



Charity Spotlight

*Learn how to launch successful urgent appeals
and steward your donors*





Charity Spotlight



Hello! Nice to meet you.



Laura Dempsey

Charity Engagement Specialist, CanadaHelps

@CanadaHelps / @CharityLifeCA

laurad@canadahelps.org



Charity Spotlight



Agenda

- About CanadaHelps
- About the Nova Scotia SPCA
- In Conversation with the Nova Scotia SPCA
- Fundraising Trends Overview & Discussion
- Audience Q & A



About CanadaHelps

CanadaHelps is a non-profit social enterprise serving charities and donors.

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.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

TRUSTED
SINCE 2000

\$1 BILLION
RAISED

2 MILLION
DONORS

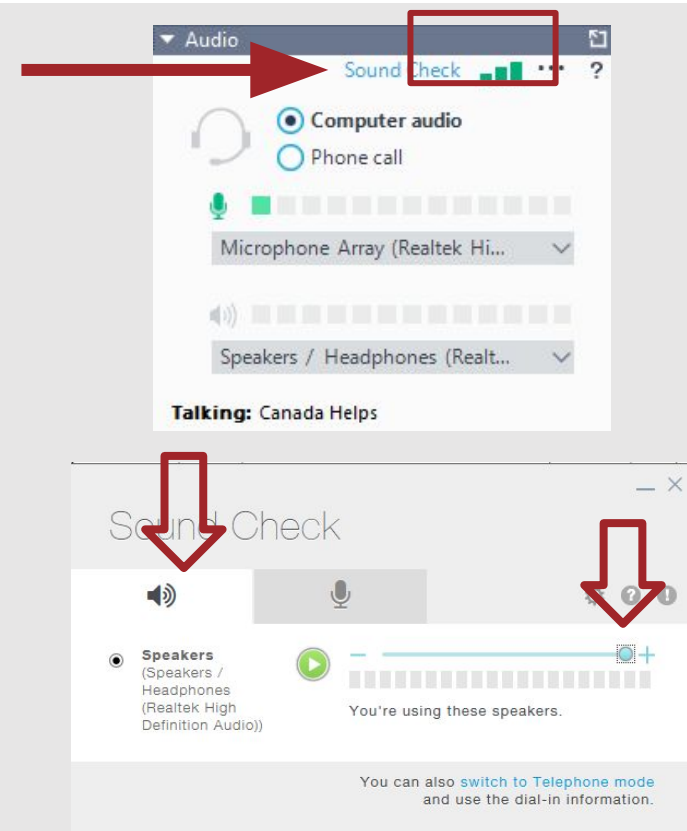
20,000
CHARITY
PARTNERS



Webinar Reminders

Trouble hearing us?

- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.

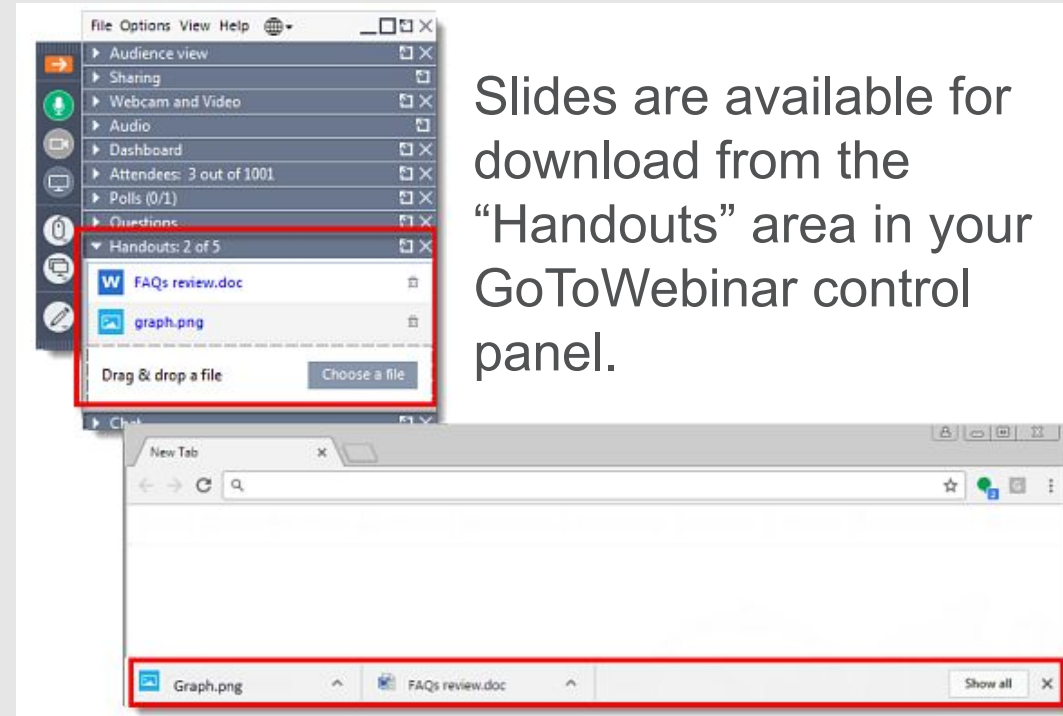




Webinar Reminders

For the best webinar experience,
please close all other applications.

YES! The webinar recording and slides
will be emailed to you within 24 hours.





Webinar Reminders

- You can hear us, but we can't hear you.
- Have questions? Type them into the questions log at anytime.

A screenshot of a web application window titled "Questions". It features a large text area for input, a smaller text area below it containing the placeholder text "[Enter a question for staff]", and a "Send" button at the bottom right. There are also small up and down arrow buttons on the right side of the text areas.



Charity Spotlight



Laura Berube Development Database Administrator

Laura lives in Dartmouth, Nova Scotia with her husband and best friend Jonathan and their cat, Cooper. Laura studied Non-Profit Administration in her hometown of Louisville, Kentucky before moving to Nova Scotia three years ago. She believes that the key to a successful fundraising is an organized database and is passionate about making the donation process as simple and fun as possible for donors. On weekends and evenings when Laura is not in front of her computer screen, you can almost always find her with her nose buried in a book.





Charity Spotlight



Taylor Mundy Communications & Development Officer

Taylor is the Communications & Development Officer with the Nova Scotia SPCA and proud adoptive fur-mama to Bonnie. With a background in marketing and psychology from Memorial University, Taylor is passionate about raising awareness and funds for local animals in need. When she is not fundraising or fostering pets, Taylor enjoys dancing, planning adventures with her fiancé Kevin and visiting with family in Prince Edward Island.





Charity Spotlight



Our 4 Pillars



Animal Rescue

Rescue animals from dangerous and deplorable conditions across the province and provide them second chances.



Sheltering

Provide a safe haven for animals with nowhere else to go before finding their forever homes: food, bed, exercise, love, affection.



Veterinary Care

Vet every animal that comes through the door including: spay/neuter surgery, vaccinations, microchipping and overall health check.



Rehabilitation

Work one-on-one with every animal to rebuild their trust in humans and ensure they are well prepared for the next stage of their life.



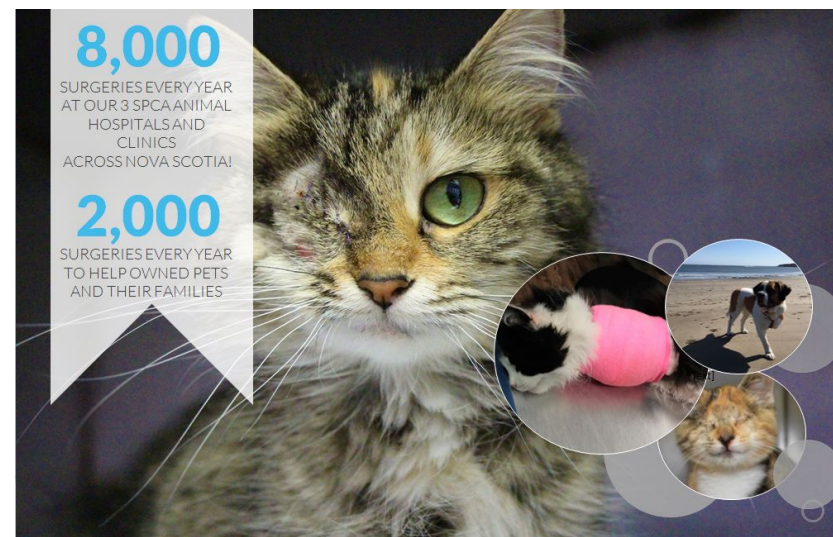
Charity Spotlight



4,462

ANIMALS WERE SAVED
LAST YEAR BY SPCA
PROVINCIAL CRUELTY
OFFICERS ACROSS
NOVA SCOTIA

SPCA
Nova Scotia



8,000

SURGERIES EVERY YEAR
AT OUR 3 SPCA ANIMAL
HOSPITALS AND
CLINICS
ACROSS NOVA SCOTIA!

2,000

SURGERIES EVERY YEAR
TO HELP OWNED PETS
AND THEIR FAMILIES



6,500+

ANIMALS TAKEN
INTO OUR SPCA
SHELTER EVERY
YEAR



OVER **12,975**
COMMUNITY
MEMBERS SERVED
THROUGH OUR
PROGRAMS!



THE 5 FREEDOMS

The **5 freedoms** are an important part of the *Animal Protection Act* which is enforced by Nova Scotia SPCA Inspectors around the province. The Nova Scotia SPCA is here to ensure that all animals across the province are able to experience these freedoms...



**FREEDOM FROM
HUNGER & THIRST**



**FREEDOM FROM
DISCOMFORT (SHELTER)**



**FREEDOM TO EXPRESS
NORMAL BEHAVIORS (EXERCISE)**



**FREEDOM FROM
FEAR & DISTRESS**



**FREEDOM FROM PAIN,
INJURY & DISEASE**



Charity Spotlight



Meet Bear



Bear is fighting for his life and needs your help!

When SPCA Enforcement Officers rescued Bear on Friday night, his face was filled with porcupine quills. He was neglected so long the fishhook barbs in the quills deepened causing a severe infection. Bear cried from the pain.

Bear was rushed to emergency medical surgery to remove the buried quills. Our medical investigation revealed Bear was outdoors for most of his life. He is living with sores on his joints, a burning ear infection, overgrown nails, and a dirty, matted coat.

You can help sweet Bear on his long road to recovery by donating to his surgery and care today. You'll truly be saving lives. Thank you for your compassionate support!

P.S. Personal updates about Bear will be provided to anyone who generously donates in his name.

*Don't worry – We never wait to provide urgent veterinary care. We're simply raising funds to pay for the hefty medical bills! If Bear's medical costs and cost of care is less than is raised in her name, additional funds will provide care for other local animals in need of emergency medical treatment.



BN: 134704741RR0001

Make a donation

DONATION DETAILS

AMOUNT

Donate Now

Donate Monthly

\$

Amount

MESSAGE FOR NOVA SCOTIA SPCA (OPTIONAL)

DEDICATE YOUR DONATION

In memory of

In honour of

No dedication

Next


[Help](#) | [Français](#) | [Log Out](#)



Charity Spotlight



Getting Social

**Nova Scotia SPCA - Dartmouth Shelter**
May 2 · 🌐

Bear is fighting for his life and needs your help! ❤️

When SPCA Enforcement Officers rescued Bear on Friday night, his face was filled with porcupine quills. He was neglected so long the fishhook barbs in the quills deepened causing a severe infection. Bear cried from the pain.

Bear was rushed to emergency medical surgery to remove the buried quills. Our medical investigation revealed Bear was outdoors for most of his life. He is living with sores on his joints, a burning ear infection, overgrown nails, and a dirty, matted coat.

The quills have worked their way behind Bear's eye... And now he needs your help!

As a proud no-kill shelter, the SPCA will do everything possible to help Bear. He needs more medical treatment and may lose his eye to infection. For now, Bear is being closely monitored and on 3 different medications for pain.

You can help sweet Bear on his long road to recovery by donating to his surgery and care today. You'll truly be saving lives. Thank you for your compassionate support!

P.S. Personal updates about Bear will be provided to anyone who generously donates in his name.

<https://www.canadahelps.org/en/dn/m/41197> ➡

Bear is not feeling well enough to entertain adoption interest and is not accepting applications or visitors at this time. Once he is cleared medically, he will be posted on our adoption website.

#Bear #HelpBear #NSSPCA #SupportTheSPCA #Emergency #HFXDogs #HalifaxReTales #HalifaxNoise

📶 ROGERS 📶 2:35 PM 🔋 23%

< Photo ↻

novascotiaspca Bear is fighting for his life and needs your help! ❤️

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When SPCA Enforcement Officers rescued Bear on Friday night, his face was filled with porcupine quills. He was neglected so long the fishhook barbs in the quills deepened causing a severe infection. Bear cried from the pain.

•

Bear was rushed to emergency medical surgery to remove the buried quills. Our medical investigation revealed Bear was tied outdoors for most of his life. He is living with sores on his joints, a burning ear infection, overgrown nails, and a dirty, matted coat.

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The quills have worked their way behind Bear's eye... And now he needs your help!

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As a proud no-kill shelter, the SPCA will do everything possible to help Bear. He needs more medical treatment and may lose his eye to infection. For now, Bear is being closely monitored and on 3 different medications for pain.






•

You can help sweet Bear on his long road to recovery by donating to his surgery and care. Text "SPCA" to 4-10-10 to generously donate \$10 today. You'll truly be saving lives. Thank you for your compassionate support! ❤️

•

*Bear is not feeling well enough to entertain adoption interest and is not accepting applications or visitors at this time. Once he is cleared medically, he will be posted on our adoption website.

•





IMPACT

Nearly **1,000 new donors** who have never given to the Nova Scotia SPCA before.

Close to **\$40,000 in donations** received through CanadaHelps.

Increased donations by 7x over the previous campaign.



Stewarding Donors

You saved Bear's life.

Hi friend!!

Thank you, thank you, thank you! Bear just woke up from his medical surgery and we are spoiling him with cuddles and love from you.

Because of you, Bear was able to undergo medical surgery to remove three more buried quills from his forehead, tongue and eye. Although his eye is very swollen right now, he will have a full recovery. He can play, eat and snuggle... no longer in constant pain. You saved Bear's life!

Bear's previous owner has been charged under the Animal Protection Act. The investigation into his neglect is ongoing. We cannot share any details that may compromise our case. It will take time, but with your support, we can fight for justice for Bear.

While Bear is healing, he is not feeling well enough to entertain adoption interest and is not accepting applications or visitors at this time. As soon as we get the A-OK that he is medically cleared, we will post him on our [SPCA adoptables page](#).

Bear is on antibiotics, eye and pain medication to keep him comfortable while he recovers. Our veterinary team continue to monitor him closely. Thanks to your support, Bear is going to have a second chance at a safe, happy and healthy life.

Thank you!!

P.S. Every animal has a story. Some are captivating... some are heartbreaking... and some are inspiring. If you would like to read about more animals like Bear, [subscribe to our new newsletter!](#)

Bear's smile says it all.



Bear is recovering well and giving out sloppy kisses like they're going out of style. We have some 'paw'sitive news to share with you... Bear is medically cleared! It is because of your generosity that Bear will have his happily-ever-after.

Thanks to your kind donations towards his surgeries, Bear is ready for his forever family. Bear is still on several medications for the pain and may get tuckered out from all the love, so please be patient if he is on a 'time-out' if you drop by to visit our SPCA Dartmouth Animal Shelter.

Thank you 'beary' much for your kind support!!



Charity Spotlight



You were there for Bear when he needed it most.



Bear visited the SPCA for a third and final surgery. We removed another pesky porcupine quill that was buried deep beneath his eye. Your generous donation covered the cost of his surgery and medicine. Because of your support, we will always be there for Bear and his new family.

We are so excited to share a little bit about Bear's new life. He has two brothers, an awesome fur-mama and a big yard to play and explore. He has started training and is learning how to fetch. Bear is receiving the love and care he deserves.

Thanks to you, Bear received around-the-clock medical treatment from our skilled SPCA veterinary and animal care team. Thanks to you, Bear enjoyed nutritious food, fun toys, and sunny walks at our shelter.

Thanks to you, Bear found his forever family and is living his happily-ever-after.





Fundraising Trends

60%

of donors in North America prefer to give online.

74%

of donors are primarily digitally inspired to give.

33%

of transactions through CanadaHelps are made on a mobile device.



Charity Spotlight



If you could have a charitable superpower to help save the world, what would it be?





Charity Spotlight



Q & A



Charity Spotlight



Give us a shout!



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@CanadaHelps / @CharityLifeCA
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THANK YOU!