

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



**CanadaHelps is a charity that helps charities.** We ensure all Canadian charities – most notably the smallest ones that need it the most – have access to the online fundraising tools, technology, and education they need to succeed. Because we're a charity, our fees are a fraction of those of the for-profit alternatives.



**For donors,** we offer a one-stop shop for supporting any registered Canadian charity online. CanadaHelps makes giving easy. Easily explore and discover new causes. Give once or monthly, donate securities, or increase your impact fundraising for charity. Enjoy instant or anytime access to all your charitable tax receipts.



**At a glance:** Trusted for over 17 years, over 18,000 charities rely on our non-commercial online fundraising platform and more than 1 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing & instant tax receipting, and operate on less than 1.8% of donation revenue.

# Q&A Session with Marina Glogovac, President & CEO at CanadaHelps



*By democratizing access to effective technology and building digital know-how capacity in the charitable sector, we enable charities of all sizes to become more self-sustainable, resilient and effective in fulfilling their mission.*



**Marina Glogovac**

*Welcome and Introduction*



# OUR IMPACT

## 2013 – 2017:

Accelerated Growth Resulting  
in Double the Impact



### \$155M

in donations this year,  
97% more than in 2013



### 18,000

charities now rely on our  
tools and services, 32%  
more than in 2013



### 417,300

Canadians gave through  
CanadaHelps this year,  
81% more than in 2013



### 420,000

Canadians now engage  
with us by email



**Marina Glogovac**

*Welcome and introduction*





# Inspiring Strategic Giving & Building Charity Capacity



**SCHEDULED MONTHLY GIFTS:**  
now 33% of transactions.



**SECURITIES DONATIONS:**  
grew to \$9M this year, an increase of 358% over 2013.



**CHARITY PEER-TO-PEER & EVENTS PLATFORMS:**  
now 5% of our total revenue in just 2 years.



**WEBINARS, WHITE PAPERS & ONLINE TRAINING:**  
8,000 participants engaged this year, more than doubling our impact in this area.



**Marina Glogovac**

*Welcome and introduction*

# New Programs that Connect Donors & Charities

**GIVINGTUESDAY™**

**Co-founded  
GivingTuesday  
Canada**

**468%** growth in donations  
and **931%** increase in new  
donors in its 5<sup>th</sup> year.

Great Canadian  
**GIVING**  
CHALLENGE



CANADA 150

**Co-founded the Great  
Canadian Giving  
Challenge:**

**83%** lift in donations and  
**125%** increase in donors  
in June in its 3<sup>rd</sup> year.



**Ongoing Public  
Relations Initiatives:**

Secured **314** stories on  
charitable matters resulting in  
**80.6 million** media  
impressions in 2017.



**Marina Glogovac**

*Welcome and introduction*

## Our growing team:

- We have grown from 12 to 40 staff.
- Half are software engineers and related technical roles.
- 5 staff are dedicated to customer care and 5 to engaging charities.
- Our marketing team is now 5.
- We have a small finance team.



**Marina Glogovac**

*Welcome and introduction*



**Marina Glogovac**

*What are the key trends that charities should be thinking about today?*

# Key Trends:

- Democratization of content generation: everyone is a publisher!
- Enablement of huge social communities
- Person-to-Person
- The increased availability of data



**Marina Glogovac**

*What are the key trends that charities should be thinking about today?*

# Key Trend Implications:

- Democratization of content generation: everyone is a publisher!
- Online and mobile
- Crowdfunding
- Need for Impact measurement and reporting



**Marina Glogovac**

*What are the implications of the key trends for charities?*



[carleton.ca/sppa](http://carleton.ca/sppa)

[carleton.ca/mpnl](http://carleton.ca/mpnl)

HEALTH  
ENVIRONMENT  
ANTHROPOLOGY  
EVALUATION

Partnerships  
Nonprofit  
Responsibility  
NPO  
Clarity

52:20 / 1:40:55



**Marina Glogovac**

*How have these key trends impacted charities?*



## CANADA'S GIVING GURU

**Inside the world of Marina Glogovac  
and CanadaHelps** BY ALEX NEWMAN

**M**arina Glogovac, a corporate success story by anyone's standards, says she was "in charge of her life," until the day she fell on the sidewalk and couldn't get up.

She was rushing to get her nails done at a Yorkville salon and was stopped by a man, "poor and stuttering, asking directions to the Salvation Army. I was so concerned about being late for my nail appointment, I cut him off. But when I turned away, I tripped on the sidewalk and couldn't get up. I just lay there crying out for help."

It was a turning point for the entrepreneur who arrived in Toronto from the former Yugoslavia in 1987, master's degree in hand. Her first job was in NOW Magazine's ad department, but she quickly moved up the ladder to positions at St. Joseph's Media (publishers of *Toronto Life*), Lavalife, Dealfind and Kobo, gain-

ing expertise in strategy, marketing, growth and e-commerce.

The sidewalk incident precipitated several personal and professional challenges – losing her job, having her teenage son diagnosed with diabetes and a marriage threatening to unravel. But, she says with a shrug, "God knows what our souls need [and] it's in the daily mud of life where spiritual battles are won and lost."

The change in direction eventually led to her becoming the CEO for CanadaHelps, an online umbrella organization that helps people donate to Canadian charities. While her education and career provided the necessary expertise, her personal journey made for a compelling fit.

"Charity is about opening your heart to connect with each other, it's about how much we love," Glogovac says. Working with a community of people who are "compassionate, brave, inspiring

*Photograph by Philip Maher for Faith Today*

[WWW.FAITHTODAY.CA](http://WWW.FAITHTODAY.CA) / JULY / AUGUST 2016 33



**Marina Glogovac**

*How can you set yourself apart in a complex environment?*



**Shannon Craig**

*What are the top 3 things I should be doing to succeed in today's digital world?*

# DEMONSTRATING A SUSTAINABLE & ACCESSIBLE FOOD SYSTEM FOR ALL

Donate

7,640

lbs produce grown in schools in 2016

812

student nutrition programs supported in 2016

2,213,227

lbs fresh vegetables & fruit distributed in 2016

8,697

kids and adults trained in 2016

272,776

people reached via food in 2016

## GIFT BASKETS

Raising funds to support FoodShare's kitchen programming, gifts by FoodShare are filled with delicious

## DONATE

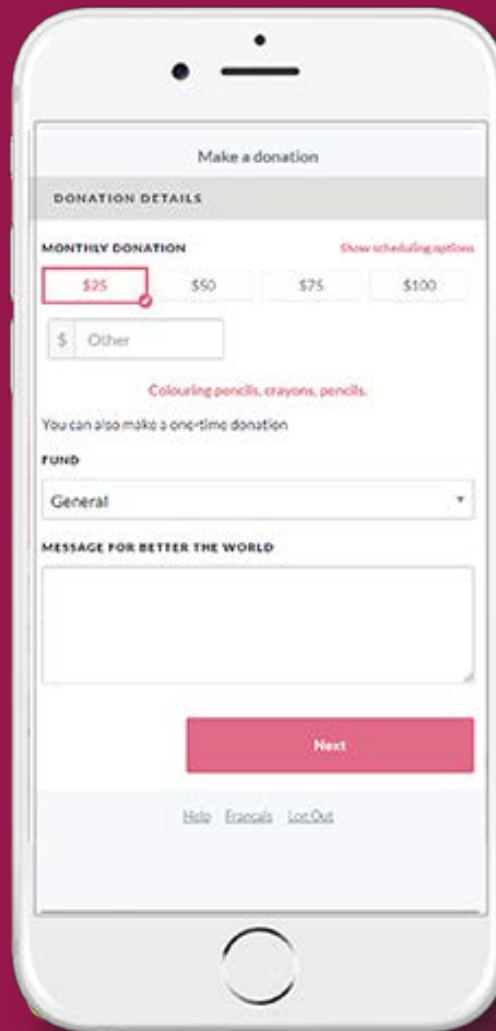
FoodShare's supporters help make a difference in the lives of hundreds of thousands across Toronto. THANK

## ABOUT

FoodShare is a non-profit organization that works with communities and schools to deliver

## Shannon Craig on Your Charity Profile

*What are the top 3 things I should be doing to succeed in today's digital world?*



## Shannon Craig on Your Charity Profile

*What are the top 3 things I should be doing to succeed in today's digital world?*

# The CanadaHelps Guide to Google Analytics & Google Tag Manager for Your Customizable Donation Forms



## Shannon Craig on Your Charity Profile

*What are the top 3 things I should be doing to succeed in today's digital world?*



**Shannon Craig**

*How can I raise more through the CanadaHelps site where Canadians can donate or fundraise for any charity?*

# Two distinct CanadaHelps lines of service

## For Charities

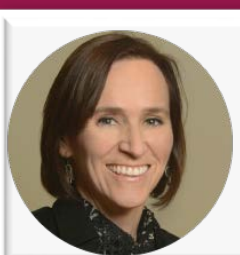
Customizable fundraising forms and tools that put your charity's brand first.

**Use these on your website and for all your appeals.**

## For Donors

Our one-stop shop where Canadians can donate or fundraise for any charity.

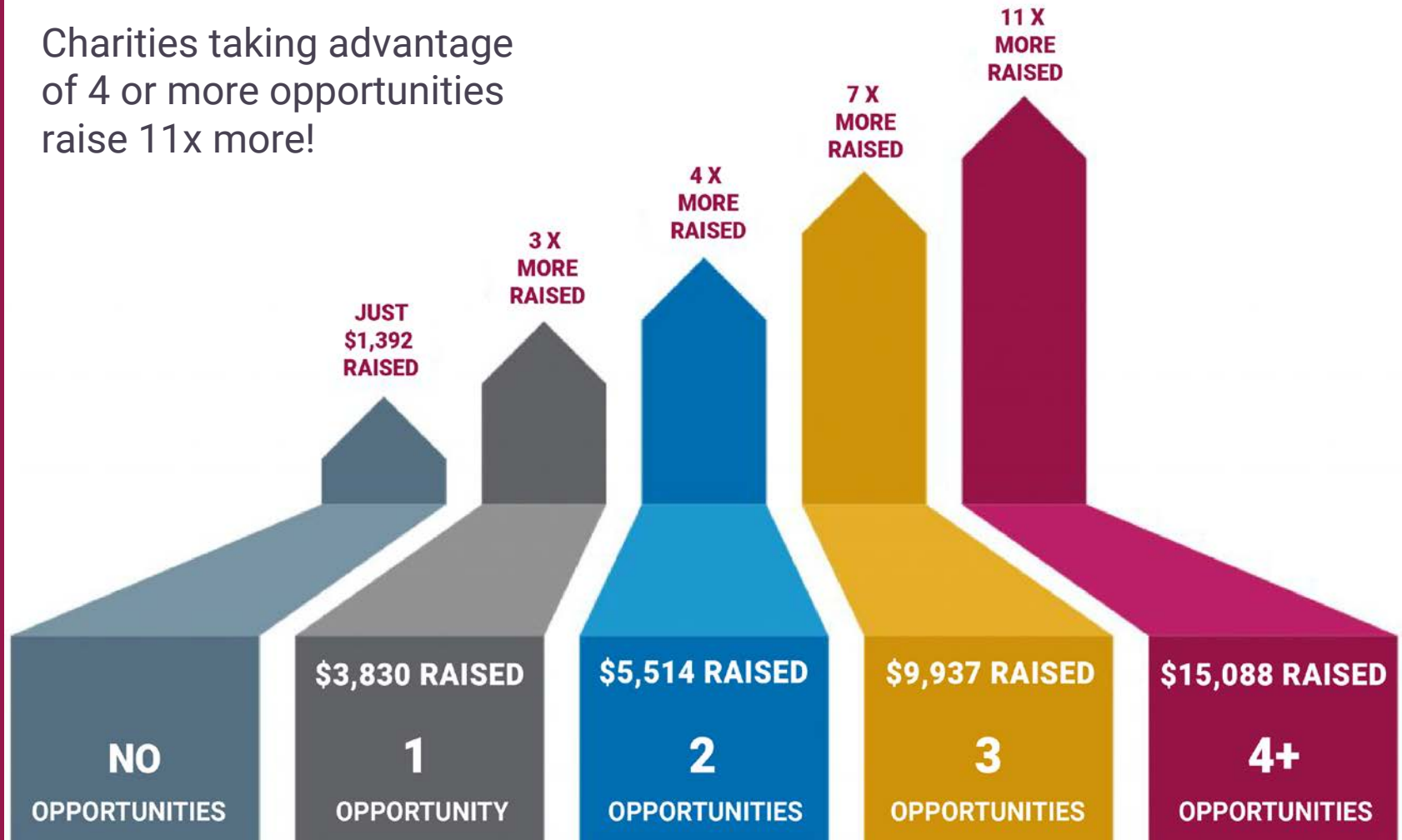
**Every charity has a profile on CanadaHelps.org.**



**Shannon Craig**


*How can I raise more through the CanadaHelps site where Canadians can donate or fundraise for any charity?*


Charities taking advantage of 4 or more opportunities raise 11x more!



### Shannon Craig on Your Charity Profile

*How can I raise more through the CanadaHelps site where Canadians can donate or fundraise for any charity?*


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# BROWN BAGGING FOR CALGARY'S KIDS





Registered Name: BROWN BAGGING FOR CALGARY STREET KIDS SOCIETY

Business Number: #90458417RR0001

[Add to my Favourite Charities](#)

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[Our Impact](#)

## OUR VISION

Communities that make sure all kids are fed.

## ABOUT BB4CK

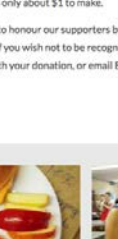
BB4CK works with Calgary schools and our community to make and deliver free healthy lunches for students who would otherwise go hungry. Through the work of community groups and volunteers, we impact 3,800 kids each school day. Lunches are prepared in our main kitchen, and in various other locations throughout the city by community groups including retirees, parent groups and local businesses.





Nourishment is available to any young person who arrives at school without enough to eat. BB4CK works with school staff members to identify needs and to plan how best to make sure hungry students get the nutrition required to think clearly and learn. By enabling better education outcomes, BB4CK gives students a hand up, not just a handout.

Each lunch from our downtown kitchen costs only about \$1 to make.


\*\*\*Please note that from time to time, we like to honour our supporters by listing names on our website, in print materials, or in other ways. If you wish not to be recognized in this way, please note "Anonymous" in the message section with your donation, or email Bethany at

[Read More](#)



Click on a thumbnail to enlarge a photo or watch a video







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giving made simple

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## What we're working to address


Future Possibilities for Kids provides children and youth from underserved communities with the opportunity to become Agents of Change, achieving meaningful community service projects to build their confidence, leadership and social awareness.



### OUR STRATEGIES

To launch young people into their true potential, we provide them with the tools to become Possibility Thinkers.


[Read more](#)



### CREATING CHANGE

Each Kid achieving a Goal of Contribution involves and inspires 5 other people, and their projects


[Read more](#)



### LONG-TERM DESIRED OUTCOME

Our goal is a world where everyone lives in service of each other, aware of how their actions impact others, and

[Read more](#)




## OUR RESULTS

# Over 1,000

COMMUNITY SERVICE PROJECTS ACHIEVED

by Kids in our programs

Kids in our programs create a ripple effect of goodness, amplifying their leadership to benefit others



Kids show significant increases in confidence, leadership, social awareness and expanded social networks in our programs

# 500

KIDS IGNITED AS CHANGEMAKERS

every year in our programs



Add campaigns - you can have many. Tag them as gifts to be in the gift guide.

Set your search settings! Show up in category browse, Popular now, Personal Recommendations, and more!



 **\$25 or less**

**Give The Gift Of Glasses For People In Developing Countries**  
OPERATION EYESIGHT UNIVERSAL  
Calgary, AB

A \$20 investment will bring three people's worlds into focus. Your gift will provide custom-fitted prescription eyeglasses for up to three people.

[Learn more](#)

**\$1,560** **1 MONTH**  
RAISED OUT OF \$5,000 TO GO

Get Started: Find a Charity

Pick a category that is close to your heart

Or

Search by charity name, BN or keyword

Search

Popular Now

[View all](#)



Okanagan  
Boys & Girls Clubs



**OKANAGAN BOYS AND GIRLS CLUBS**

Kelowna, BC

Less than an hour ago  
last donation received

\$ 10

Donate



BELLWOODS  
INNOVATING INDEPENDENCE



**BELLWOODS CENTRES FOR COMMUNITY LIVING INC**

Toronto, ON

Less than an hour ago  
last donation received

\$ 10

Donate



**DR-GEORGES-L-DUMONT HOSPITAL FOUNDATION (CHU DUMONT FOUNDATION)**

Moncton, NB

Less than an hour ago  
last donation received

\$ 10

Donate



## Shannon Craig on Your Charity Profile

*How can I raise more through the CanadaHelps site where Canadians can donate or fundraise for any charity?*

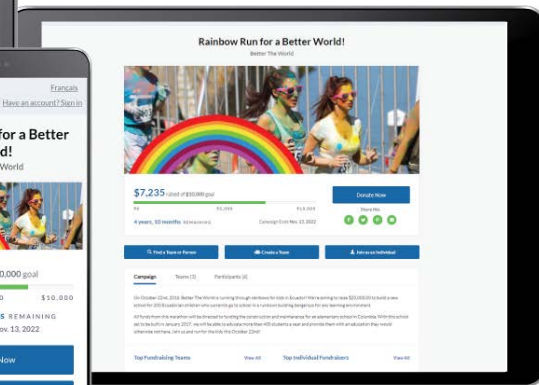
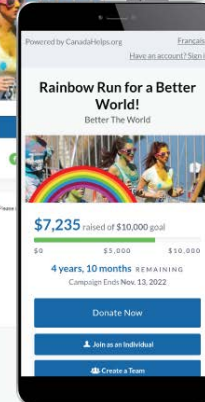
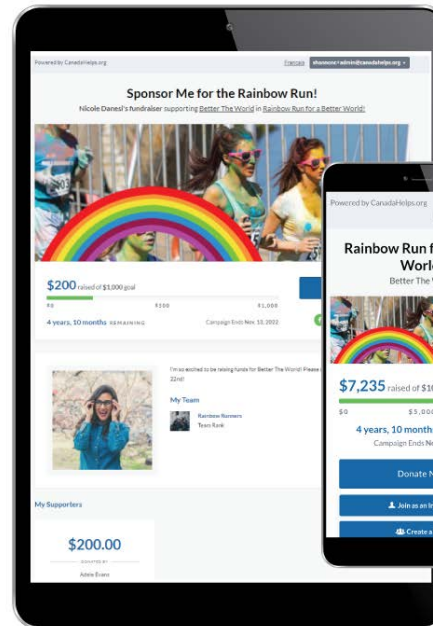
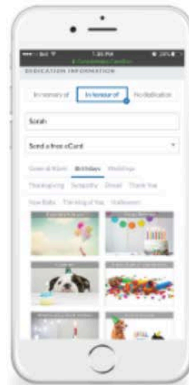
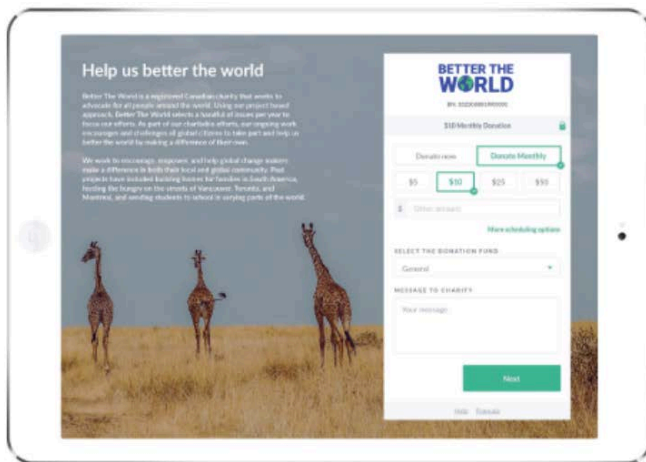


## Shannon Craig

*What are the top tips for using CanadaHelps to raise the effectiveness of my fundraising appeals?*

# #1

## For your fundraising efforts, use our tools for charities: Customizable Donation Forms, Peer-to-Peer & Events.



**Shannon Craig**

*What are the top tips for using CanadaHelps to maximize the effectiveness of my fundraising appeals?*

- Take advantage of unlimited forms and events, and customize for each appeal.
- Is your website mobile optimized? Embed your donation form so donor never leave your site.
- Turn on our new Smart Sums algorithm.
- Read our free whitepapers! From Launching your first Peer-to-Peer to Growing your Monthly Donors program.



**Shannon Craig**

*What are the top tips for using CanadaHelps to maximize the effectiveness of my fundraising appeals?*



**Shannon Craig**

*How do you determine your product strategy and decide what new products and tools to launch?*



**Shannon Craig**

*What's on the horizon at  
CanadaHelps?*

- Customizable Donation Forms: The Tribute First Form, print & fold eCards, and quick checkout.
- Peer-to-Peer: Team and participant page defaults, full offline donation support, enhanced email capabilities, better reports.
- Events: Offline event ticket purchases, receipting and/or event reminders. Plus, embed your event.
- Securities: Streamlined customizable security donation form you can embed on your site.
- Charity Admin: Tools tips, design refresh, experience simplification.
- CRM: Donor/Constituent Relationship Management



**Shannon Craig**

*What is on your product road map? What's coming?*



**Marina Glogovac**

*How does your pricing work?*

# Our Fees:

Your Charity Profile on CanadaHelps.org, Direct to Donor Site:

- One Time Donation - 4.0%
- Monthly Donations - 3.5%

Fundraising Tools for Charities:

- Customizable Donation Forms – One-time and Monthly Donations - 3.5%
- Peer-to-peer Social Fundraising – 4.9%
- Ticketed Events -- 4.5%
- Securities Donations - 2.0 – 3.0%



**Marina Glogovac**

*What are your fees?*



## Marina Glogovac

*What's CanadaHelps doing to ensure its own capacity to scale and continue its work and leadership in the sector?*

# Thank you for attending our webinar!



Marina Glogovac  
President and CEO at CanadaHelps



Shannon Craig  
Chief Marketing and Product Officer



@CanadaHelps  
@CharityLifeCa

