



CanadaHelps

2024-2025 ANNUAL IMPACT REPORT

# 25 Years of Powering Positive Change



# We Recognize Indigenous Peoples as Traditional Stewards of this Land

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 the land where our headquarters are located is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation, known today as Toronto. 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.

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 Peoples.

*"Together, Canadians must do more than just talk about reconciliation; we must learn how to practise reconciliation in our everyday lives – within ourselves and our families, and in our communities, governments, places of worship, schools, and workplaces. To do so constructively, Canadians must remain committed to the ongoing work of establishing and maintaining respectful relationships."*

— **Honouring the Truth, Reconciling for the Future:** Summary of the Final Report of the Truth and Reconciliation Commission of Canada

## Supporting Indigenous-Led Charities & Causes

Indigenous-led charities in Canada face significant funding disparities compared to other charities, limiting their ability to combat systemic discrimination and the harmful legacies of colonization and assimilation. Together, we can help empower Indigenous communities and support their vital efforts toward justice and cultural preservation.

Learn more about how you can support Indigenous communities through CanadaHelps on our [website](#).



CanadaHelps sparks generosity and powers the positive change that Canadians want to see. As the country's largest online donation and fundraising platform, CanadaHelps offers a range of giving solutions in support of any Canadian charity or cause, including single and monthly gifts, gifts of securities, charity gift cards, fundraising pages, cause funds, and more.

For charities, CanadaHelps is a trusted partner, offering affordable and right-sized tools to help them raise more to maximize impact. Since 2000, more than **5 million Canadians** have donated **\$3.5 billion** in support of thousands of causes through CanadaHelps. Connect with CanadaHelps on [Facebook](#), [Instagram](#), [Bluesky](#), and [LinkedIn](#).

## Mission

Our mission is to spark generosity and power positive change.

## Vision

Our vision is a world where everyone can thrive.



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# Message From Our Leadership

# Message From Our Leadership

# “Now is the time to share stories of generosity, to build a movement around generosity, and to power positive change.”



**Duke Chang,**  
President and CEO



**Matthew Choi,**  
Co-Founder & Board Chair

This is a special year for CanadaHelps. In June 2025, we celebrated our 25th anniversary and it's fortuitous that we are able to write this letter not only from the perspective of the CEO and Board Chair, but also with the point of view of one of our founders who remains actively involved in our journey.

In the beginning, the goal was ambitious but simple: to leverage technology in order to allow Canadians to donate to registered charities via the “world wide web.” To make giving simple.

This goal expanded as the continued rapid evolution of technology often left smaller charities behind as they tried to juggle constraints to their budget and time, and tried to keep pace with the increasingly digital world. The mission grew to not only how can we make giving simple, but how can we help charities with easy to use digital solutions, and allow our charity partners more time to do what they do best?

Milestones allow us not only to look back at where we started from but they also allow us to think about the future and what CanadaHelps will look like at 50.

This year, we launched an evolved CanadaHelps brand with a more modern look and feel that represents our focus going forward. Our updated Mission and Vision statements reflect our continued commitment to a better world, and a more deliberate focus on all forms of generosity.

Canadians are generous. Over the last 25 years, more than five million people have donated \$3.5 billion through CanadaHelps. This year alone we raised over \$500M for charities across Canada, another milestone for us. Generosity shows up in the volunteers who pack food hampers, in the neighbours who check-in on each other, in the strangers who hold a door open, and in the millions of staff of the charitable sector who have chosen a career supporting others.

But we also live in a time where fewer people are making charitable donations, where people are increasingly isolated, and in a world where polarization is thriving.

Now is the time to share stories of generosity, to build a movement around generosity, and to power positive change. Because there is power in generosity—not just for those who receive it, but for those who witness it too. Every authentic act of generosity, big or small, creates a ripple effect, inspiring those who see it to take action, to look inward and find the generosity within themselves.

We have new and ambitious projects that we are excited to share with you in the coming year. We're excited for what's next and to be on this journey with all of you.

Thank you for a great year,

*Duke Chang* *Choi*



A group of volunteers, mostly men, are working together to fill sandbags along a riverbank. They are wearing orange safety vests over dark t-shirts and cargo pants. The sandbags are being filled with sand from a large pile. The background shows a river, trees, and utility poles under a cloudy sky. The scene is outdoors and appears to be a community effort for flood prevention or relief.

SECTION 2

# 25 Years of CanadaHelps



# From Giving Made Simple to Sparking Generosity & Powering Positive Change

When our three founders conceived of CanadaHelps back in the year 2000, could they have imagined where we would be 25 years later? Now, with a team of 100 individuals striving to find new ways to power generosity every day, CanadaHelps boasts several ways to give to charities along with innovative fundraising tools and training programs to further those charities' missions.





# Charity Partners who have been with us since the beginning

*"As CanadaHelps celebrates 25 years, I would like to express my appreciation for the sector leadership and the diligent work to help charities across the country.*

*As an organization, Edmonton's Food Bank has appreciated the practical donor tools that CanadaHelps has provided. By encouraging donors to donate to us through CanadaHelps, we have been able to focus on donor stewardship, serving vulnerable Edmontonians and creating a kinder community. The 'Donate Now' button on our website does it all!*

*We look forward to continuing to work in partnership with CanadaHelps as we create a more resilient and efficient sector serving Canadians in the best way possible."*

— **Marjorie Bencz**, Executive Director, Edmonton's Food Bank, registered with CanadaHelps since 2001



*"CanadaHelps has transformed the way Hope for Wildlife connects with supporters and manages donations. Their user-friendly platform gives us confidence that every contribution reaches us safely and efficiently, which means more time and energy to focus on saving animals. More than just a tool, CanadaHelps is a trusted partner that empowers our work every day."*

— **Hope Swinimer**, Founder/Director, Hope for Wildlife, registered with CanadaHelps since 2001



# Stories of Charity Success



## Times Change

[Times Change](#) has served women in Toronto over the last 50 years to find meaningful, sustainable careers that empower them to support themselves and their families. Since 2015, Times Change has partnered with CanadaHelps to transform its digital fundraising strategy through custom donation forms, automated receipts, and donor reports. The charity has enhanced donor stewardship and increased donations by 82% and donors by 52% year over year.

Read more of their story [here](#).

*"CanadaHelps takes the stress out of fundraising. It's like having another staff member on my team ... Using CanadaHelps has absolutely streamlined many of those time-consuming administrative tasks that were related to setting up forms, processing tax receipting, and donor data tracking. It has freed me up to be able to do more of that deep diving into who our donors are, what they are looking for, and focus more on the relationship building, the storytelling, and stewarding."*

— **Katie Didyk**, Communications Specialist /  
Manager, Times Change



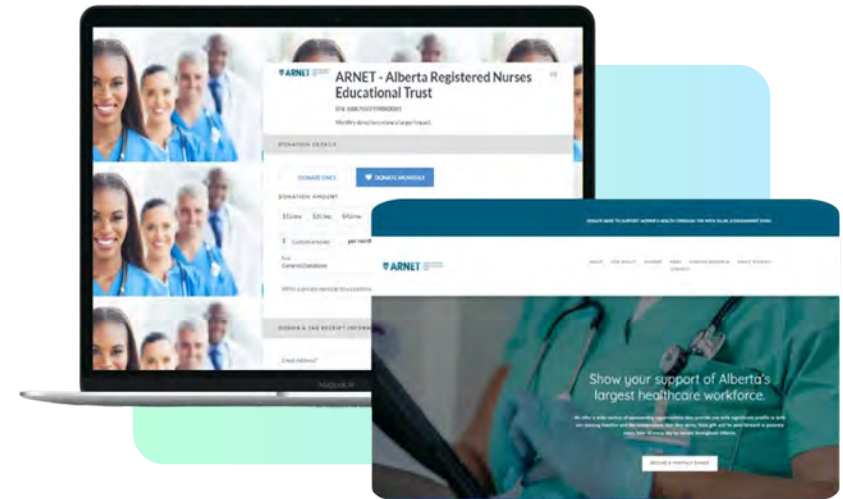


# Alberta Registered Nurses Education Trust



The Alberta Registered Nurses Educational Trust, (ARNET) was founded 37 years ago to enhance patient and family care in Alberta by empowering nurses and nurse practitioners with nursing education and research. For 16 years and counting, ARNET has utilized CanadaHelps' online fundraising tools to collect donations online and has seen a significant and consistent increase in donations year-over-year with the support of CanadaHelps.

Read more of their story [here](#).



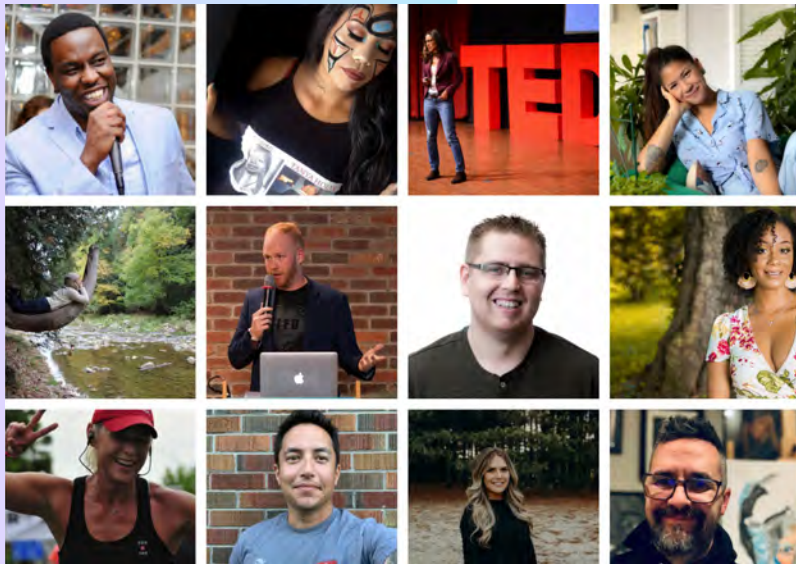
*"Overnight we lost \$350,000 in annual revenue, which was our operational funding. [Due to a legislation passed by the government of Alberta.] We were basically this 30-year charity/foundation that had to start from square one with fundraising again ... [CanadaHelps] understands fundraising in Canada... That's huge because being a Canadian charity, and in Alberta, we have the toughest fundraising regulations that we need to comply with, and CanadaHelps gets it. If we do our online donations with you, we're in compliance ... Especially for the small to mid-sized charities that have a one-person shop or a less than five-person shop, that is something we definitely need."*

— **Doreen Slessor**, CFRE, Director of Development at ARNET

# Unsinkable

[Unsinkable](#) is a Canadian mental health charity that has helped share over 400 stories, supported 100+ youth, collaborated with over 50 organizations, and connected with so many more in the last 5 years. Unsinkable has seen a 5% year-over-year increase in online donations, saved 0.25% in transaction fees, and garnered greater visibility to attract more donors with CanadaHelps.

Read more of their story [here](#).



Unsinkable  
...



*"CanadaHelps has done a good job of showcasing itself as the premier online fundraising platform. If I say CanadaHelps, people know what I'm talking about. There's a level of credibility that it has. That is why we've used it because it's as easy to explain as it is to use."*

— **Hailey Hechtman**, Executive Director,  
Unsinkable



A woman with dark curly hair, wearing green scrubs and a stethoscope, is smiling and holding a light-colored dog. The background is a bright, sunlit outdoor area with green foliage. The text "SECTION 3" is in the bottom left corner.

SECTION 3

# Our Impact



## SECTION 3

# A Charity that Supports All Canadian Charities

At CanadaHelps, we leverage technology and education to empower Canada's charitable sector.

Canadians can support any of Canada's 85,000 charities through CanadaHelps. From local favourites to internationally recognized causes like food insecurity, addressing climate change, advancing health research and treatment, supporting mental health initiatives, and so much more.

Every donation through CanadaHelps supports our work in building tools and programs that remove barriers from charities so they can focus on their missions instead of administration.

This year, we surpassed another milestone in giving, with more than \$500M in donations raised in a single year.





SECTION 3

# Our Impact

**\$501M**

raised for Canadian  
charities this year  
through donations  
and events

**890k**

unique  
donors

**\$90.1M**

in monthly  
donations

**3.4M**

donations

**119k**

generous Canadians  
gave monthly  
donations

**33.5k**

charity  
partners



SECTION 4

# Charity Programs



## **Building Capacity**

CanadaHelps is uniquely a Canadian charity and we understand the challenges that charities face. We are 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.



# A Podcast For the People Powering Charities

In June of 2024, we launched [\*Digital Comfort Zone\*](#), a technology podcast for the people powering charities. In this limited series, our hosts Aine McGlynn and Lizz Bryce who have worked at the intersection of technology and the people who make charities work for more than two decades, 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 podcast's first season ran until late October and included discussions with Olympian Silken Laumann, Ashley Good of Fail Forward, filmmaker Molly McGlynn and more—as well as a bonus episode answering audience questions in May of 2025.

*Digital Comfort Zone* was created in tandem with the [\*Charity Growth Academy\*](#), a program that was launched in 2023 and made possible thanks to the generous support of Mastercard Changeworks™ and Mastercard Impact Fund. Charity Growth Academy is a free, self-serve platform that helps charities kick-start their digital transformation with a clear Action Plan and educational resources.





# Research and Education on Canada's Charitable Sector

In the eighth edition of *The Giving Report*, we looked at the period of 2018-2024 to understand how giving evolved during a period shaped by crisis and transformation. The COVID-19 pandemic and a series of major national and global disruptions influenced how Canadians give and which causes received support.

## \$107M

One of the most profound shifts in recent years has been the rise of local and regional giving. Donations to community-based charities through CanadaHelps have more than tripled since 2018, climbing from \$34 million to \$107M.

## 416%

Donations to Indigenous-focused charities on CanadaHelps have risen sharply in recent years, growing 416% from 2018 to 2024, faster than any other cause area—but still remains under 1% of all donations.

## 35%

Canadians 65 and over accounted for 35% of all donors, and 50% of all donated dollars.

## 24%

Environmental causes have sustained strong momentum since 2018, with growth of 255%. Giving to environmental causes rose sharply in 2024, with Environment posting the largest year-over-year growth at 24%.

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!](#)



# Inspiring Generosity on GivingTuesday

[GivingTuesday](#) is the world's largest movement to inspire acts of kindness and generosity. Co-founded in Canada by CanadaHelps in 2013, millions now celebrate it annually!

Leading up to GivingTuesday, CanadaHelps embarked on a nine-city tour with local mayors, media, and charity partners, including raising flags at city halls to remind Canadians of the annual day of giving.

## 19.5%

Total donations on Giving Tuesday reached \$16.2 million in 2024, a 19.5% increase from 2023.

## 5x

Donations have increased more than 5x between 2018 and 2024.

The day's activities included a mention on the jumbotron at a Toronto's Raptor's game at Scotiabank Arena and a free performance from the cast of [Come From Away](#) at Toronto's Union Station, reminding commuters and travelers of the musical's message of generosity and the power of human connection.

Thanks to the generosity of 43,800 Canadians, together we raised over \$16.2 million to support 10,000 charities on GivingTuesday through CanadaHelps. These donations were vital in helping charities achieve their goals before the year end so they could continue their vital work into 2025.





# Sparkling Generosity with Partnerships

This year, we partnered with the Western Financial Group Communities Foundation to make GivingTuesday more impactful than ever.

As passionate community champions and trusted insurance experts, Western Financial Group Communities Foundation provided \$100,000 through their Western Communities Foundation to support Canadian charities in honour of this special day.



Through a social media nomination campaign, #100kForGivingTuesday, ten charities were selected to receive a \$10,000 donation. The winners were announced during a livestream on GivingTuesday hosted by acclaimed Canadian and international TV news anchor and journalist Akshay Tandon and featuring some of Canada's most recognized influencers and philanthropists.

Over 8,000 charity nominations were received, highlighting the deep appreciation for the role these organizations play in transforming their communities. The campaign surpassed all goals, reaching 1.8 million people through digital channels and generating over 1.4 million social views in three short weeks. The campaign proved that generosity can be contagious, and that social media can be an incredible tool for fostering participation and raising awareness for worthy causes.



SECTION 5

# Technology



# Powering Positive Change

We support all Canadian charities, no matter how big or small. Offering much more than just donation processing, we enable the fastest disbursements, and provide robust reporting and the best fundraising technology to charities nationwide.

Built for busy charity volunteers and staff who are focused on sparking change, CanadaHelps is a trusted partner that helps Canadian charities raise critical funds for their causes.







## **Making Giving and Fundraising Through CanadaHelps Easier Than Ever**

This year we made it easier for charities to access their list of giving season donors. With just one click, charities were able to quickly download a ready-to-use report of their donors which they could use for outreach.

This is especially valuable for smaller charities who may not have the time or resources to gather and organize this data. We introduced Year-over-Year (YoY) metrics and tools that will help charities gain a better understanding of their historical fundraising performance to better achieve their goals. We also modernized customizable donation forms (CDF) to provide greater transparency to donors about their transaction and added customizable thank you pages; all of which improves the donation experience from start to finish.





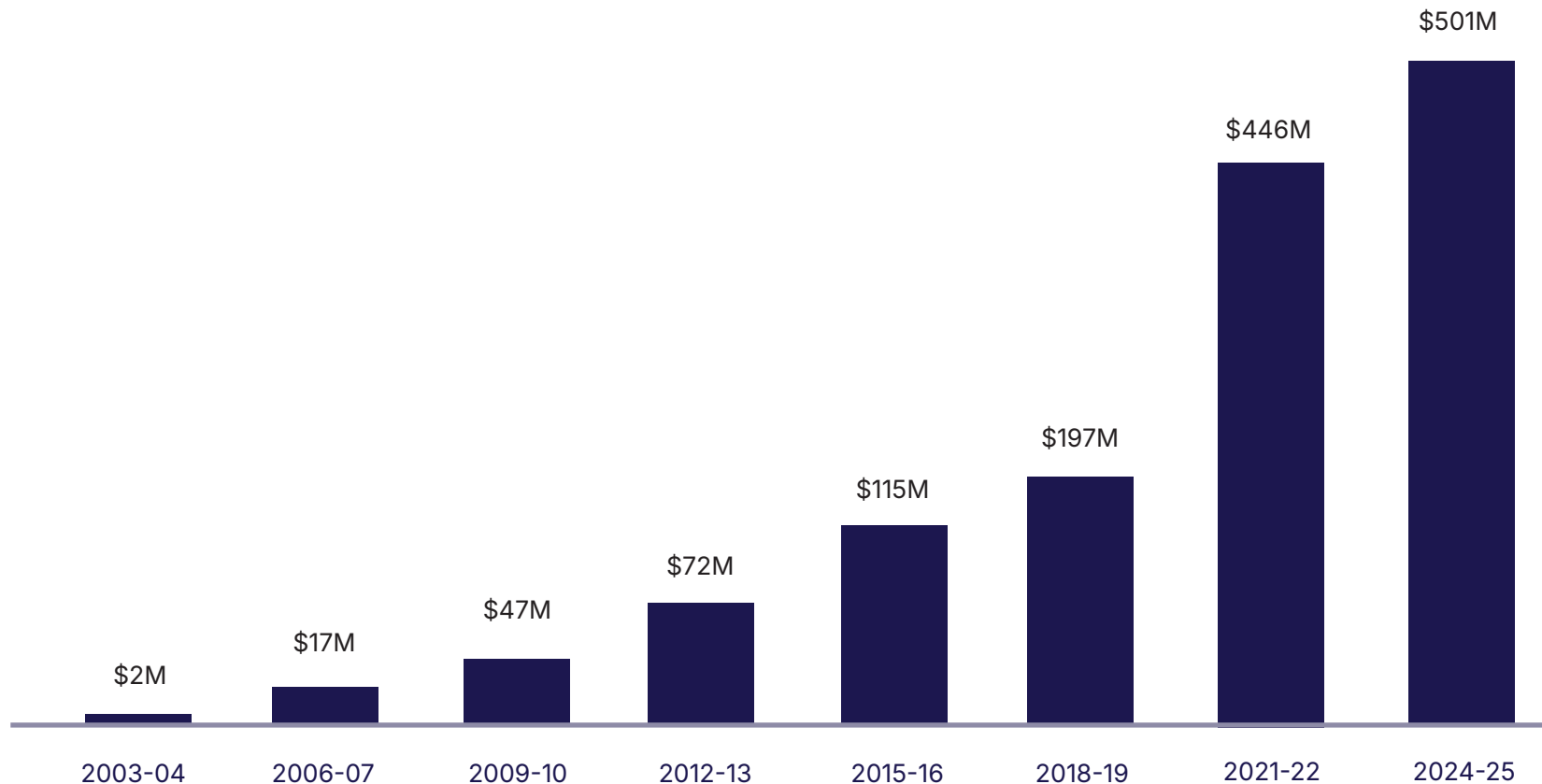
SECTION 6

# Finance

# Financial Snapshot

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

**Note:** our financial statements exclude revenue from charitable events however we have included it in the chart here to reflect overall giving using CanadaHelps tools and services.







SECTION 7

# Our Supporters and Partners

# Our Supporters and Partners

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.



The Muttart  
Foundation

OSLER  
Osler, Hoskin & Harcourt LLP



The Wayne and Isabel  
Fox Family Foundation



*"The success of our GivingTuesday 2024 campaign was a great testament to the impact of generosity. Witnessing over 8,000 nominations pour in for charities across Canada highlighted the compassion in our communities and among our employees who stepped up to help. At [Western Financial Group](#), we care deeply about supporting the causes that matter most to our people, customers and neighbourhoods. Through the Western Financial Group Communities Foundation, we are proud to partner with CanadaHelps to uplift our communities, supporting ten incredible organizations with a \$100,000 donation to tackle important issues like mental health, food security, and environmental preservation."*

— **Michelle Mak**, Director, Western Financial Group Communities Foundation



A photograph of two women standing outdoors in a park-like setting. The woman on the left is younger, with dark hair, wearing a light blue knit beanie and a green long-sleeved shirt. The woman on the right is older, with short grey hair, wearing a dark quilted vest over a green shirt. They are both smiling warmly at the camera. The older woman has her arm around the younger woman's shoulder. They are holding a large white sheet of paper together. The background is a soft-focus view of green trees and a grassy area under bright, natural light.

SECTION 8

# Team and Governance

# The Team at CanadaHelps

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

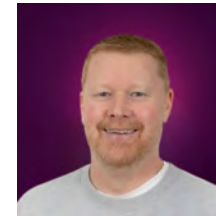
*as of June 30th, 2025*



**Duke Chang**, President and  
Chief Executive Officer



**Jane Ricciardelli**, Chief  
Operating Officer



**Alan Gillespie**, Chief  
Technology Officer



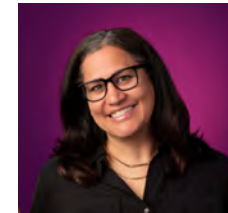
**Julie Fiorini**, General Manager,  
Donor Services & Brand  
Marketing



**Aju Joseph John**, General  
Manager, B2B



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



**Alisha Patel**, Vice President,  
People & 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.

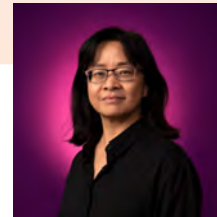
*"I am fortunate enough to be able to speak with our charity partners everyday and learn about the tremendous work they are doing in their communities in Canada. To play a small part in helping enable them with resources, and tools to spread generosity is one of the many reasons why I feel privileged to work at CanadaHelps."*

— **Matthew Fitch**, Senior Manager, Account Development, CanadaHelps



*"As a Software Development Manager at CanadaHelps, it's very fulfilling to lead a team that works with different departments to use technology to empower the charitable sector. We're united by a shared mission to support Canadian charities, and it's rewarding to build technical solutions that help Canadian charities succeed and make a lasting impact on their communities. It's a job I'm truly proud of."*

— **Bertha Lam**, Software Development Manager, 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 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.

## Board & Committee Memberships

*as of June 30th, 2025*

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

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

**Karim Harji - Vice Chair & Secretary**

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

**Sonya von Heyking – Treasurer**

*Assistant Dean, Strategic Initiatives,  
Dhillon School of Business*

**Ashu Avasthi**

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

**Gert du Preez**

*Partner, MNP Digital*

**Shawn Gandhi**

*MD and Country Manager, Pythian Canada*

**Kathryn Hume**

*VP of Digital Channels Technology, RBC*

**Leen Li**

*Founder, Save4YourChild Foundation*





**CanadaHelps**

**CanadaHelps.org**

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