

2020 - 2021

# Coming Together in a Crisis

ANNUAL IMPACT REPORT



# Contents

---

3	Message From Our CEO and Board Chair
5	Impact Highlights
8	Highlights of a Year Like No Other
24	Fundraising Success From Our Donors and Charities
29	Advocating for Charities
32	Financial Snapshot
33	Thank You to Our Supporters, Funders, and Partners
35	Governance
37	Leadership Team & Advisory Council





## 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 CEO and Board Chair

**We've now been living with the disruption and challenges of COVID-19 for more than a year. What this last year has made crystal clear for all of us at CanadaHelps is that our charitable mission has become more relevant and urgent than ever.**

In the spring of 2021, we released the Digital Skills survey, the first of its kind in Canada. The survey, which provides critical baseline data on the digital health of Canada's charitable sector, was designed to understand the current use of technology, as well as assess potential barriers to the adoption of digital technology and advancement of digital skills. This report confirmed what we knew anecdotally: charities have fallen dangerously behind in digital skills, capacity, and know-how, and this is impacting their short and long-term sustainability. Knowing this, we've doubled down on our advocacy and education efforts around digital skills and knowledge building, and we hope to expand this further in the future.

Though we projected in the 2021 edition of the Giving Report that the negative impact of the pandemic on overall charitable donations was significant, online giving was the shining light of Canadians' generosity. GivingTuesday 2020 was the biggest donation day ever for the movement in its 8-year history in Canada, and the biggest GivingTuesday at CanadaHelps. In addition, in the month of June, more than 214,000 Canadians gave to their favourite charities during the Great Canadian Giving Challenge.

We also witnessed Canadians engaging with important issues including social justice, and their positive response to our broader launch of Cause Funds. This year we had the opportunity to raise the profiles of charities supporting marginalized communities through our Cause Funds, further democratizing access to donations for smaller and many lesser known charities. Through the launch of the Indigenous Peoples Solidarity Fund, Asian Solidarity Fund, and the Anti-Racism Fund, we reached new donors and saw high levels of young, urban, and diverse donors who are passionate about these causes, offer up their financial support.

We completed our first full year of our Donor Management System (DMS) in the market. The early response from clients has been amazing. Now, 167 charities are benefiting from the easy-to-use features of our DMS including custom reports, tax receipts, payment processing and donor communications — our number of users grows each day! This product, more than anything else for charities, has the potential to transform the capacity of the charitable sector in Canada where most charities are operating with fewer than 10 full-time staff.

We also grew our staff significantly over the past year to support the demand from the sector, and to execute on our priorities for CanadaHelps and our stakeholders. One key area we invested in was our software development and technology infrastructure teams to support the significant increase in both donation volume and charities using our platform that we experienced in the last year.

One challenge that continued to increase alongside our staff growth was the difficulty of hiring and retaining digital talent. We compete directly with well-funded technology companies and other for-profits for the expertise we need. The acceleration of digital transformation across industries due to COVID-19 increased the demand for talent well-versed in the digital world like we've never seen before. Though this does strain our budget, we remain grateful for our independence as an organization which enables us to maintain our focus only on our charitable mission, and to reinvest everything that we earn back into the charitable sector. At CanadaHelps, our only goal is to do right by charities and generous Canadians. We're privileged to be able to play the role we do in Canada, and for the trust put in us each day.



**Marina Glogovac**  
President & CEO

*Marina Glogovac*



**Ruth MacKenzie**  
Board Chair

*Ruth MacKenzie*



# Impact Highlights

## 2000-2021 Impact

**\$1.8 Billion**  
raised



**24,445**  
charity partners



**3 Million**  
donors



**\$83.8 Million**  
in donations of securities,  
benefitting 5,060 charities



## July 2020-June 30, 2021 Impact

**\$405.4 Million**  
raised, + 35% YOY



**32%**  
more monthly donors



**1 Million+**  
donors, +26% YOY



**3,837**  
new charity partners,  
81.4% of new charity  
partners were small



**1.1 Million**  
recurring monthly gifts  
in the year, +46% YOY





## Cause Funds: 2020 - 2021

Cause Funds allow Canadians to give to a cause they care about. Donations are pooled together and divided among a group of charities all working towards the same cause. There are more than 30 Cause Funds available, ranging from ending hunger, animal welfare, anti-racism, supporting Canadians with cancer, and more.

**\$3.5 Million**  
raised



**10,494**  
donors



**3,949**  
charities supported



**16,577**  
charitable gifts made



## Tools for Charities: 2020-2021



**45%**

more raised through Customizable Donation Forms



**77,670**

Event tickets and donations



**48%**

more raised through Peer-to-Peer Fundraising

## Fundraising Pages: 2020-2021



**\$7.1 Million**

raised, +16% YOY



**2,860**

fundraisers launched for charities



**1,739**

charities received gifts

## Donations of Securities: 2020-2021



**\$23.6 Million**

raised, +47% YOY



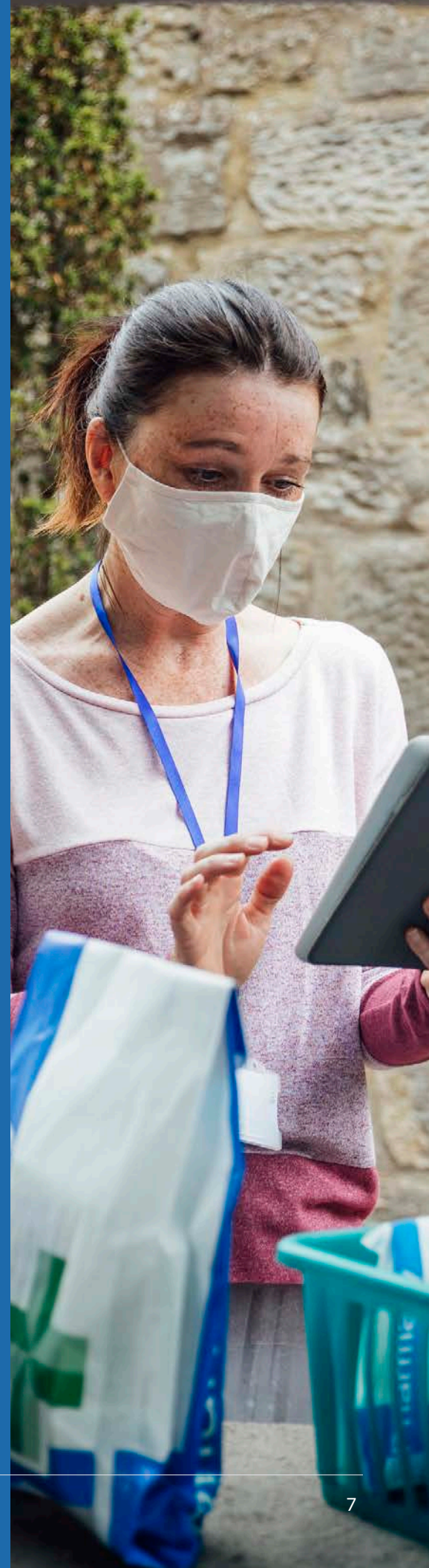
**2,996**

charities received gifts of securities, +25% YOY



**204%**

more raised through Customizable Securities  
Donation forms







# Highlights of a Year Like No Other

## Celebrating 20 Years of CanadaHelps

One of the most important ways CanadaHelps marked its 20th year in 2020 was to produce a series of documentary-style short videos about charities across Canada. We wanted to celebrate the incredible work that our charity partners do through their voices, to help Canadians understand the importance of all charities in our lives. The pandemic restrictions made it impossible for us to celebrate in person, but in March 2021 we were able to premiere these stories at a live, online event celebrating our milestone anniversary. [Watch the video here.](#)



[Protecting Critical Habitats](#)



[Preserving Culture](#)



[Conserving Marine Animals](#)



[Rescuing Injured Wildlife](#)



[Sustainable Food Systems](#)



[Using Wilderness to Heal](#)



## A Thriving, Diverse Organization

CanadaHelps is one-of-a-kind. Both deeply committed to and part of the charitable sector in Canada, but also a technology company. We believe that a diverse team leads to better solutions, so we are proud to have a staff that reflects the diversity of Canada, as well as strong female leadership. In the technology space, having female executive leadership is rare (only 5% of tech CEOs are women), so we're proud to have a female Chief Executive Officer, Chief Operating Officer, Chief Marketing Officer, and Chief of Staff leading our critical work. This year, CEO Marina Glogovac was a finalist in the RBC Women of Influence Entrepreneur of the Year award in the Excellence category — the first time someone in the nonprofit sector had been included in this category. [Watch the video here.](#)

“CanadaHelps inspires and impacts communities as a non-profit and at the same time, gets things done as a tech organization. I've always worked in tech and it's remarkable to see how you don't have to compromise your values and great mission in order to move fast and accomplish great things. It's pretty much the best of both worlds. The team also embodies this multifaceted philosophy: everyone is supportive yet accountable to each other. Joining a new organization during a pandemic is definitely challenging but the CanadaHelps team has always made me feel welcomed and part of it from day one.”



John Rainan, Director of Charity Success,  
recent addition to the CanadaHelps team

# Engaging Canadians with Giving



## GivingTuesday

GivingTuesday 2020 was Canada's biggest GivingTuesday ever. Thanks to the incredible generosity of Canadians, more than \$11 million was raised through CanadaHelps to support 9,366 Canadian charities in the 8th year of this annual event. Across Canada, \$36.1 million was raised online on the day from all reporting platforms. There were stories of generosity, like the group of volunteers in Montreal who collected over 719 pairs of socks for people experiencing homelessness so they could stay warmer through the winter. In Charlottetown, 1,800 bars of soap and 250 masks were donated to those in need. In Cambridge, ON, 40,054 masks were made by volunteers. GivingTuesday movements took place in more than 73 countries.



## Holiday Party Heroes

With COVID-19 necessitating the cancellation of workplace holiday parties across Canada, we partnered with a UK organization to encourage businesses to donate a portion of their holiday party budget to charity. Participating organizations were able to use it as an opportunity to inspire staff, and do good during an incredibly challenging time. 15 companies publicly declared their commitment to giving back in this way. [Learn more.](#)



## The 7th Annual Great Canadian Giving Challenge.

More than \$26.2 million was raised through CanadaHelps in the month of June 2021. More than 214,000 donors made gifts to more than 16,600 charities, including the winner of the \$20,000 prize, Community Care Peterborough. This charity provides services that support independence and promote peace of mind for seniors, their families, and for adults with physical challenges in Peterborough, Ontario. They planned to use the prize money to support their Meals on Wheels services, and their Drive for Dialysis program which drives dialysis patients living in rural areas to medical appointments. [Learn more.](#)





# 2021

HIGHLIGHTS

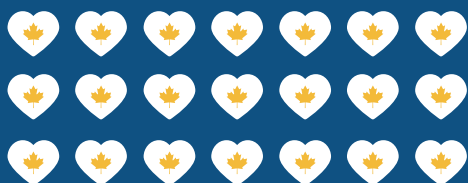
The 7th annual Great Canadian Giving Challenge raised millions for charities across Canada!

## \$26.2 Million +

DONATED IN JUNE 2021

### 233,000+

NUMBER OF DONATIONS



### 16,600+

NUMBER OF CHARITIES



# Building Knowledge for the Sector



## The Giving Report

The Giving Report is published annually by CanadaHelps and provides critical, data-driven insights into Canada's charitable sector, trends in online giving, and its impact on Canada. The 2021 report was the fourth edition and was published in partnership with Environics Analytics. For the first time ever, CanadaHelps made a projection on the impact of the pandemic on charitable giving, with an estimated 10% decrease in total giving in 2020. The projection was made after looking at trends in giving data as far back as 2007 and its correlation with our GDP. We felt it was critical to offer this insight to Canadians in this unique year given the absence of data from the CRA. The Giving Report was downloaded 4,574 times. [Read the report on our website.](#)



## The 2021 Digital Skills Survey

The 2021 Digital Skills Survey is the first report of its kind to be published in Canada and is published by CanadaHelps. The survey, which provides critical baseline data on the digital health of Canada's charitable sector, was designed to understand the current use of technology, as well as assess potential barriers to the adoption of digital technology and advancement of digital skills. Key findings from the survey reveal that charities are lagging in digital adoption and investing in digital technology, with small charities falling the furthest behind. The results of the survey are a huge validation of our mission, and the need for what we do for the years ahead. The report was covered by numerous media outlets across the country and CanadaHelps has been invited to share its findings in numerous sector panels to bring attention to the need for funders, governments, and charities to prioritize digital transformation. The Digital Skills Survey was downloaded 743 times. [Read the report.](#)

### Key Findings



1 in 3 charities believe that without improved digital skills they'll soon find it harder to continue their work.



⅓ of charities report higher priorities than digital adoption.



55%+ need funding or the skills for greater use of digital tools.



## Education For Charities

We offered 22 webinars for charities on a range of online fundraising topics including donor stewardship, search ads, and donor data. There were nearly 17,000 registrants for these events. We also grew our library of published white papers and reports to help charities build their skills. These resources were downloaded more than 10,000 times. [Explore resources for charities.](#)

“What a gift you are to people like me who are just beginning their fundraising journey which seemed so overwhelming. Beautifully presented at a slow enough pace to be understood by newcomers.”

---

Webinar Attendee



## Cause Funds

After completing the first full year of offering Cause Funds to Canadians, we have 33 different funds donors can choose from. Data provided by Environics Analytics showed that our funds were successful in engaging new donors who don't normally give through CanadaHelps, especially younger donors. We also saw more encouraging engagement from businesses and corporations.

**As part of the broad offering of causes, we launched four new funds responding to world events and social issues:**



### Indigenous Peoples Solidarity Fund

This Fund was created in collaboration with Wanda Brascoupé, Bear Clan, Kanien'keha, Skarù rë', and Anishinabe, who is an advisor to Indigenous and non-Indigenous foundations and charities. This Fund includes 52 Indigenous-led charities from across Canada. These organizations have a range of focuses, from social services to arts and culture.



### COVID-19 Seniors Care Fund

The COVID-19 Seniors Care Fund includes more than 300 registered charities whose work is primarily focused on supporting seniors in Canada and ensuring seniors are well cared for and not alone during this time. The charities in this Fund provide high-quality long-term care, meal-delivery services, physical and mental health services, virtual recreation programs, affordable housing, companionship and networking, education, personal support, advocacy, and more.



## Asian Solidarity Fund

The Asian Solidarity Fund celebrates the contributions of the Asian community in Canada, and stands up against intolerance, prejudice and injustice. The Asian Solidarity Fund includes more than 20 registered charities supporting Asian Canadians. These charities are providing social services, economic opportunities, mental health support, and advocacy efforts, as well as preserving and celebrating Asian art, heritage, and culture and their immense contribution to Canada.



## Anti-Racism Fund

The Anti-Racism Fund includes more than 50 registered charities supporting anti-racism initiatives.

“ I would like to take this opportunity to appreciate you and your team in ensuring grassroots charity organizations such as ours receive donations from your platform to support our programs, especially as it relates to anti-racism and social inclusion initiatives. ”

Anthony Olusola, Truly Alive Youth and Family Foundation

“ The past year has been very difficult for many of us in the Asian communities. Your charitable initiative means a great deal to us and is a source of encouragement and inspiration for us to continue the work we do in serving the BIPOC communities and advancing equity and inclusion. ”

Andi Shi, CPAC Foundation



## Corporate Contributions

We had significant donation matching from P&G for our Black Solidarity Fund, our Asian Solidarity Fund, Indigenous Peoples Solidarity Fund, and our Anti-Racism Fund. We also offered donation matching for our End Hunger Fund in December through a \$30,000 corporate gift. Donation matching has proven to be a successful way to encourage donations to funds supporting a range of causes.

Throughout the year, a number of corporations made substantial gifts to several of our funds (many anonymously), and the funds continue to be an important way of engaging corporate partners.

“ At P&G Canada, we believe that an equal world is a better world for all. We were honoured to partner with CanadaHelps to support important social justice causes in 2020/2021. Through CanadaHelps Cause Funds, P&G Canada was able to direct approximately \$1.8 million to support anti-racism charities and charities that serve the Black, Asian, and Indigenous Peoples communities. CanadaHelps offered us a unique opportunity to stand up for issues we care about and further strengthen our ongoing commitment to be a leading force for good. ”

Joyce Law, Communications Director, P&G Canada.



# CanadaHelps' Donor Management System (DMS): 1 Year In

CanadaHelps' Donor Management System (DMS) is a powerful tool for the charitable sector, offering seamless data integration with CanadaHelps' affordable and robust tools. Designed with smaller charities in mind, the DMS is a critical component of any charity's fundraising strategy. The DMS offers a 360° view of all donor information, allowing charities to easily improve their fundraising results while saving time and money through increased efficiency and automation.

In our first full year offering this tool, 167 charities started using the DMS. We continued to add new product features including, EFT (electronic funds transfer from a bank account) as a donation option, a robust marketing email service option, updated reports to include customized features, and improvements to the user interface and key functions to make the system even easier to use. We also invested in streamlining our training processes with on-demand resources for efficiency and a smoother client experience.





## DMS Case Study: Crisis Centre BC

Jeffrey Preiss (he/him) is the Director of Development and Communications at Crisis Centre BC. It is the biggest crisis centre in the province, responding 24/7, 365 days of the year, through phone calls and online chat services to those in crisis. In addition to responding to those in immediate need, they also provide education, training, and resources to help individuals and communities better address their mental health concerns.

When Jeffrey joined the organization in 2018, he found that they had outgrown the fundraising software system they were using.

[“When it came to fundraising, we were using a donor management system that wasn’t suited for a charity of our size. It was pretty complicated and not very user friendly. It required a lot of work to manage, and that’s time we don’t have.”](#)

Exploring different options, Jeffrey found that many of Crisis Centre of BC’s donors were already donating through CanadaHelps. During one of his first calls with the CanadaHelps team, his goal was to simply get an updated customizable donation form, with features such as the ability to donate securities, embedded on their website to help streamline the donation process for their donors.

[“Updating our form streamlined the donation process right away. It was so helpful to have one online platform that all our donors could use.”](#)

Shortly after updating the donation form, they discovered that their DMS made it arduous to import donation data from our forms, creating more administrative headaches. This meant staff had to download, edit and upload spreadsheets between systems, followed by further edits to make sure their data was formatted correctly.



When CanadaHelps reached out regarding the newly released CanadaHelps DMS, Jeffrey and his team were keen to be early adopters. They have not been disappointed!

“CanadaHelps’ DMS has dramatically cut down on the administrative work at the centre. Every donation that happens online shows up immediately right in the donation management system. Monthly reconciliation no longer takes 2-3 days. Now it takes about 45 minutes to do it because the reports are easily downloaded from the CanadaHelps DMS. Our labour savings are huge, the system integrates it all across the board for us.”

Beyond providing fundraising tools and the DMS, CanadaHelps supports the Canadian charitable sector by democratizing access to effective technology and education for charities. This reflects in the level of support provided. Phone and email support, as well as a dedicated onboarding team and check-in meetings are all expected when charities use the DMS.

“CanadaHelps feels like part of the BC Crisis Centre team. It makes a difference knowing CanadaHelps is a not-for-profit, working on behalf of not-for-profits”.

Ultimately, the CanadaHelps DMS has freed up the administrative team so they can do more to support crisis response and community engagement which are their highest priorities. Getting more crisis calls answered has never been more critical. Crisis calls have increased by 20-30 percent since the beginning of COVID-19 and remain elevated above normal levels.

“CanadaHelps has become part of the foundation that makes our essential-services work possible.”





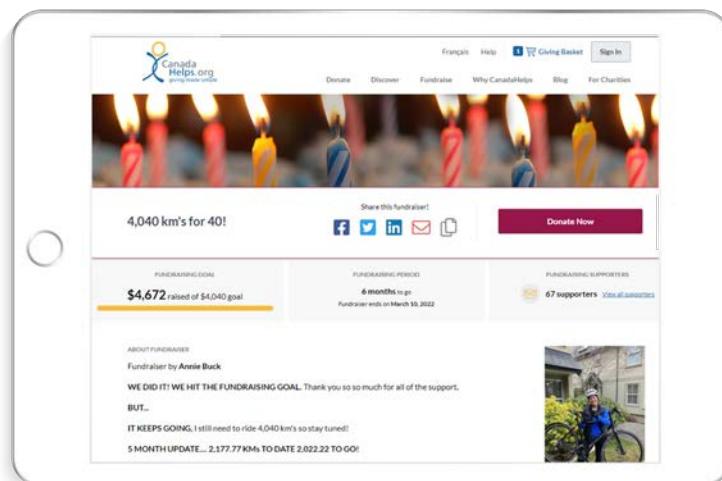
## Continually Optimizing our Core Fundraising Tools and Services

### Web Accessibility

To better meet the needs of our users, we invested in ensuring our CanadaHelps.org website and our Customizable Donation Forms meet WCAG AA accessibility standards. Users can now navigate through our public facing website and donation pages using screen readers and keyboard commands.

### Beautiful New Fundraising Pages Design

CanadaHelps was one of the first places Canadians could do social fundraising online, and our Fundraising Pages continue to be a powerful tool for engaging Canadians with giving and inspiring others to give. This year our pages were redesigned and now feature a new modern look, ready to go imagery, easier navigation, and an updated supporters wall. They still offer the same great functionality which allows anyone to set up a fundraiser for one or many charities in minutes with the confidence that donors will get instant tax receipts and the funds will be sent quickly to the intended charity recipient(s).



## Charity Profile Supporter Walls

All of our recently designed Charity Profile pages on CanadaHelps.org now feature a supporter wall to enable donors to publicly share their appreciation for the work of the charities they care about.

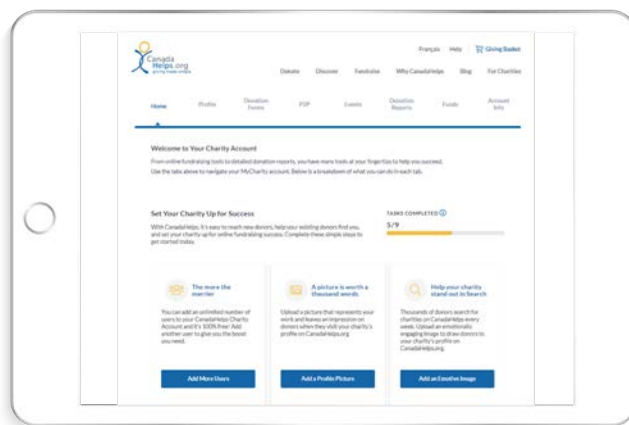


**Christine L donated \$100!**

*Thank you for all the hard work you are doing in helping all the animals!*

## Improved Charity Onboarding With Set-Up Guide

We made it easier than ever for charities to set up their fundraising tools easily and quickly with the support of a new onboarding set-up guide. Now, charities are prompted to complete the key tasks that will allow them to raise more funds. The task completion thermometer inspires them to complete all nine tasks.



## Peer-to-Peer (P2P) Enhancements

P2P fundraisers are typically used by charities to run events like walk-a-thons, runs, or other events that have individual fundraisers and fundraising teams participating. Usage in 2020/2021 changed with the restrictions of COVID-19, but that didn't stop charities from getting creative and working hard to engage their donors. To support this, we invested in improving the donor user experience, and offering charities custom colour palettes so they could style their campaign to match their own branding donor UI. We also made it easier for charities to promote their P2P campaign right on their website introducing a new embeddable widget.

“ Thanks again for helping us set up our P2P platform on CanadaHelps. We raised over \$34K (exceeding our goal), and with a matching grant + a few offline donations, we are giving over \$70K in groceries to families in need. Giving spirit is alive and well! ”

Amy Halpenny, Committee Member, Riverdale Basket Brigade

“ I had a wonderful experience working through all the things the P2P campaign needed for the Niagara Furniture Bank. Not to mention, having a real live agent to speak with, bounce ideas off, and listen and learn from. They were so helpful, kind, patient and truly supportive. ”

Niagara Furniture Bank

## Customizable Donation Forms (CDF)

Customizable Donation Forms are a core fundraising tool for any charity, which is why we offer a range of options to support different types of fundraising. This year we gave charities the ability to ask a custom question on the form to collect relevant information for a specific campaign, improved the eCard experience, and added customizable thank you letters which enable more impactful communications and better donor stewardship. We continue to see growth in the adoption of our full array of Customizable Donation Forms for charities, including full forms, multi-step, monthly giving, tribute-first, receiptless, and customizable forms to accept gifts of securities.

“ We’ve installed the page on our website and the first broker who tried it praised how quick, tidy and transparent it is! She lamented that other charities that this donor was also giving to were still on pretty clunky systems. Those kinds of positive comments have continued to be shared. You’ve given me a beautiful excuse to call past donors of stock to let them know of the change should they be interested in giving this way. One call resulted in a \$5,000 gift that I thought might not come this year. ”

Anne Mackay, Hospice Wellington

## Ticketed Events Tool

Running events is an important part of many charities’ fundraising strategy. Charities can now use a custom colour palette to better match their own branding, and have the option to not issue tickets when running different styles of events such as selling merchandise on a radio-thon (an innovative fundraising idea that one of our charities came up with during the pandemic!). We continued to make enhancements on this tool to better support charities that continue to run virtual events and, when the time is right, return to the galas and golf tournaments many rely on.







## Customer Support

With the significant increase in donation volume in the last year, as well as the increased need for support from donors and charities, we grew the size of our Charity and Donor Relations team and extended our operating hours. The team responded to more than 60,000 support cases this year from donors and our charity partners. Our team is unique in that it offers free, bilingual phone and email support to users of CanadaHelps.org, and also to donors giving through CanadaHelps' fundraising tools on charity websites. This is a key value we offer to the sector, taking the resource and administrative burden off charities to troubleshoot issues or respond to software and receipt-related questions.

“ Being a small charity with no IT person can be challenging and I was anxious dealing with a CDF-related issue. CanadaHelps staff put me at ease and resolved the matter promptly and efficiently. ”

Steve Lavery, the Working Women's Community Centre



## Fundraising Success From Our Donors and Charities

Creativity was essential in the last year as pandemic restrictions continued to limit charities' ability to fundraise in person with events and thons. From un-galas (virtual replacements for galas where donors instead donate the usual ticket cost) to virtual sporting events, charities were resilient and leveraged their ingenuity and CanadaHelps' tools to continue to raise critical funds.



## Customizable Donation Forms in Action

Each year in Canada in the time leading up to Remembrance Day, red poppies can be seen on the lapels of Canadians across the country. The campaign is one of remembrance and acknowledgement of the end of conflicts, but also serves as a fundraising opportunity to provide funding to veterans and their families.

The campaign is run annually through local legion branches, with the support of legion members and volunteers, and has historically relied heavily on in-person interactions. With social distancing requirements brought about by the COVID-19 pandemic, the 2020 Poppy campaign included many ways for Canadians to pay tribute. One way Veterans were supported was through the Digital Poppy offered by the Legion National Foundation.

By visiting [MyPoppy.ca](https://MyPoppy.ca), Canadians could create a shareable Digital Poppy with the option to dedicate it in memory of a fallen veteran. Individuals made online donations using CanadaHelps' Customizable Donation Forms. The campaign raised more than \$830,000 via [MyPoppy.ca](https://MyPoppy.ca) to offer financial assistance and support to veterans.

## Peer-to-Peer (P2P) Fundraising in Action

Canadians responded generously to support social service agencies, like food banks, during the first year of the pandemic.

Feed Ontario, an organization that supports Ontario's individual food banks by supplying food, resources, and research, ran a P2P campaign in support of their COVID-19 Emergency Response Fund to provide ongoing support to food banks across the province.

The campaign had the support of 68 teams and 158 participants who, together, raised more than \$250,000.



## Ticketed Events in Action

Galas have traditionally been very common ways for charities to raise funds — often significant amounts — which meant huge losses for charities due to COVID shutdowns. However, charities are resilient.

Boys and Girls Club of Ottawa hosted the Goût de France Gala Dinner, offering the ultimate dinner experience from home. With a meal kit prepared by a local French restaurant, paired with beautiful French wines, and digital guidance from a professional chef, donors could enjoy a safe experience at home while still supporting a cause they cared about.

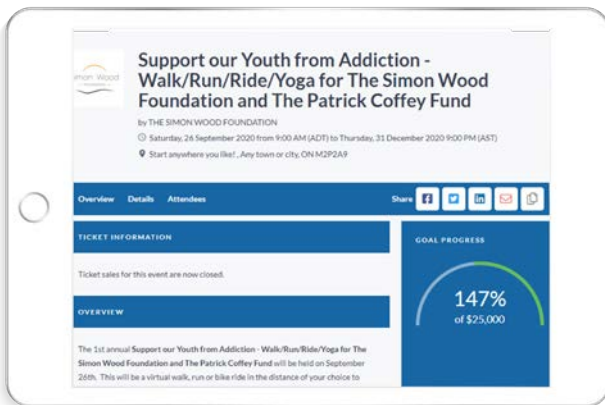
Tickets were sold online using CanadaHelps' Events tool, which offers the necessary split-receipting needed to make an event like this a success. The event raised more than \$25,000 in support of Boys and Girls Club of Ottawa's after-school and weekend programs for youth.





Another organization that adapted a traditional campaign for the unique situation of 2020, was the Simon Wood Foundation - The Patrick Coffey Fund. The organization, created in honour of young people who lost their lives to an opioid-induced accidental overdose, provides much needed bursaries for the families of young people in need of substance abuse treatment who would otherwise not be able to afford it.

Using CanadaHelps' Ticketed Events tool, the foundation created a virtual run, walk, bike or yoga fundraiser and raised funds through ticket sales. The campaign raised 147% of the foundation's \$25,000 fundraising goal with the support of 156 participants.



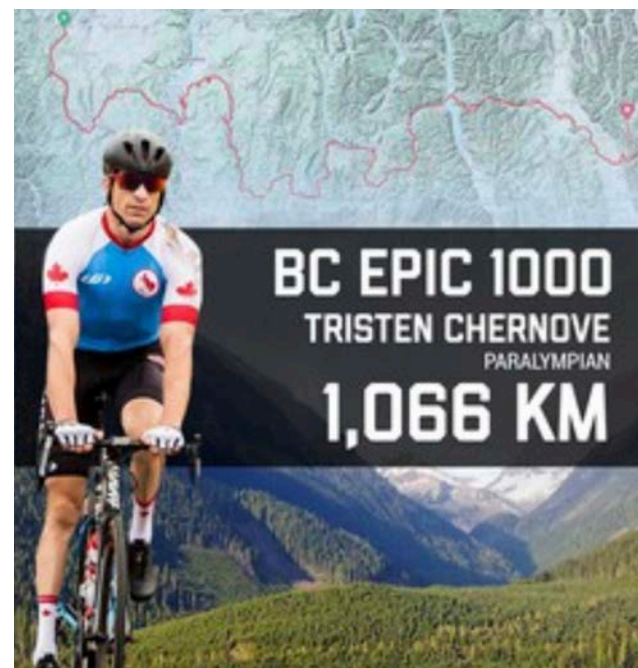


## Canadians Fundraising for a Cause: Tristen Chernove's BC Epic 1,000

Paralympic athlete, Tristen Chernove, wanted to use his training time after the Tokyo Paralympics were delayed to challenge himself, inspire others, and create more opportunities for Canadians with a disability to access and participate in sport.

He decided to take on the "BC Epic 1,000", a 1,066 km ride with 11,600 m of elevation across South-Central British Columbia.

Through his CanadaHelps fundraising page, Tristen raised more than \$13,000 for the Paralympic Foundation of Canada. He also raised an additional \$20,000 through corporate sponsorships.



“As an athlete with a disability, I have experienced how access to sport - from entry to the highest levels - with the resources to explore limitless potential can be so enriching. I want to be a part of making more sport opportunities accessible to more aspiring athletes. The Paralympic Foundation of Canada works to break down barriers and bring development opportunities to 'Next Gen' athletes, a program I have personally benefited from. Many people with a disability may not realize that they are likely unknowingly developing some of the most important qualities of a great athlete: resilience, adaptability, mental strength, and perseverance. When someone wants to bring these qualities to sport, I want the opportunity to be there for them.”

Tristen Chernove

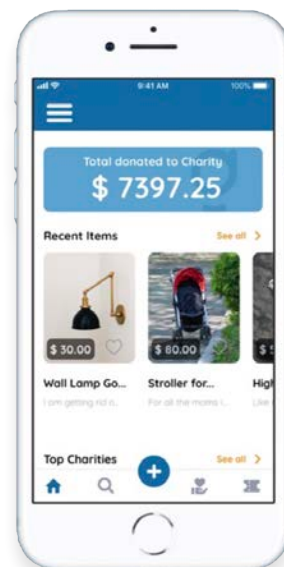




## Enabling More Giving Through Partnerships

CanadaHelps regularly powers giving through partnerships, whether it is employee giving, donating proceeds of sales, or making gifts in memory of a loved one.

In the last year, one of our newest partners, Goodszilla, launched its second-hand goods marketplace app that aims to divert waste and raise money for charities in an effortless way. When someone makes a purchase through Goodszilla, a minimum of 10% of the proceeds are donated to a charity of the seller's choice using CanadaHelps' API. CanadaHelps makes it easy for start-ups and other organizations looking to be able to support all charities seamlessly.



“Buyers and sellers are becoming more engaged in carrying out meaningful and socially conscious actions. Goodszilla's online, second-hand marketplace has integrated with CanadaHelps to provide an innovative way for charities and non-profits to receive additional donations and reach new donors. It also helps brands put excess inventory to good use, diverting goods from landfills. Buyers get cool stuff, sellers get money, and charities get donations to support their work. Win, win, win.”

Goodszilla





## Advocating for Charities

Our CEO and leadership team continues to speak to the public about the importance of the charitable sector, particularly on the topics of digital transformation and digital fundraising. In the past year, our CEO was featured on a number of panels and podcasts, as well as contributing op-eds in major publications. The Charity Engagement Team also had more than 25 different speaking engagements, conferences, and education sessions for different charity networks.

**1,804**

media stories featuring CanadaHelps

**4,500+**

downloads of The 2021 Giving Report

**532 Million +**

reach

**740+**

downloads of the Digital Skills Survey

### Now more than ever charities need your support.

“ Every day, I see the role charities are playing on the front lines of this crisis. Small charities account for 91 per cent of the 86,000 charities in Canada. Millions of Canadians rely on their services each day. These are food banks, shelters, animal rescues, kids’ nutrition and recreation programs, disability support services, and so much more. If we let those charities fail, we all fail. [Read more.](#) ”

Toronto Star, December 2020



**Decline in donations requires decisive action by charities,  
government to protect crucial services.**

“ Charities are essential to communities and quality of life in Canada. The sector cannot be successful if it continues to be starved of the resources needed to modernize, work more efficiently, and operate effectively in the digital era. We must better enable them through government support and funding, but also challenge charities themselves to take on the hard work of becoming data-driven digital organizations. [...] And the mindset of donors, funders, government, and charities themselves needs to change. Charities are still largely evaluated through oversimplified financials and overhead calculations. While it will take time and investment to better measure social impact, we must shift to evaluating them based on reported outcomes and the results of strategic programs designed to create systemic change. Charities are critical to Canada, their success is our collective success. [Read more.](#) ”

---

CBC.ca, May 2021

**Intersections and Innovations: Changes for  
Canada's Voluntary and Nonprofit Sector**

“ The decline in giving is occurring against the backdrop of a broad, technology-propelled upheaval that has intensified in the last couple of decades. Philanthropy, like the media, travel, retail, publishing, and music sectors, is being transformed by the fast proliferation and widespread adoption of digital, mobile, and social technologies. [Read more.](#) ”

---

The Muttart Foundation



## More From Our CEO



[Maytree Foundation's 5 Good Ideas](#)



[The Giving Life Blog](#)



[Hilborn Charity News](#)

“ As a small charity with limited staff capacity, CanadaHelps offers an easy and efficient platform to process donations and administer tax receipts promptly. This frees up our staff to focus on the programming, fundraising and all other essential pieces of running a charity. The CanadaHelps team is very responsive to requests for support, they are solutions-oriented and eager to help expand our donor database, steward our donors, fulfill our mission and grow our impact. ”

Samantha Mahfood, Executive Director, Food for the Poor Canada





## Financial Snapshot

**\$404 Million**

donations raised during  
the period of global pandemic

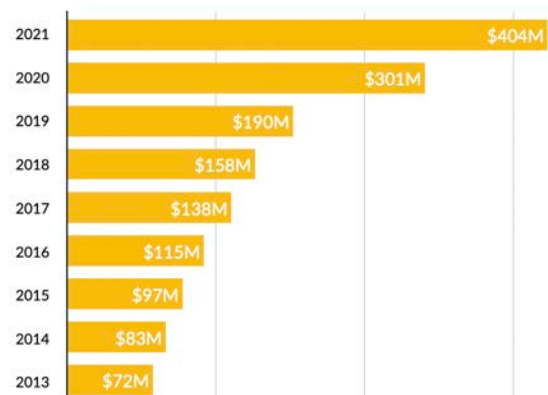
**96% or  
\$387 Million**

were distributed to 21,646 charities  
across Canada

**\$3.2 Million**

donations were made, +36% YOY

Giving Through CanadaHelps



CanadaHelps is committed to financial transparency, which is why we make our full Audited Financial Statements available on our website. [Read more.](#)



## Thank You to Our Supporters, Funders, and Partners

**CanadaHelps could not do all that it does without the support of individual donors, partners, and funders.**

We are especially grateful to the more than 178,726 individual 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. These gifts provide critical funding for our operations to enable all the work we do. There are so many important causes in this country that need support, and capacity building is often overlooked; but by supporting CanadaHelps with a donation, these individuals and organizations have supported the entire charitable sector.

We are also thankful for the partnership of nearly 25,000 Canadian charities who choose to use CanadaHelps' tools for their own fundraising. As a largely self-funded organization, we can achieve our own mission on a very thin margin because of our scale and reach in the sector. From each transaction we process, we keep approximately 2% which is used to build and maintain our technology platform, support our full team and operations, and resource the very necessary and mission-driven activities (like education) we take on for the sector.



## Featured Funders, Partners, and Cause Funds Major Donors

*The Muttart Foundation*

*Google Canada*

*Jesse & Julie Rasch Foundation*

*Chase Paymentech*

*Osler*

*Gore Mutual*

*Rideau Hall Foundation*

*P&G*

*Control Gap*

*Imagine Canada*

*Jonah Group*

*Salesforce*

*Saje*

*Sephora*

*CMA Foundation*

*Toronto Foundation*

*Edmonton Community Foundation*

*Specialty Web Design*

*YourCause*

*Goodszilla*

*Trureal*

*Unwrapit*

*Moka*

*OPG*

*Rideau*





## Governance

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; and **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), members of the Board also led a **DEI working group** to engage the full board in discussions of DEI in its governance practices, and to continue to improve its processes to support this.



## Board & Committee Members as of June 30, 2021

**Ruth MacKenzie – Chair**

*President & CEO, Canadian Association of Gift Planners*

**Denise Baker – Vice Chair and 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, Pediatric Surgeon, McMaster Children's Hospital*

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

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

**Andrew Heintzman**

*Managing Partner, InvestEco*

**Lawrence Mandel**

*Director of Engineering, Shopify*

**Krishan Mehta**

*Assistant Vice President of Engagement, Ryerson University*

**Alan Middleton**

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

**Sarah Morgenstern – Chair, Governance Committee**

*Managing Partner, 100 Days AS*





## Leadership Team & Advisory Council

### Staff & Leadership as of June 30, 2021

CanadaHelps is a team of 89 staff, led by a dedicated group of experienced leaders who are passionate about using technology to drive positive change in the charitable sector.

#### CanadaHelps Executive Team:

**Marina Glogovac**, *President & CEO*

**Jane Ricciardelli**, *Chief Operating Officer*

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

**Shannon Craig**, *Chief Marketing Officer*

**Lizz Bryce**, *Chief of Staff*





## 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.*

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

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

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

**Bill Kerr**, *Director, benefiteexpress*

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

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

**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*






## A Note On Compensation

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.



## CanadaHelps

1-186 Spadina Avenue  
Toronto, Ontario, M5T 3B2  
Tel: 1-877-755-1595  
info@canadahelps.org

-  [www.facebook.com/canadahelps](https://www.facebook.com/canadahelps)
-  [www.twitter.com/canadahelps](https://www.twitter.com/canadahelps)
-  [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

