **CanadaHelps By The Numbers**

- CanadaHelps launched in 2000, enabling Canadians to give to any registered Canadian charity
- Canadian charities have raised more than \$500 million through CanadaHelps
- More than 15,000 registered Canadian charities use CanadaHelps as an online fundraising platform

- Nearly one million Canadians have made donations through CanadaHelps
  - In 2014, 150,000 Canadians made donations through CanadaHelps for the first time
- CanadaHelps' technology platform saves charities more than 45,000 administrative hours and \$1.7 million in processing fees each year
- More than 4,000 charities benefited from free training and educational resources in 2014

### **About CanadaHelps.org**

CanadaHelps.org is a registered charity that 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 – at low, non-commercial rates. Nearly one million Canadians have donated to charities using CanadaHelps and over 15,000 charities rely on the CanadaHelps platform to raise funds online. CanadaHelps is accredited under Imagine Canada's [Standard Program](#).

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