

2021 - 2022

# Building a Stronger Future

ANNUAL IMPACT REPORT





# Table of Contents

Our Mission and Vision	2
Message From Our Leadership	3
Our Impact	5
Engaging The Next Generation of Donors	7
Advancing The Sector	11
Finances	14
Our Supporters, Funders, and Partners	15
Our Team	16
Our Governance	18







## Our Mission and Vision



### Celebrating 22 Years of Impact

CanadaHelps is a public foundation advancing philanthropy through technology, and Canada's best and largest platform for online fundraising and donating.

For charities, CanadaHelps builds robust, affordable, and easy-to-use fundraising technology used by more than 25,000 charities. We ensure that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

A trusted charity, CanadaHelps enables Canadians to discover, learn about, and easily support the charities and causes they care about.



### 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 Leadership

After two and a half years in a pandemic, the world is slowly opening up. But for Canadian charities, demand for services is higher than ever amidst trends towards lower giving, and the Canadians who rely on those services are struggling. As a charity ourselves, we work to leverage the power of technology to build connections between charities and donors, and to inspire generosity for strong communities. This work, however, can only happen with the commitment of all Canadians who want to build a strong future.

This year we invested in several new ways for Canadians to learn about and give to the charities and causes they care about most, and made particular efforts to reach younger Canadians.

We launched [Unite for Change](#), the new home for Cause Funds, targeted at younger Canadians in particular. With this new brand and site, we are working to engage younger Canadians who are passionate about causes, and helping them learn, donate, and take action.

We began accepting [cryptocurrency donations](#) to tap into the generosity of the estimated 13 percent of Canadians who currently own cryptocurrency assets, the majority of whom are younger Canadians. In addition, every charity in Canada, regardless of size, can now offer this giving option to their donors in a risk-free way.

We created a new annual campaign, Make It Monthly, to help charities acquire new monthly donors. Monthly giving is critical for predictable, year-round funding for charities, and for helping Canadians better plan and budget their giving, especially in uncertain economic times.



While there have been challenges for the charitable sector, there have also been many bright spots this year. In total, CanadaHelps enabled \$436,549,171 in charitable donations. GivingTuesday had another record-breaking year, raising \$11.4 million in one day through CanadaHelps, a four percent increase from the year prior.

Our team brought onboard an additional 172 charities to our Donor Management System (DMS). A well managed donor database ensures charities can effectively and efficiently administer a fundraising program and steward their donors (meaning spending less time on manual work and more time on fulfilling their charitable mission).

It has also been a year of change for CanadaHelps. After nine years at the helm, Marina Glogovac moved on from her position as President and CEO of CanadaHelps. Marina leaves a lasting legacy of innovation, growth, and unwavering support of the charitable sector. Under her leadership, CanadaHelps grew from a team of approximately 15 to 110, navigated COVID-19, and went from having raised an all-time total of \$300 million in 2013 to nearly \$2.2 billion in 2022.

With the strength of our staff and leadership team, and the support of our Board of Directors, we are embarking on a new chapter of CanadaHelps' story. One thing that will not change, however, is our dedication to Canada's charitable sector — especially our 25,000 charity partners, and the hundreds of thousands of Canadians who choose to give through CanadaHelps. This commitment has been at our core for 22 years.

Sincerely,



**Jane Ricciardelli**

Chief Operating Officer  
and Acting CEO

A handwritten signature in black ink that reads "Jane Ricciardelli".



**Ruth MacKenzie**

Board Chair

A handwritten signature in black ink that reads "Ruth MacKenzie".

# Our Impact

For 22 years, CanadaHelps has leveraged technology and education to strengthen the charitable sector, and enabled Canadians to help end hunger, protect the environment, advance health research and treatment, support mental health initiatives, and so much more.

## JULY 2021 - JUNE 2022 IMPACT



**\$436,549,171**

Raised



**1,393**

New Charity Partners



**1,228,376**

Donors



**3,216,639**

Donations



**\$70,256,983**

Donated Monthly



**\$858,119**

Donated to Cause Funds



## TOOLS FOR CHARITIES



**591**

Charities Using CanadaHelps' Donor Management System



**16%**

More Raised Through Peer-to-Peer Social Fundraising





## TOOLS FOR DONORS



**\$7,134,941**

Donated to Fundraising Pages on CanadaHelps.org



**6,447**

Fundraising Pages Launched



**\$972,614**

Donated in Charity Gift Cards



# Engaging The Next Generation of Donors

To engage the next generation of Canadians with charitable causes, CanadaHelps has invested in new tools and research.

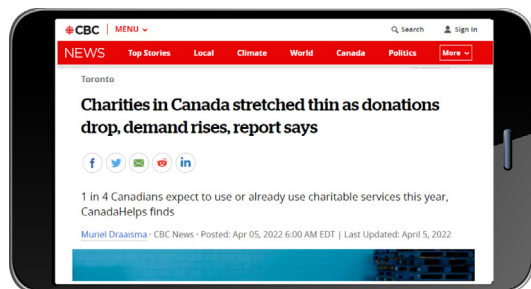
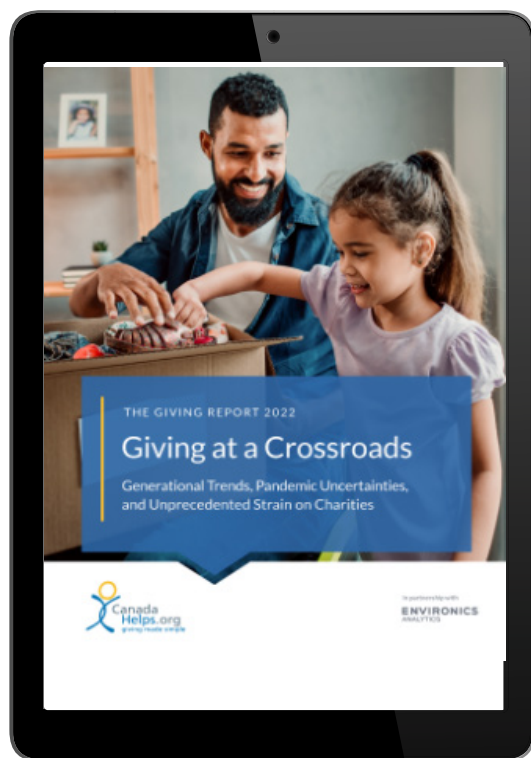


## The Giving Report 2022

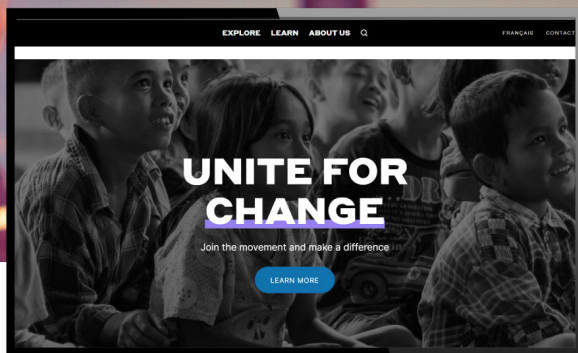
In its fifth edition, [The Giving Report](#) 2022 once again highlighted worrisome trends in overall and online charitable giving patterns, but also brought new insights from proprietary research on the preferences of Canadians, by generation.

Younger generations are embracing cryptocurrency, have a growing interest in monthly giving, educate themselves on causes they care about, and take action (attending protests and amplifying a cause on social media) in ways that older generations are less inclined to do.

The report, which can be downloaded on [CanadaHelps](#), is a reliable source of data about charities that is otherwise difficult for Canadians to obtain. It helps bring awareness to the issues facing Canada's 86,000 charities. The report is also widely leveraged among those working in the charitable sector to gain insights into the latest data to inform their practices.







## A New Way for Canadians to Unite for Change

[Unite for Change](#) was launched in November 2021 to give younger Canadians in particular an easy way to learn about, donate to, and take action in support of causes they care about.

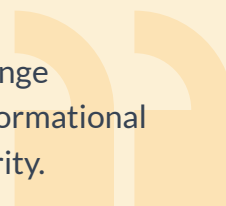
Powered by CanadaHelps, [UniteforChange.com](#) is the new home for Cause Funds. This year, we launched the [Period Equity Fund](#) and the [International COVID-19 Relief Fund](#) to highlight two important, yet rarely discussed causes; the [Ukraine Emergency Relief Fund](#) to make it easy for Canadians to quickly direct support to charities helping Ukrainians fleeing the war; and the [Fight Climate Change with Policy Fund](#) and [Land and Food Justice Fund](#) were curated by experts who understand the nuance of these important causes and the charities making change.

Unite for Change has also attracted support from celebrities and well-known public figures such as Cobie Smulders, Tim Rozon, Tanya Kim, and Hannah Alper.



The [Indigenous Peoples Solidarity Fund](#) by Unite for Change supports Indigenous-led charities that are leading transformational work in their communities. Let's stand together in solidarity.

*Cobie Smulders*

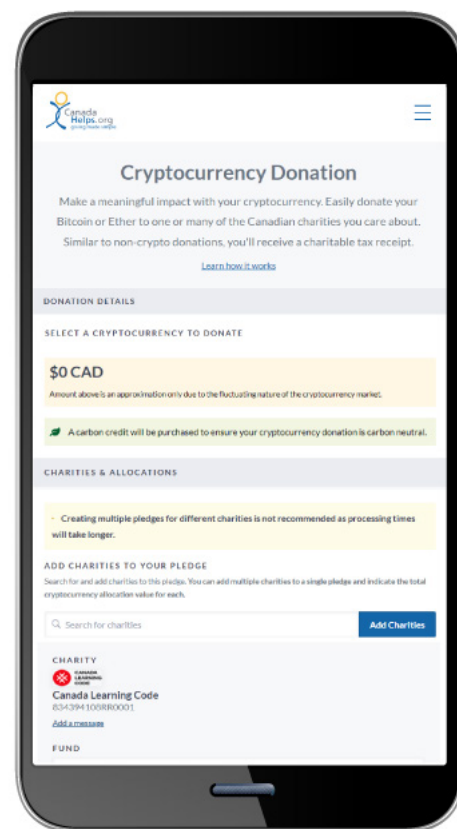


## Enabling Cryptocurrency Donations

Our research supports a growing interest in crypto assets with younger Canadians, as well as a need to engage young people with charitable giving.

In response to growing interest and requests from both charities and donors, CanadaHelps has now made it easy for Canadian charities to accept [cryptocurrency donations](#) securely, and with no extra administrative work. In May 2022, CanadaHelps began accepting bitcoin and ethereum, the two most popular digital currencies. CanadaHelps also partnered with CarbonX, an environmental fintech company, to ensure all cryptocurrency donations made using CanadaHelps are carbon neutral.

While cryptocurrency remains relatively new, its popularity among younger Canadians is unmatched. A reported 4.5 percent of Generation Z and 6.1 percent of Millennials have already donated cryptocurrency to causes close to their heart, while only 0.3 percent of Generation X and 0.1 percent of Baby Boomers have done the same. Canada Learning Code accepted the first donation of cryptocurrency on CanadaHelps.



“

At [Canada Learning Code](#) we unlock digital potential for individuals to harness the power of existing and emerging technologies. We are delighted CanadaHelps has made it so easy for us to solicit and secure gifts in cryptocurrencies — unlocking this giving potential for our organization. We know that today's donors have a variety of assets and CanadaHelps makes it easy for donors to choose the best way they can give generously to support our work. As we head into the 2022 giving season, we're excited to see the donors this giving channel opens up for us.

*Cait Brenchley, Director of Fund Development*  
Canada Learning Code

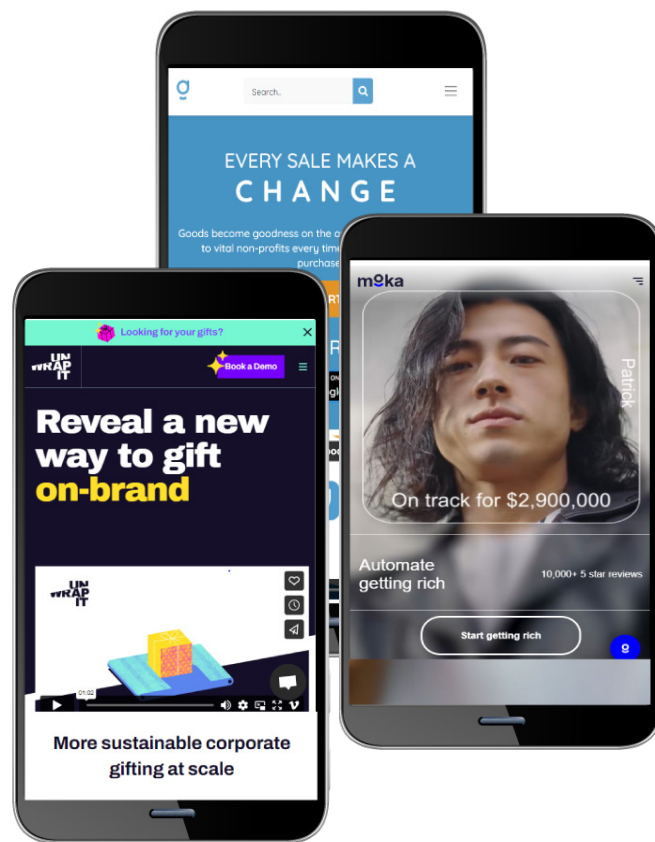
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## Leveraging Our API to Engage a Broad Group of Canadians

Enabling giving and making it easy goes beyond the fundraising tools on CanadaHelps.org. Through [CanadaHelps' API and offline batch processing tools](#), companies are making it easy for Canadians to engage in giving through unique ways. Whether it's enabling Canadians to buy and sell while donating a portion of sales on [Goodszilla](#), integrating charitable giving to their budget on Koho, or ensuring generosity is part of a savings plan with [Moka](#), CanadaHelps' partnerships with innovative digital platforms is an important way to reach Generation Z and Millennial givers. CanadaHelps' API is also powering charitable giving features on platforms like [Unwrapit](#), which is transforming how corporations are gifting to clients and employees, and [Donate a Car](#), which is making it easy for Canadians to donate a vehicle and convert the proceeds to cash for charities.



“As a socially conscious, ethical, and transparent online marketplace that allows individuals to shop and sell with a purpose, we required an easy way to integrate charitable giving into our website and app. The CanadaHelps API has made this entire process seamless for us and, more importantly, made it so incredibly easy for the buyers and sellers who use our marketplace to shop with purpose.”

*Toju Ogbeide*  
Founder and CEO of Goodszilla





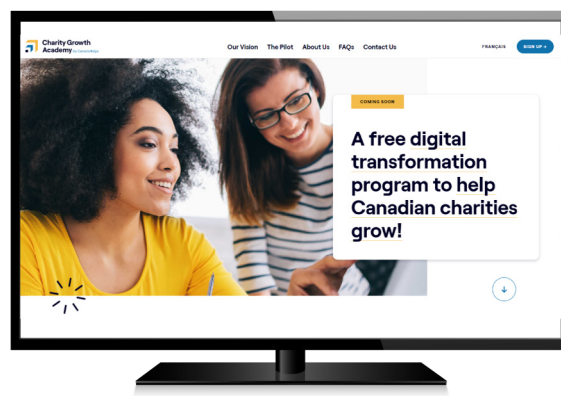
## Advancing The Sector

From education to advocacy, CanadaHelps is committed to advancing Canada's critical charitable sector, building knowledge and capacity within charities, and inspiring Canadians to give. This year we grew our educational and advocacy initiatives with the launch of new giving campaigns and a digital transformation pilot program.

### Charity Growth Academy

Building awareness and helping Canadian charities advance on their digital transformation journeys has been a priority for several years. This year, thanks to a new partnership with Mastercard Canada, and an anchor grant from their new Mastercard Changeworks™ social impact program, we were able to develop our first Digital Transformation Pilot.

The [Charity Growth Academy](#) pilot invited 11 charities and nonprofits from across Canada to take part in a year-long engagement to test out and help refine our model for digital transformation starting in May 2022.



We are excited about what we are going to learn and how it is going to help us. Being a new charity, we have the challenge of spreading the word about our services. If we have a digital presence we can reach more people and impact a lot more immigrants who can benefit from our services.

*Fatimatou Wefuan, Manager*  
Programs, Centre for Immigrant Settlement and Integration







## Free Charity Education

More than 1,216 fundraising professionals attended our free webinars covering a wide range of fundraising topics. From email best practices, to advancing monthly giving strategies, or ways charities can attract skills based volunteers, our free webinars are unlocking knowledge and insights in the sector to help charities advance their work.



## Knowledge Sharing Within The Sector

CanadaHelps is committed to advancing knowledge sharing within the charitable sector by presenting at conferences and events such as the Association of Fundraising Professionals Congress, Imagine Canada's Sector Champions Roundtable, Future of Good's Dismantling Digital Barriers Summit, and more. Whether it's sharing data and trends on ways to engage young donors into their fundraising strategy, helping charities learn how they can advance their digital transformation to acquire younger donors, or new giving trends charities should know, CanadaHelps is helping charities learn and grow.



## GivingTuesday



The ninth annual GivingTuesday Canada was the biggest yet! On November 30, 2021, more than \$11.4 million was raised through CanadaHelps (a 4% increase from the year prior).

In 2013, CanadaHelps partnered with the GIV3 Foundation to bring GivingTuesday to Canada. Since then, the movement has grown year after year. Supported by the Rideau Hall Foundation, GivingTuesday is now one of the biggest fundraising days of the year, building capacity within the sector by engaging millions of Canadians in giving.



## Great Canadian Giving Challenge

The eighth annual Great Canadian Challenge raised more than \$24 million in support of more than 16,800 charities across the country. For the month of June, every dollar donated entered the giver into a contest to win \$20,000 for their favourite charity.

This annual contest raises critical funds for charities at a time when giving is traditionally lower, and helps charities engage their donors with their work.



## Making Monthly Giving Easy With Make It Monthly

CanadaHelps launched a new annual campaign, Make It Monthly, to help charities acquire monthly donors and increase a revenue source that is often critical to their overall fundraising success. For the entire month of March, each new monthly gift of \$20 or more created on CanadaHelps.org or using a charity's Customizable Donation Form received a one-time \$20 top-up.

Monthly gifts allow charities to plan their programs and services around predictable funding. Make It Monthly was also launched to appeal to the 31% of Generation Z and 30.6% of Millennials who prefer to give smaller monthly donations to charities.






# Finances



## Financial Snapshot

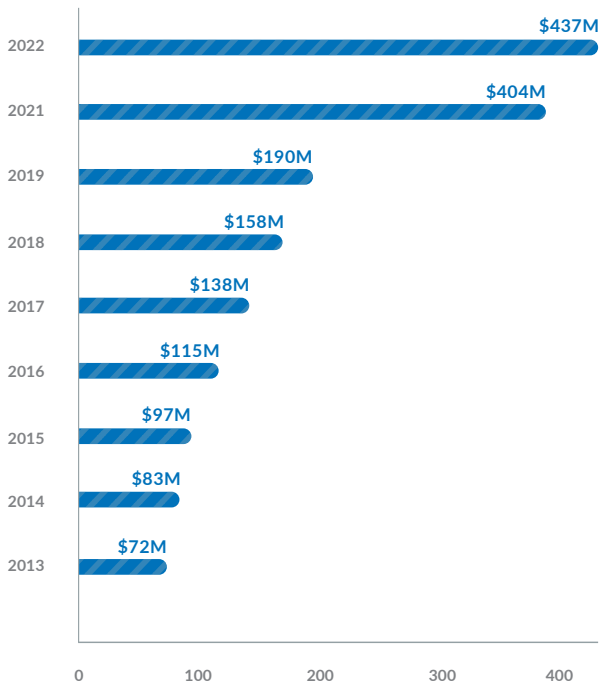


# \$436,549,171

Donations Raised

CanadaHelps is committed to financial transparency. We publish our full Audited Financial Statements on our website. [Read more.](#)

Giving Through CanadaHelps





# Thank You to Our Supporters, Funders, and Partners

CanadaHelps could not do all that it does without the support of individuals, foundations, partners, and all those who choose CanadaHelps for their charitable giving.

We are especially grateful to the thousands of Canadians and key corporate and foundation funders who included CanadaHelps in their giving plans this year or added a gift to CanadaHelps when supporting other charities. Through long-term partnerships, we also benefit tremendously through pro-bono services. These gifts provide critical funding and capacity for our operations to enable all the work we do.

We are also thankful for the partnership of 25,000 Canadian charities who choose to use CanadaHelps' tools for their own fundraising.

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

*Chase Paymentech*

*Control Gap*

*Donate A Car*

*Edmonton Community Foundation*

*Environics Analytics*

*Givinga*

*Goodszilla*

*Google Canada*

*Imagine Canada*

*Jonah Group*

*Koho*

*Mastercard Changeworks™*

*Moka*

*OPG*

*Osler*

*Rideau Hall Foundation*

*Salesforce*

*Specialty Web Design*

*Toronto Foundation*

*Unwrapit*

*Wayne and Isabel Fox Family Foundation*

*YourCause*





# Our Team



## Staff and Leadership Team as of June 30th, 2022

CanadaHelps is a team of 110 staff, led by a dedicated group of experienced leaders who are passionate about using technology to drive positive change in the charitable sector.

**Marina Glogovac**, *Chief Executive Officer (to May 31, 2022)*

**Jane Ricciardelli**, *Chief Operating Officer and Acting CEO*

**Mike Stairs**, *Chief Technology Officer*

**Shakti Sinha**, *VP Technology and DevOps*

**Shannon Craig**, *Chief Marketing and Product Officer*

**Jacob O'Connor**, *Chief Revenue Officer*

**Lizz Bryce**, *SVP, Community and Strategic Initiatives*

CanadaHelps strives to be an employer of choice. As such, our objective is to hire and retain highly-skilled staff members, while carefully managing our expenses, so that we can provide effective technology and the tools and education charities need and deserve. Our staff salaries are fair and competitive, and we use similar organizations as a guideline for our compensation packages.



“

Working at CanadaHelps has allowed me to bridge my passion for charity with my love for creating technological solutions. I think of our organization as a conduit of social good, where we work every day to enable charities and donors to achieve more. I cannot imagine a better place to advance my career where our values are aligned and the work culture is dynamic, inclusive and mission-driven.

”



Toyo Ajibolade  
Product Owner





# Governance

## Board of Directors

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. CanadaHelps has two standing committees:

*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 recruit new Directors, improve the work and function of the Board of Directors, and ensure alignment with the mission and vision of CanadaHelps.*

CanadaHelps' Board of Directors is committed to recruiting members from diverse backgrounds, and ensuring its practices are inclusive. As part of the Board's commitment to Diversity, Equity and Inclusion (DEI), the Governance Committee also ensures DEI principles are integrated into all of the Board's processes and policies.



## Board & Committee Members as of June 30th, 2022

**Ruth MacKenzie** – Chair

*President & CEO, Canadian Association of Gift Planners*

**Ashu Avasthi**

*Partner, Grant Thornton LLP*

**Denise Baker** – Secretary

*Former Executive Director, The Vantage Point*

**Malcolm Burrows**

*Head, Philanthropic Advisory Services, Scotia Wealth Management*

**Matthew Choi** – Co-founder of CanadaHelps

*Associate Professor McMaster University, Plastic Surgeon, McMaster Children's Hospital*

**Anita Ferrari** – Vice Chair, Treasurer, and Chair, Finance & Audit Committee

*Former Partner, Grant Thornton LLP, and corporate director*

**Leen Li**

*Chief Executive Officer, Wealthsimple Foundation*

**Lawrence Mandel** – Chair, Governance Committee

*Vice President of Engineering, Shopify*

**Krishan Mehta**

*Assistant Vice President of Engagement, Toronto Metropolitan University*

**Alan Middleton**

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





## 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.*

**Hershel Harris**, *Former CTO, Georgian Partners*

**Karim Harji**, *Managing Director, Evalysis*

**Andrew Heitzman**, *CEO and Co-Founder, InvestEco Capital*

**Patrick Johnston**, *Philanthropic Advisor, Borealis Advisors*

**Bill Kerr**, *Director, benefiexpress*

**Ryan Grant Little**, *Principal, RGL Strategic, and Co-Founder of CanadaHelps*

**Joan McCalla**, *Former Distinguished Fellow, Internet Business Solutions Group, Cisco Systems*

**Sarah Morgenstern**, *Managing Partner for 100 Days AS*

**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*

## CanadaHelps

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 [www.twitter.com/charitylifeca](https://www.twitter.com/charitylifeca)

 [www.youtube.com/canadahelps](https://www.youtube.com/canadahelps)

 [www.instagram.com/canadahelps](https://www.instagram.com/canadahelps)

Charitable Registration Number:  
896568417RR0001

