



Celebrating \$3 Billion in Giving

2023-2024 ANNUAL IMPACT REPORT

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 office is 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 Anishinaabeg, 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 People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

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.

CanadaHelps is a foundation focused on advancing generosity through technology. We are Canada's best and largest platform for online fundraising and donating, and for more than 24 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 30,000 charities. We ensure that all charities, regardless of their size, have the tools needed to succeed in the digital age.

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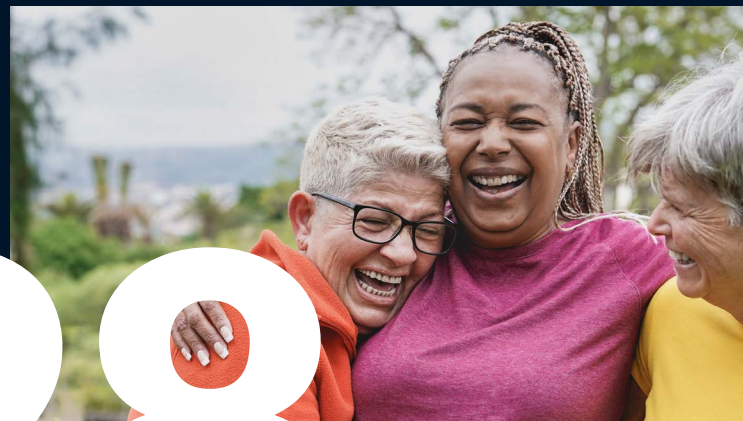
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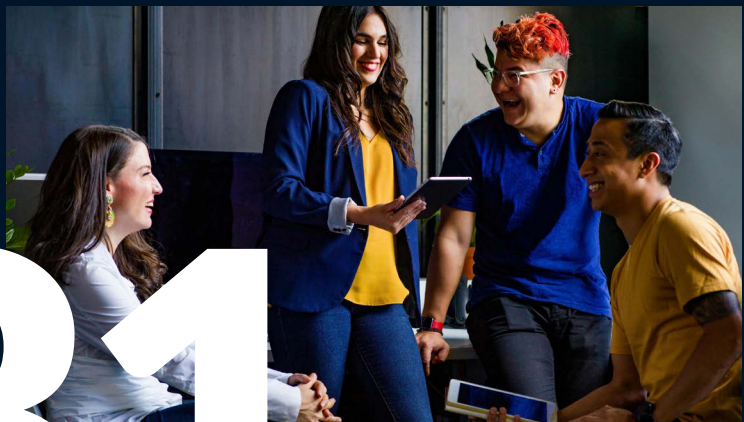
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Message from Our Leadership

Message from Our Leadership

Back in 2000, when our three young founders came up with the idea of CanadaHelps as a simple way to use the power of the internet to enable more charitable giving, I can't imagine they were planning for \$3 billion. Our first year we processed about \$150,000. After 13 years, we processed a total of \$400 million. Now here we are, in year 24, at \$3 billion. We would not be here today without the generosity of Canadians, the trust of our 30,000 charity partners, and the work of our dedicated team, both past and present.

Message from Our Leadership



Duke Chang

Duke Chang
President and CEO
of CanadaHelps



Anita Ferrari

Anita Ferrari
Board Chair

The significance of this milestone lies in the tremendous impact of \$3 billion on the communities and causes supported by CanadaHelps. By reflecting on the causes that hold personal importance to us and envisioning how even a fraction of that \$3 billion could empower the organizations dedicated to those causes, we come to recognize the critical role our behind-the-scenes work plays in enabling frontline efforts. \$3 billion means food is served to those in need, our most vulnerable neighbours are sheltered, inspirational new art is created, newcomers get the help they need to settle in Canada, our youth are educated and our citizens are empowered, our people are healed and our communities are supported, and so much more.

Although it is important to acknowledge these milestones, we know that there is still much more to do and more ways for CanadaHelps to support Canada’s charitable sector through technology and education. We continue to release vital research on the charitable sector, this year with an updated Digital Skills Report in September and the 7th edition of The Giving Report in April. The findings of both reports revealed some

disappointing, but unsurprising, data. The 2023 Digital Skills Survey showed that digital skills continue to decline despite the perceived technological advances made during the pandemic. The Giving Report showed that the number of charitable donors declined for the eleventh consecutive year and that 57 percent of charities are unable to meet current levels of demand.

Sadly, these are not new problems and the longer we wait, especially to address the gap in digital skills, the worse it may get because technology advances faster than people’s ability to adapt to it. With the launch of our digital transformation platform, Charity Growth Academy, our charity education programs, and our ongoing commitment to best-in-class tools for charities, we can accelerate digital adoption—and by extension the tangible benefits of digital adoption—in the charitable sector to drive towards more digital equity.

The Giving Report also showed that individuals with many close friendships donate more than those with very few close friendships, which highlights the importance of a sense of community in giving. We continue to invest

in growing and amplifying generosity and the impact of charities through GivingTuesday. This year we grew community movements, and launched a youth-focused campaign, It’s Cool to be Kind. We also continued with campaigns to support giving throughout the year, including our Make it Monthly and the Great Canadian Giving Challenge.

Because of the people behind CanadaHelps’ mission, we’ve grown to process nearly half a billion dollars a year, and reached this incredible milestone of \$3 billion. These milestones will come faster in the years to come—and that means we will only increase our impact even more.

When we look forward to the coming year and where we want to go next, we continue to focus on our mission and how we can create sustainable, systemic change in order to power generosity.

SECTION 2

Our Impact



Our Impact

For more than 24 years, CanadaHelps has leveraged technology and education to empower Canada's charitable sector. We have helped Canadians support their favourite causes like food insecurity, addressing climate change, advancing health research and treatment, supporting mental health initiatives, and so much more.

\$445,134,432

Raised for Canadian charities this year

Our
Impact

3.4M Donations

881k Unique donors

\$520k Donated to cause funds

115k Generous Canadians gave monthly

\$83.4M Donated monthly

15% More charity events than last year

31k Charity partners

Building Capacity

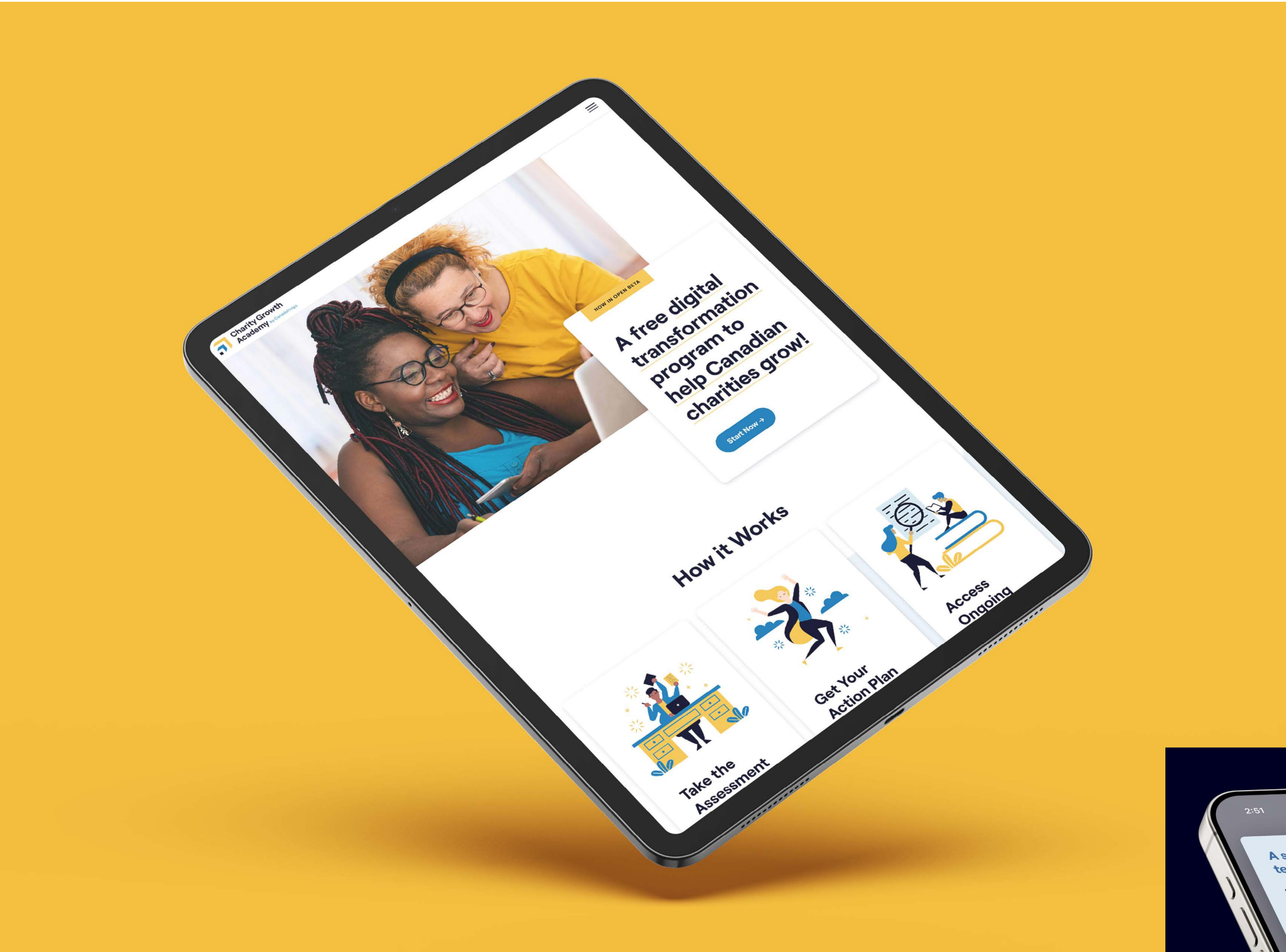


Building Capacity

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.

Kickstarting Digital Transformation with Charity Growth Academy

In September 2023, CanadaHelps launched its newest program to build charity capacity, [Charity Growth Academy](#). This program was made possible thanks to the generous support of Mastercard Changeworks™ and Mastercard Impact Fund. This free, self-serve platform helps charities kick-start their digital transformation with a clear Action Plan and educational resources.



More than 200 charities benefited from the program in its first year, and we continue to evolve this to accelerate digital adoption—and by extension the benefits of digital adoption—in the charitable sector.

In addition, we launched [Digital Comfort Zone](#), a technology podcast for the people powering charities. In this limited series, our hosts have meaningful discussions with artists, academics, business people, charity peers, and more to help shift our sector’s mindset about what it means to be a digitally enabled organization. The first season is available now on all podcast platforms.



Research and Education on Canada’s Charitable Sector

The 2023 Digital Skills Survey Results

CanadaHelps first conducted digital skills research in 2021 because there wasn’t any comprehensive Canadian data on the digital skills gap in the charitable sector. What we found was deeply worrisome.

Two years later, despite the perceived technological advances made during the pandemic across industries, our 2023 research has not shown any substantial improvements within charities. In fact, a higher number (60% vs 54%) report they will soon find it harder to do their jobs without an improvement in their digital capabilities; however, 48% of respondents report they don’t have the skills, expertise and knowledge, and 62% report they don’t have the funding to make this change.

Throughout this report we have provided the data, but also provided our insights based on the Charity Growth Academy and CanadaHelps teams’ expertise working within the charitable sector.

Read the report on [our website!](#)



Additional Research

The 7th Edition of The Giving Report

Canadian charities are overwhelmed by an increasing demand for their services. Despite Canadians’ desire to participate in charitable causes, the number of charitable donors declined for the eleventh consecutive year.

80%

of those with many close friends donate, while just over half of those with very few close friends donate

17.7%

Canadians gave in 2021, down from 23.4% in 2010

57%

of charities were unable to meet current levels of demand, which speaks to the gaps between the growing challenges and charities’ abilities to provide support

32%

of Canadians say climate change or protecting our environment is a top cause for them, but only 1.5 percent of donations made through CanadaHelps are directed to environmental charities

However, the trends and insights in the [7th edition of The Giving Report](#), suggest a hopeful path forward. By understanding the deep connections between our social ties and our willingness to give, we can inspire action even in those who feel paralyzed by the enormity of the challenges we face.

We were once again able to provide these insights to the charitable sector and the public thanks to the support of presenting sponsor and data provider, Environics Analytics, and Imagine Canada.

Read the report on [our website!](#)

Celebrating Small Charities in September

Launched in 2022, Small Charities Week is an initiative created by CanadaHelps to highlight small charities across Canada. Many of these organizations have faced significant shortfalls in funding and increased demand for services over recent years; this week-long event highlights how critical they are to communities across the country and offers useful education to advance their work.



In 2023 our generous sponsor, The Charity Hub, donated \$35,000 towards paying speakers, promotion, and daily attendee prizes.

The week featured a variety of online webinars tailor-made for professionals navigating the unique challenges and opportunities of small charitable organizations. More than 5,200 professionals participated in sessions that covered innovative fundraising ideas, engaging the next generation of donors and supporters, building resilience, maximizing the impact of social media campaigns on a budget, and much more.

Partnerships for Inspiring Change

In fall 2023, we partnered with P&G's Always brand in support of the Period Equity Fund. A cause fund allows Canadians to easily identify a cause they care about, and give to many charities in the fund within a single transaction. One in seven Canadian students miss school each year because they don't have access to the menstrual products they need during their monthly cycle. This is what is known as period poverty, and it is a problem that most people don't discuss openly.



For every \$1 donated to the Period Equity Fund during the campaign, Always donated one period product to someone in need. If supporters tested their knowledge and took a quiz about period poverty, Always would then donate five period products for every quiz completed. This partnership was important not just because of the more than 4,936 products and funds raised in support of those with limited or no access to period products, but also to build awareness of this rarely talked about issue.

We also partnered with nine influential Canadians to amplify the causes important to them, and offered donation matches throughout the year in support of GivingTuesday, mental health, the Black Solidarity Fund, and climate initiatives.

GivingTuesday Makes It Cool to Be Kind!

GivingTuesday began as a simple idea: a day that encourages people to do good. We co-founded GivingTuesday Canada in 2013 and continue to steward it as a core program 11 years later because we know the importance of generosity for the health of communities.

This year, CanadaHelps offered prize opportunities and donation matches to inspire Canadians to give, and to offer charities ways to engage with their supporter base. In just 24 hours, Canadians gave over \$14 million through CanadaHelps in support of more than 9,599 charities — the most funds raised on GivingTuesday to date. Donors were also inspired to give earlier due to our programming, as evidenced by the increase in donations in the two week period leading up to GivingTuesday.

CanadaHelps also issued an open invitation to parents, teachers and youth leaders to inspire kids to be changemakers with a “Cool to be Kind” campaign. We promoted the campaign with schools and youth organizations, and offered ideas for kids to help their local communities, discussion topics to reflect on generosity, as well as participation badges for them to share and inspire others.

\$13.6M **40%**

raised on GivingTuesday through CanadaHelps (+12.3% YoY)

of charities registered with CanadaHelps actively participated in GivingTuesday

5K+

youth commit to the “It’s Cool to be Kind” challenge

195

local and national media stories that reached 102.5M potential donors, inspiring them to give

Inspiring Monthly Giving

Monthly giving is a great way for donors to budget their charitable giving year-round and is also valuable 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 third “Make It Monthly” campaign was held in March to encourage more Canadians to set up a monthly donation in support of their favourite charities. We offered an incentive of a one-time \$20 top-up for new monthly donations through CanadaHelps, as well as a one-time \$10 top-up when a current monthly donation was increased by \$10 or more.

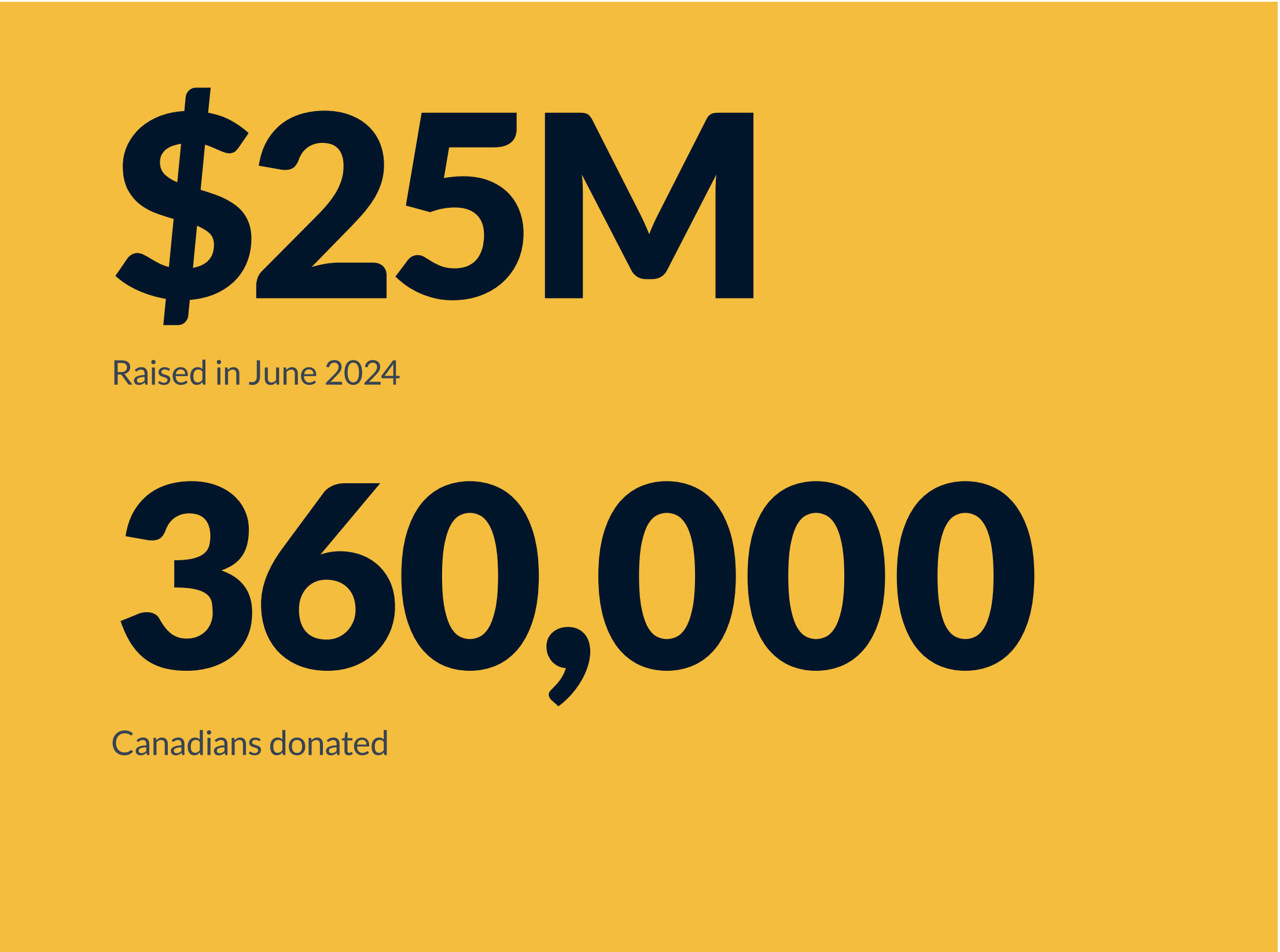
This year’s Make it Monthly campaign had more than 1,200 new monthly gifts set up on CanadaHelps. With initiatives like Make it Monthly, CanadaHelps provides a critical support system for charities by enabling them to increase their fundraising revenue.



Right: GivingTuesday event at Fred Victor with Toronto Mayor Olivia Chow.

10 Years of the Great Canadian Giving Challenge!

The 10th annual Great Canadian Giving Challenge took place in June. Nationwide, 360,000 people united to raise over \$25 million for Canadian charities dedicated to various vital causes, from healthcare and education to environmental protection and social justice. The Great Canadian Giving Challenge began as a way to drive philanthropic giving during the typically slower summer months.



From June 1st to June 30th, every donation of \$10 or more on CanadaHelps was an entry for a chance to win one of 40 prizes for the giver, and offered those charities receiving the donation a chance to win one of two \$10,000 prizes from CanadaHelps. This year’s winners were Partners in Mission (Kingston) Food Bank and Cosmopolitan Music Society. The Great Canadian Giving Challenge is another example of how generous Canadians can come together to make a big difference!

Testimonials

CanadaHelps was the perfect platform for our event fundraising. Our Easter Cookies promotion is one of our signature events in the spring. The support team was attentive, and prompt when we needed help solving some logistic issues, and setting up our online form. Our golf tournament was also the beneficiary with a smooth efficient sign up process. Our user experience was improved, for both events, and the improvement was reflected in our results.



Community Care
Northumberland

CanadaHelps has equipped me with the tools and support needed for effective fundraising, enabling me to manage this area confidently without being a fundraising expert. They have truly been a guiding light, transforming what once felt like an overwhelming challenge into a significant opportunity for growth. The minimal fees are far outweighed by the exceptional value they provide, and I’m immensely proud to use CanadaHelps.



Resilient Kids
Canada

Enabling Generosity



Enabling Generosity

Our continued focus on optimization, ease-of-use, and enhancing security and accessibility on CanadaHelps.org and through our fundraising tools helps us enable generosity and charitable impact, and advance our charitable mission.

Making Giving Through CanadaHelps Easier Than Ever

Seamless Donor Account Creation

We made it easier for generous Canadians to create a CanadaHelps account after making a donation. In doing so, we've helped ensure donors are aware of and have easy access to our tools that make giving to a charity quick and convenient.

Year-End Tax Receipt Mailout

This year we improved the process both from a user perspective and a technical perspective by automating the electronic distribution of tax receipts. This resulted in a simpler process for donors to get their receipts, and efficiency for our team.

Crisis Relief Center Redesign

We updated the visual appearance of the Crisis Relief Center with the goal of making it easier for donors to easily and quickly support urgent humanitarian relief efforts. When we make it easier for Canadians to give quickly when they see crises happening, we enable faster responses from charities providing critical relief.

Making Fundraising Through CanadaHelps Easier Than Ever

Streamlining the Registration Process for Charities

We introduced automated and self-serve ways for charities to register for our services, enhancing security, and reducing time and errors. By making our processes more efficient, we can redirect resources to driving more impact.

Charity Profile Performance Improvements for Search Engine Optimization (SEO)

SEO ensures that webpages show up competitively in Google search results. By focussing on improving our charity profile performance, we made it easier for Canadians to find charities on CanadaHelps when they search online. This not only helps drive traffic to the website, but also helps increase the online presence of the smallest charities who may not have a high scoring website of their own.

Improved Custom Donation Form (CDF) User Experience

We enhanced the set-up process for CDF, offering an enhanced way to preview form changes in real-time during the creation process. This initiative allows charities to further customize the form to reflect their brand and needs.

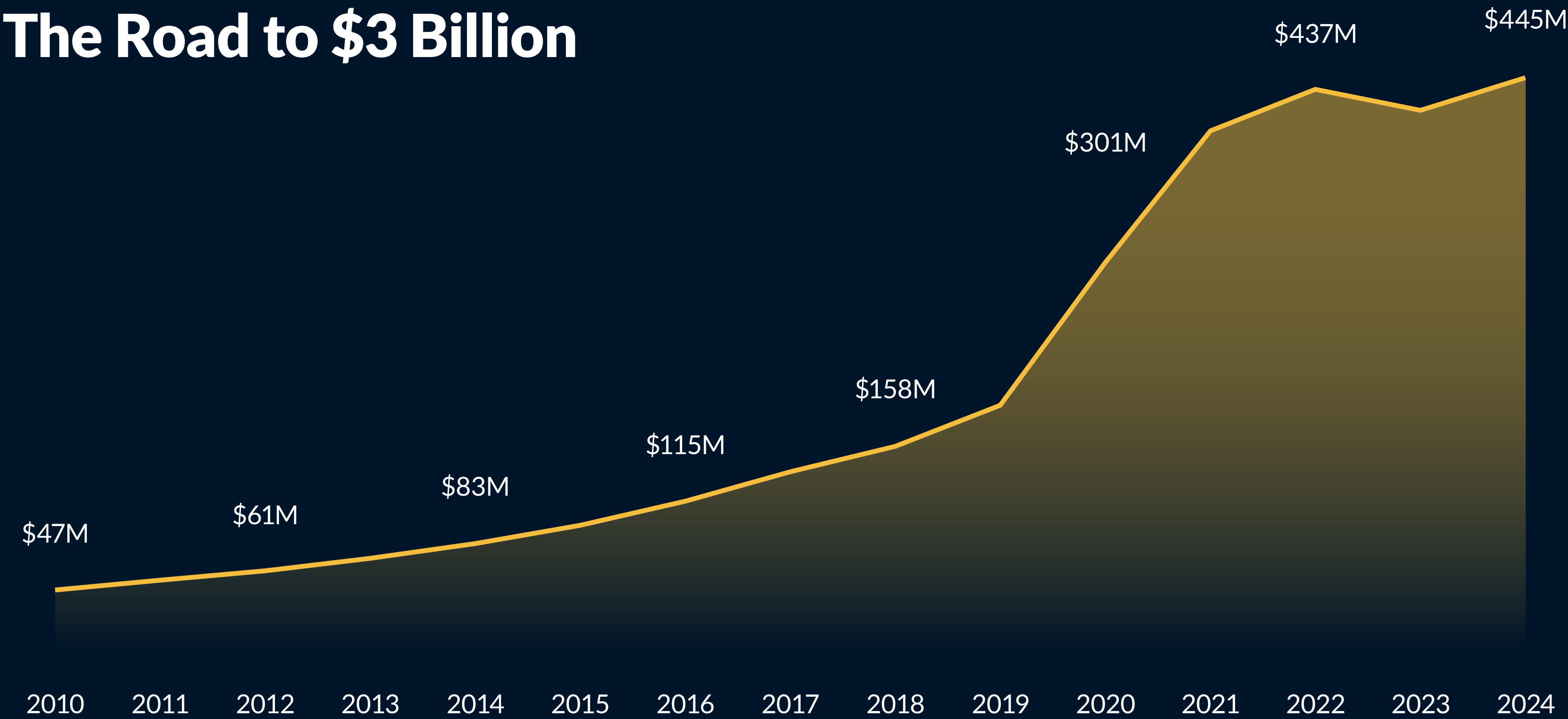
Financial Snapshot



Financial Snapshot

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

The Road to \$3 Billion



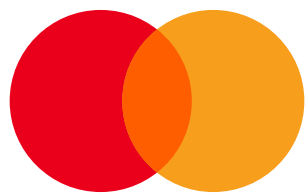


Our Supporters and Partners

Our Supporters

CanadaHelps is grateful to the countless Canadians, foundations, partners, and all of those who choose CanadaHelps to advance their giving. Our long-standing partnerships and pro bono received services have allowed us to support even more charities. We are also extremely grateful to the more than 30,000 Canadian charities that partner with CanadaHelps by using our fundraising tools and resources.

Our Partners



Environics Analytics (EA) has been proud to partner with CanadaHelps on The Giving Report since 2020. As a valued resource within the charitable and philanthropic communities, we have seen first hand the incredible impact the CanadaHelps Giving Report has had on charities and donors from coast to coast to coast. Since our involvement, we have appreciated the opportunity to contribute our expertise and enable a deeper understanding of the data for good story.



Mitchell Hillier
Director
Business Development
NFP & Education Lead

The digital modernization of Canada’s economy is opening a world of opportunities, and it is critical that not-for-profit organizations take full advantage to grow their networks and make a difference for the individuals and communities they serve. The Charity Growth Academy is perfectly aligned with our mission at Mastercard Changeworks™ to support Canadian not-for-profits by helping them improve their technology and data capabilities, allowing them to strategically adopt digital tools while providing skilled support and resources.



Jennifer M. Sloan
Senior Vice President,
Public Policy and Stakeholder Engagement,
Mastercard, Canada



Team and Governance

Team and Governance

CanadaHelps is a team of 100 staff, steered by a team of experienced and passionate leaders who are dedicated to leveraging the power of technology to catalyze meaningful change.

Leadership Team

as of June 30th, 2024

Duke Chang
President and
Chief Executive Officer

Jane Ricciardelli
Chief Operating Officer

Shakti Sinha
Chief Technology Officer

Aju Joseph John
General Manager, B2B

Julie Fiorini
General Manager,
Donor Services &
Brand Marketing

Alisha Patel
Vice President,
People & Culture

Lizz Bryce
Senior Vice President,
Community and
Strategic Initiatives

Fostering a Supportive Culture

At CanadaHelps, we aim to hire and retain skilled staff while carefully managing expenses. This approach enables us to continue providing charities with the affordable and effective technology and educational resources they deserve. We recognize that our employees are our greatest asset, and ensuring fair and competitive salaries is a top priority.

We benchmark our compensation packages against similar organizations to maintain this commitment. By fostering a supportive work environment, we empower our staff to thrive, enhancing our ability to serve the charitable sector with excellence.

Working as a Product Designer at CanadaHelps has been an incredibly rewarding experience. It's a unique opportunity to combine my passion for design and technology with the mission of making a positive impact on society. Every day, I get to collaborate with a talented and ambitious team to build innovative solutions that empower charities and connect Canadians to the causes they care about.



Carlos Barrientos
Product Designer

Working at CanadaHelps means that I get to be a part of streamlining and simplifying technology for the charitable sector in Canada. This allows charities to dedicate their energy to what truly matters—their mission and the positive impact they strive to make.



Lisa Tirkalas
Sr. Manager Business Operations

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.

Board & Committee Memberships

as of June 30th, 2024

Anita Ferrari—Chair

Corporate Director

Malcolm Burrows—Vice Chair & Secretary

*Head, Philanthropic Advisory Services,
Scotia Wealth Management*

Sonya von Heyking—Treasurer

*Program Director, Dhillon School of Business,
University of Lethbridge*

Matthew Choi—Co-founder of CanadaHelps

*Associate Professor, McMaster University
Pediatric Surgeon, McMaster Children’s Hospital*

Ashu Avasthi

*SVP and Global Head of Operations &
Customer Success, Certa*

Leen Li

Board Chair, Wealthsimple Foundation

Lawrence Mandel

VP of Engineering, Shopify

Karim Harji

*Managing Director, Evalysis Programme Director,
Saïd Business School, University of Oxford*

Shawn Gandhi

Advisor/Fractional CTO

Kathryn Hume

VP of Digital Channels Technology, RBC

Gert du Preez

Partner, Deloitte Inc.

Our Board of Directors is made up of individuals who are leaders 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.

The Board is deeply committed to ensuring diversity, equity, and inclusion principles are integrated into all of their processes and policies.

CanadaHelps

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Charitable Registration #

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