



2022 - 2023

Impact Report

Unleashing Charities' Resilience and Growth

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Land Acknowledgement

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada. As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Chippewa, the Anishinaabeg, the Haudenosaunee, and the Mississaugas of the Credit First Nation. We want to express our respect for the territories we reside in and honour the diverse Indigenous Peoples who have lived and worked on this land historically and presently. Our team at CanadaHelps is committed to being active participants in reconciliation, amplifying Indigenous voices, and learning how our work affects Indigenous Peoples.

Our Mission and Vision

Celebrating 23 Years of Impact

CanadaHelps is a charity focused on advancing philanthropy through technology. We are Canada's best and largest platform for online fundraising and donating, and for more than 23 years, we have facilitated more than \$3 billion in giving. As a trusted charity, CanadaHelps is proud to support Canadians as they discover, learn, and easily donate to the charities and causes they care about.

For charities, CanadaHelps creates affordable, innovative and easy-to-use fundraising technology used by more than 28,000 charities. We ensure that all charities, regardless of their size, have the tools needed to succeed in the digital age.

Our Mission

To inform, inspire, and connect donors and charities while democratizing 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 all charities, regardless of their size, have the capacity to increase their impact.



Message From Our Leadership

The end of the 2022/2023 fiscal year marked nearly six months into the organization's tenure with its new President and Chief Executive Officer, Duke Chang. This has been an important and exciting period for the board and executive leadership team as they envision a bold strategic direction and transformative journey for CanadaHelps. We would like to express our deepest thanks to Jane Ricciardelli, CanadaHelps' Chief Operating Officer, who was Acting Chief Executive Officer for the first six months of our fiscal year prior to Duke Chang joining the team.

As the organization embarks on its next chapter, what remains clear is not new — Canada's charities are filling critical gaps in our society and are in serious need of financial support to meet unprecedented demand and grow their impact.

As of May 2023, an Ipsos poll conducted by CanadaHelps reported that 23 percent of Canadians were accessing charitable services to meet essential needs such as food and shelter, as they were unable to keep up with the cost of living. On the organizational front, our 2023 Giving Report highlighted that while demand for charitable services is high, more than half of charities (57 percent) report that they can't keep up with demand for their services — an alarming statistic which speaks to the strain that so many charities are feeling at its core.

As economic conditions remain challenging and those relying on charitable services have broadened and diversified, we have found new opportunities to advance our mission by connecting Canadians with charities and building capacity in Canada's charitable sector, which includes:

In September 2022, CanadaHelps launched Small Charities Week and Small Charities Masterclass. This week-long activation is dedicated to the celebration of small charities and the integral work they do in the communities they serve. Throughout the week, CanadaHelps highlighted the important role that small charities have in our communities while also offering free educational opportunities to more than 1,300 charity professionals working in small organizations to help them advance their digital know-how.

In July, the team partnered with Mastercard Changeworks™ to launch the Charity Growth Academy as a pilot program to help 11 non-profits kick-start their digital transformation efforts. Following the pilot, the initiative will be expanded to extrapolate key learnings from its first stage to expand the platform and make it more accessible for charities across the country to embark on their own digital



transformation journeys. This is only one of many initiatives to address the digital skills gap in the sector that is holding charities back as the rest of the world advances forward.

With the guidance of our board of directors, paired with the ingenuity of our executive leadership team and staff, CanadaHelps is ready to step into a new bold era — one that honours where we have been, but is more ambitious and innovative than ever before. A constant that will always remain is our unwavering dedication to the Canadian charitable sector. At the very heart of CanadaHelps are the thousands of charity partners and the millions of Canadians who have chosen to support charities through our platform. This has been our focus for the last 23 years and will remain our focus for the next 23 years.

We look forward to the coming year and the next phase of CanadaHelps' journey to help make the world a better place.



Duke Chang
President and CEO, CanadaHelps



Anita Ferrari
Board Chair

Our Impact

For more than 23 years, CanadaHelps has leveraged technology and education to empower Canada's charitable sector. We have helped Canadians support the causes most important to them like food insecurity, addressing climate change, advancing health research and treatment, supporting mental health initiatives, and so much more.

\$419,121,247

Total Dollars Raised in 2023

3.2 million +

Donations by

1 million +

Canadians



“Because of the work we did through [the Charity Growth Academy], we were able to clearly identify and budget out a plan to move forward on some key digital initiatives that will ultimately save us resources and increase our capacity in the long run. Thank you so much for your support throughout the project. The action plan we produced together has been such a valuable resource for us in charting out our path forward.”

- Kathy Slotsve

Yes Employment + Entrepreneurship Montreal

Expanding Capacity Within Canada's Charitable Sector

CanadaHelps is committed to supporting charities by providing accessible online fundraising technology and learning opportunities to advance the charitable sector in Canada. This is done by expanding educational opportunities alongside advocacy and promotional campaigns to get more Canadians donating through digital means.

Advancing Digital Skills Through The Charity Growth Academy

As the digital evolution rapidly advances, 54 percent of charities believe that it will become increasingly challenging to continue their work without enhancing their digital skills and integrating digital tools into their operations. Many charities are facing the hard reality that Canadians are now expecting the same digital experience from charities as they have when they interact with multimillion-dollar public or for-profit sector brands. It goes without saying that this can be particularly challenging, given the limited time and budgetary resources that charities have at their disposal.



To help charities keep up with the rapidly changing digital world, CanadaHelps launched a new initiative called the [Charity Growth Academy](#) in collaboration with Mastercard Changeworks™ and with funding from Mastercard Impact Fund. 11 nonprofits located across the country were invited to take part in the year-long pilot to assess and advance their digital skills.

The pilot highlighted several key learnings, including the ability for charities to recognize solutions to advance their digital skills, but they struggled to find the time required for skill development. There was also a distinct connection between leadership support and success. When leaders plan and provide resourcing for the outlined scope of work, outcomes are far more likely to be positive. Concluding in May 2023, the results of the pilot will offer direction for the next phase of the Charity Growth Academy to make digital transformation accessible to all Canadian charities.

Celebrating Small Charities in September

Launched in September 2022, Small Charities Week is an initiative created by CanadaHelps to highlight small charities across Canada, especially as many have faced significant shortfalls in funding and increased demand for services. Celebrated over the course of a week, Small Charities Week highlighted how critical these organizations are in communities across the country.

For charities, Small Charities Week coincided with the launch of Small Charities Masterclass, a virtual event featuring a variety of online

webinars tailor-made for professionals navigating the unique challenges and opportunities of small charitable organizations. More than 1,300 professionals participated in sessions that covered fundraising, strategic partnerships, harnessing the power of social media, understanding legal obligations, and much more. Plus, every participant who joined the Small Charities Master Class gained lifetime access to the Resource Hub for continued learning.

Words from small charities



“Seeing real examples of what others are doing was a great learning experience and really helped in understanding what was possible.”

“Thank you so much for such an excellent learning week. So greatly appreciated.”

“The content was really phenomenal; really loved the visuals.”



1,300 +
registrants

5
hour-long online sessions



Engaging Young Canadians with Unite for Change

[Unite for Change](#) was originally conceived as an alternative channel to reach and engage with younger donors. This is especially important for Canadian charities as it has become evident through our research that charities need to focus on engaging younger Canadians, or risk donation shortfalls, potentially threatening the charitable sector at large. Powered by CanadaHelps and launched in November 2021, Unite for Change reached new audiences and has raised more than \$650,000 in support of more than 30 Cause Funds on the platform.

To attract new supporters, a clean-up was organized by the Unite for Change team in celebration of Earth Day at the Grange Park in Toronto. Not only did the team reduce the amount of litter in the heart of the big city, the event was featured in some of Canada’s top news outlets such as CBC, CP24, CTV, etc.

This year, Unite for Change also partnered with P&G’s *Always* brand in support of the Period Equity Fund. To promote inclusivity during Pride month, the campaign highlighted 2SLGBTQI+ communities and their personal experiences with menstruation from an intersectional lens on TikTok, and campaign supporters chose how they wanted to make a difference. For every \$1 donated to the Period Equity Fund during the campaign, *Always* would then donate one period product to someone in need. Or, if supporters tested their knowledge and took a quiz about period poverty, *Always* would then donate one period product for every quiz completion. Together with Unite for Change, supporters raised more than 4,000 products in support of those with limited or no access to period products when they need it most.



Celebrating Another Great GivingTuesday!

November marks the start of the consumer frenzy holiday season, kicking off with Black Friday and Cyber Monday; however, GivingTuesday continues to gain traction year after year. The global giving movement was brought to Canada in 2013 by CanadaHelps and GIV3 continues to grow and is now celebrated in more than 90 countries around the world. CanadaHelps continues to lead and invest the GivingTuesday Canada movement, while also providing opportunities for charities and donors to engage in the day through CanadaHelps.

In 2022, CanadaHelps gave Canadians two ways to participate, along with a special offer for charities to share with their supporters. For Canadians, every \$1 donated on CanadaHelps.org during the two-week lead-up to GivingTuesday entered supporters to win a \$5,000 CanadaHelps Charity Gift Card so they could support one or more of Canada's 86,000 charities. Plus, donations on GivingTuesday made through CanadaHelps were eligible for a 1% match which many charities shared with their supporters as an extra incentive to give.

In just 24 hours on November 29th, 2022, Canadians gave more than \$13 million in support of more than 1,900 charities.

\$13 Million
raised on GivingTuesday
on CanadaHelps

Instilling Giving Habits With Make It Monthly

The second annual “Make It Monthly” campaign was held in March and successfully encouraged more individual donors to set up a monthly donation in support of their favourite charities.

Launched in March 2022, the initiative gave Canadians an added incentive to support their favourite charities by making a one-time \$20 top-up of their donation if they started a new monthly donation on CanadaHelps. Ideal for donors to budget their charitable giving year-round, monthly giving is also great for charities as it allows them to better budget and plan their programs knowing that they have sustainable funding they can rely on month after month.

The 2022 Make It Monthly campaign had more than 2,800 new monthly gifts set up on CanadaHelps with an average donation size of \$50. With initiatives like Make it Monthly, CanadaHelps provides a critical support system for charities by enabling them to increase their fundraising revenue to get more Canadians giving.

Another Great Canadian Giving Challenge!

The Great Canadian Giving Challenge began as a way to drive philanthropic giving during the typically slower summer months. However, since its inception in 2015, the Great Canadian Giving Challenge has shifted the narrative and now

positioned June as one of the biggest months for fundraising on the calendar as it provides charities with a unique opportunity to engage their current supporters, attract new ones, and potentially win a donation for their charity from CanadaHelps! From June 1st to June 30th, every \$1 donated on CanadaHelps is an entry for a chance to win a \$20,000 grand prize from CanadaHelps. The Great Canadian Giving Challenge is another example of how generous Canadians can come together to make a big difference!

\$24 million

was raised and eligible to win the \$20,000 cash prize.

176,000 Canadians

donated an astounding 229,392 donations.

Over 16,000 charities

had the chance to win the sought-after \$20,000 prize.





Charity Technology

Advancing Access to Robust and Affordable Fundraising Tools

This year we continued to focus on enhancing security, convenience, and accessibility on CanadaHelps, as well as optimizing and advancing our fundraising tools:

We continue to prioritize accessibility on all our public-facing content fulfills the criteria set out by the Accessibility for Ontarians with Disabilities Act (AODA), making our platforms, products, and services more accessible to all Canadians.

To help charities optimize their fundraising, updates have been introduced to some of CanadaHelps' most popular fundraising tools, including Custom Donation Forms, which now have a new prompt feature embedded into the form to encourage monthly gifts instead of one-time.

To further optimize user experience, we've been conducting frequent "A/B testing" before rolling out changes to the website. A/B tests are used to collect quantitative data that proves user experience; this is how we validate the success of any new features and improvements made to CanadaHelps' charity tools.

In addition, we have integrated digital wallets like Google Pay and Apple Pay for smoother transactions. This means it is now easier for donors to process payments for donations on their mobile devices, hopefully incentivizing giving.

Additionally, we've simplified the charity registration process by automating EFT (electronic funds transfer) verification and digitizing registration forms.



"I'm not shy to share that I really have appreciated the relationship that we have with CanadaHelps. It's been super helpful to have CanadaHelps in the backend to be able to answer any questions. And I just didn't expect the experience to be so seamless with how everything works together."

- Danielle Gattinger, Senior Coordinator
of Donor Experience
Paralympic Foundation of Canada



"Our foundation uses the custom online donation forms to assist us in our fundraising efforts. They are easy to set up and are user-friendly for our donors. It is a wonderful tool to use in working with corporate partners to brand custom pages in creating fundraising initiatives to assist with employee giving in support of our cause."

- Jennifer Yetman
Kids Eat Smart Foundation

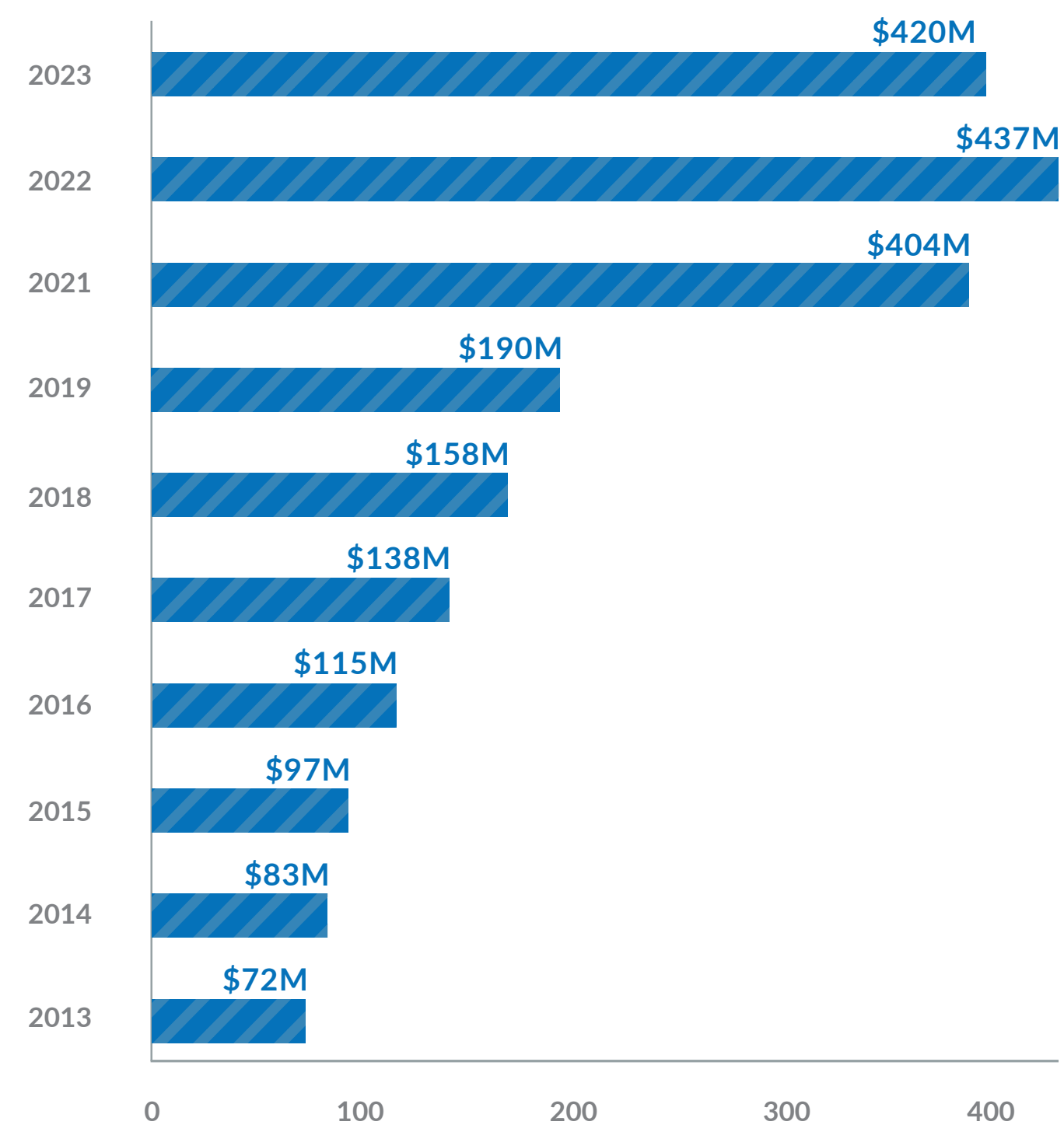
Finance

Financial Snapshot

At CanadaHelps, we prioritize financial transparency. Our website features complete audited financial statements available to the public. [Read more.](#)

\$419,121,247
Donations raised

Giving Through CanadaHelps





Our Partners

Thank You to Our Supporters, Funders, and Partners

CanadaHelps is immensely grateful to the countless Canadians, foundations, partners, and all of those who choose CanadaHelps to advance their giving. We are especially grateful for the thousands of Canadians, corporate and foundation funders who use and continue to use CanadaHelps. Our long-standing partnerships and pro bono received services have allowed us to support even more charities, with the critical funding and capacity needed to enable all our work.

We are also extremely grateful to the over 28,000 Canadian charities for partnering with CanadaHelps by using our fundraising tools and resources.

Thank you to our current corporate and non-profit partners.



Our Team

Staff and Leadership Team (as of June 30th, 2023)

CanadaHelps is a team of 101 staff, steered by a team of experienced and passionate leaders dedicated to our mission of leveraging the power of technology to catalyze meaningful change within the charity sector. Their leadership is the driving force behind our commitment to making a difference.



Duke Chang
President and Chief Executive Officer



Lizz Bryce
SVP, Community and Strategic Initiatives



Jane Ricciardelli
Chief Operating Officer



Amanda Small
Vice President, People & Culture



Shakti Sinha
Chief Technology Officer

At CanadaHelps, our goal is to hire and retain skilled staff while carefully managing expenses. This is so we can continue to provide charities with affordable and effective technology, including tools as well as educational resources that they deserve. We take pride in being more than just another employer, one of our top priorities is providing staff with salaries that are fair and competitive. We use similar organizations as a guideline for compensation packages.

“My experience at CanadaHelps has provided me the opportunity to work for a mission that truly means something to the greater good of Canadian charities. The work is fulfilling and my fellow colleagues are pretty great too!”

- *Claire Spicer*
Director of B2B Marketing at CanadaHelps

“Working at CanadaHelps over the past 8 months has been an incredible experience. I love that I get the opportunity to learn about the charitable sector and use my skills for something meaningful.”

- *Nikki Mitchell*
Marketing Specialist at Unite for Change powered by CanadaHelps



Governance at CanadaHelps

CanadaHelps operates under the guidance of a Board of Directors who follow best practices in board governance and strategic oversight to ensure that all resources are being used in correlation with the organization’s mission and vision. Our Board of Directors is made up of individuals who are experts in their respective fields. They come from a variety of diverse backgrounds and experiences spanning both the public and private sectors. Our Directors receive no financial compensation for their efforts. Each Director serves on either the Governance Committee, or the Finance and Audit Committee.

Both committees as well as the board are deeply committed to ensuring diversity, equity, and inclusion principles are integrated into all of their processes and policies.

Board & Committee Members (as of June 30th, 2023)

Anita Ferrari – Chair
Former Partner, Grant Thornton LLP, and Corporate Director

Malcolm Burrows – Vice Chair & Secretary
*Head, Philanthropic Advisory Services,
Scotia Wealth Management*

Sonya von Heyking – Treasurer
Program Director, Dhillon School of Business

Matthew Choi – Co-founder of CanadaHelps
*Associate Professor, McMaster University
Pediatric Surgeon, McMaster Children’s Hospital*

Ashu Avasthi
Partner, Grant Thornton LLP

Leen Li
Chief Executive Officer, Wealthsimple Foundation

Lawrence Mandel
Vice President of Engineering, Shopify

Krishan Mehta
*Assistant Vice President Engagement,
Toronto Metropolitan University*

Alan C. Middleton, PhD
*Retired Distinguished Adjunct Professor, Schulich
School of Business & Executive Director, Schulich
Executive Education Centre*

Karim Harji
*Programme Director, Oxford Impact Measurement
Programme at the Saïd Business School,
University of Oxford
Managing Director, Evalysis*



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Charitable Registration Number:
896568417RR0001