

Start Fundraising with Confidence with CanadaHelps



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About CanadaHelps



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

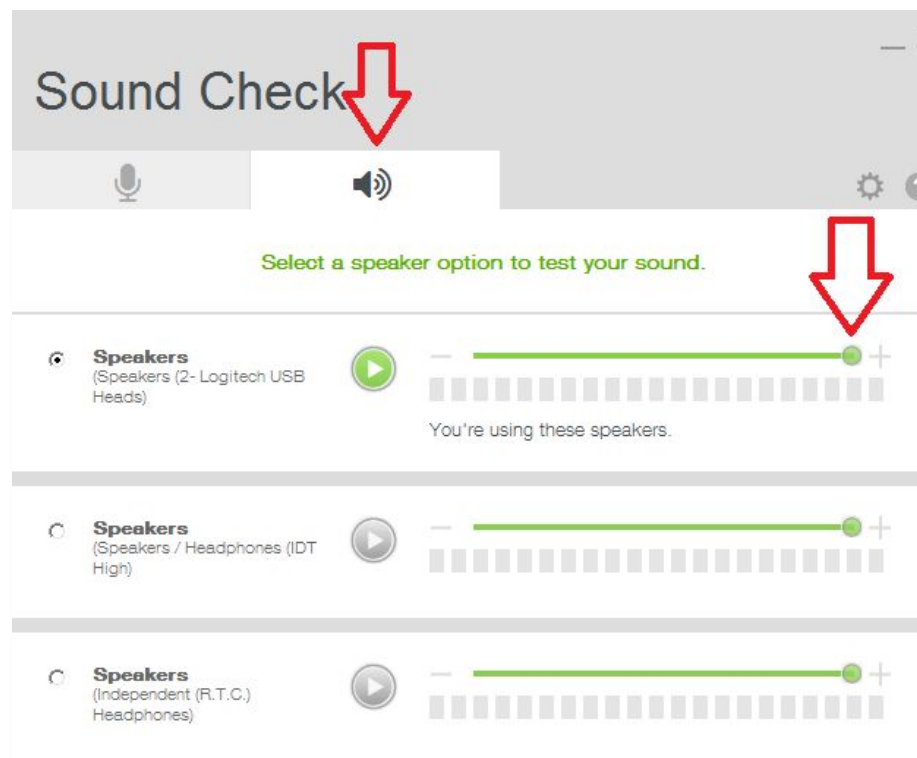
\$1 BILLION
RAISED

2 MILLION
DONORS

22000
CHARITY
PARTNERS

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.

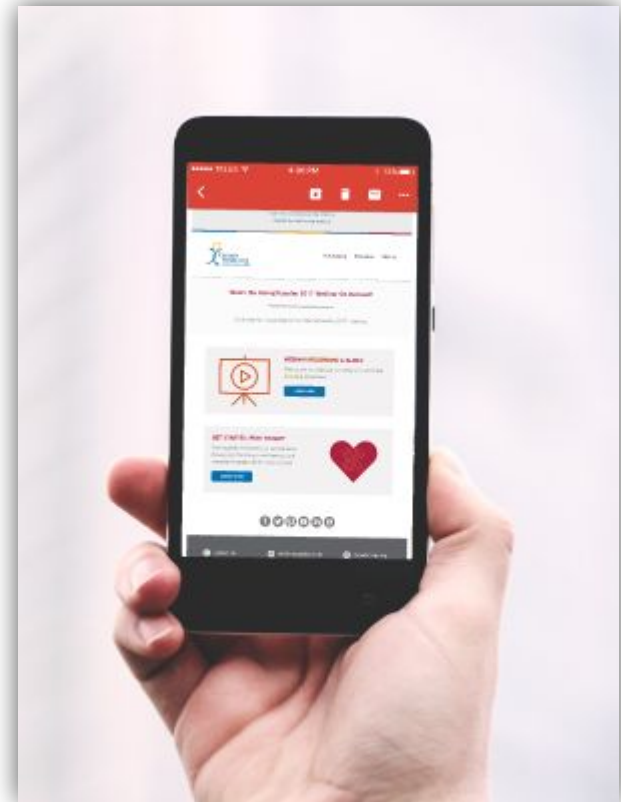


Webinar Reminders

For the best webinar experience,
close all other applications.

Yes!

The links to the webinar slides
and recording will be emailed to
you within 24 hours. You'll be able
to watch the recorded video on
demand.

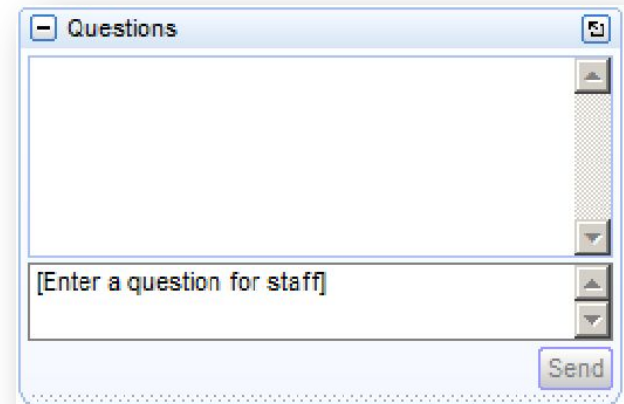


Webinar Reminders

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". The window has a large text area for input, a smaller text area at the bottom containing the placeholder text "[Enter a question for staff]", and a "Send" button in the bottom right corner. The window has a standard Windows-style title bar with a minimize button, a maximize button, and a close button.

What Situation Best Describes Your Charity?

- a) We're new to CanadaHelps!
- b) We've been with CanadaHelps for a while but need a refresher.
- c) I'm not sure.

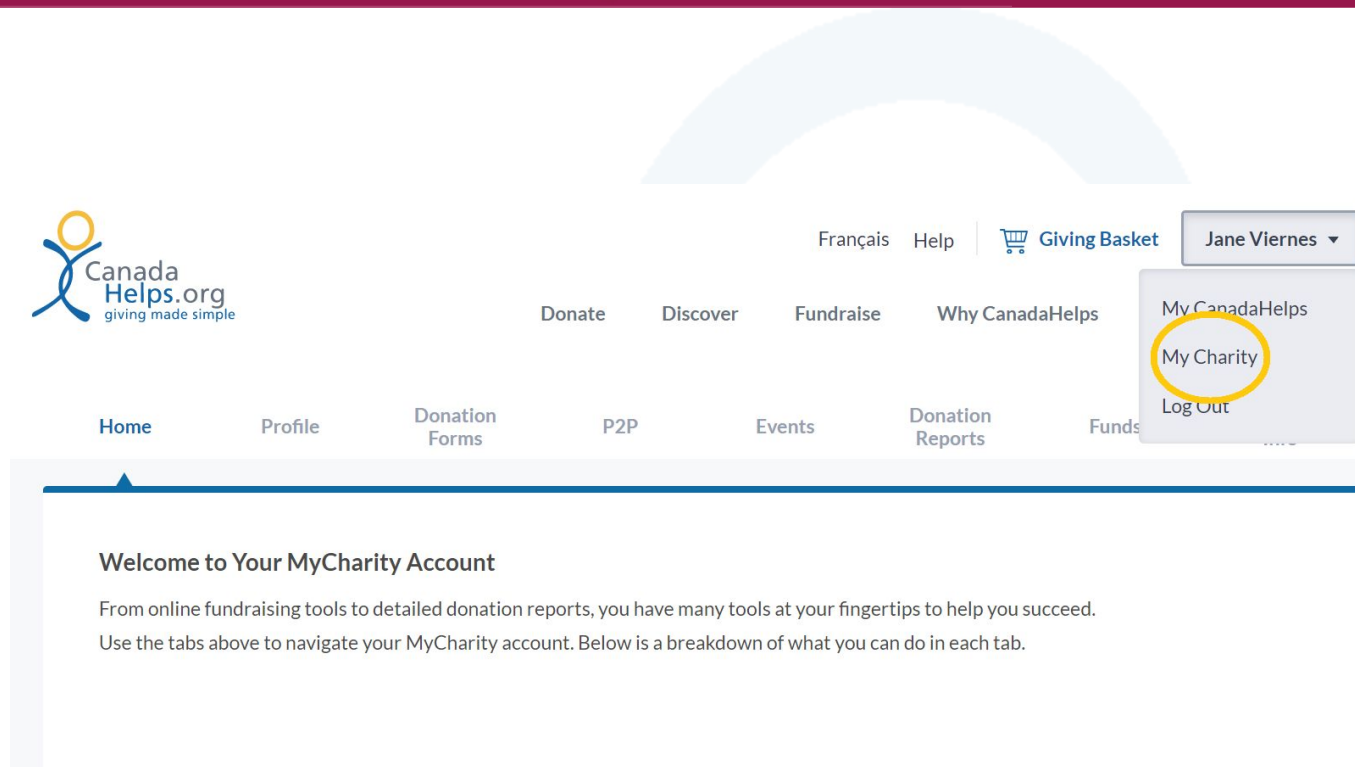
Agenda

- **Your CanadaHelps 'My Charity Account'**
- **Customizable Donation Forms:**
 - Collect Donations Right on Your Website
- **Peer-to-Peer Social Fundraising:**
 - Turn Your Supporters Into Fundraisers
- **Ticketed Events:**
 - Sell Tickets Right on Your Website
- **Donation Reports:**
 - Harnessing Your Data
- **Donor Management**
- **Setting up Funds:**
 - Giving Donors Options
- **Managing Your 'My Charity Account'**
- **Charity Profile: An Overview**

Your CanadaHelps My Charity Account



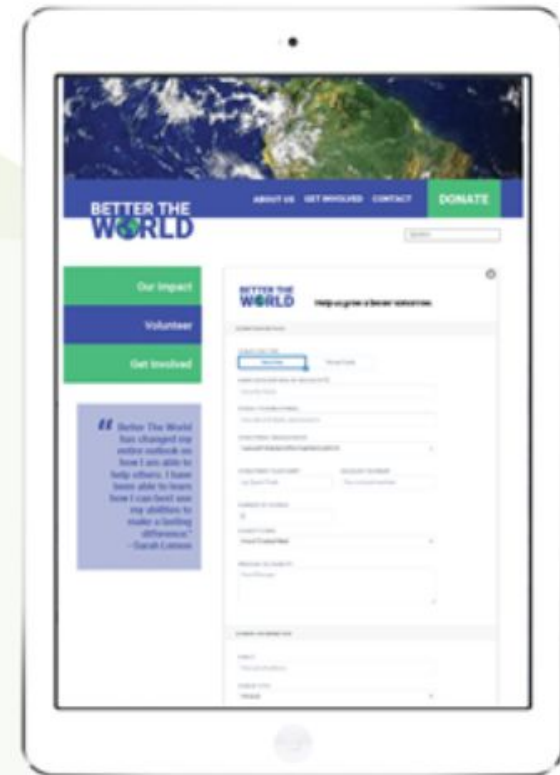
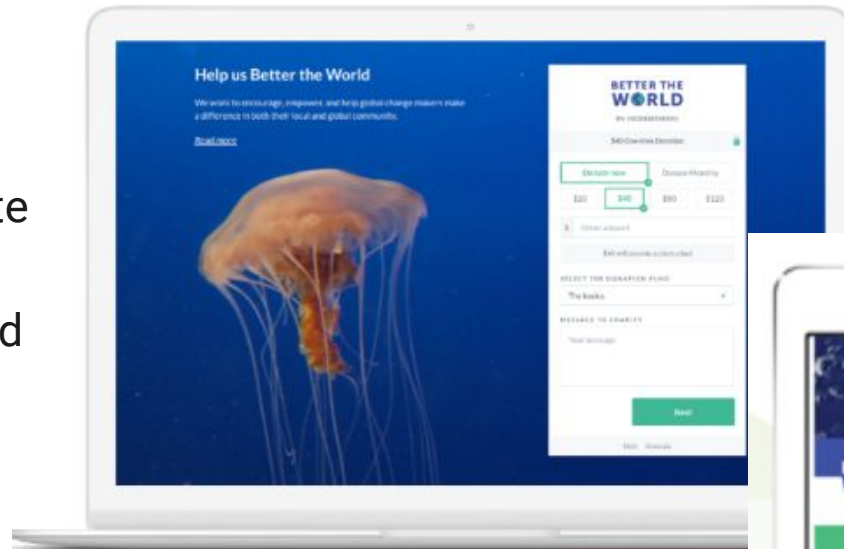
Log on to your My Charity account and take advantage of CanadaHelps' full suite of leading fundraising solutions to reach more donors, maximize donations, and so much more!



Donation Forms for Your Website

Everything You Need:

- Collect donations directly on *your* website
- One-time and Monthly gifts, Tribute giving and Gifts of Securities
- Automatic, branded receipting
- Fully mobile optimized pages
- Extensive customization options
- Google Analytics and Google Tag Manager tracking



Donation Forms: Back-End Look



Click on your **Donation Forms** tab to create, edit and manage your Custom Donation Forms in minutes!

Here, you'll find the embed code and URL for your donation form so you can easily share it on your website.

Canada Helps.org giving made simple

Franglais Help Giving Basket Jane Viernes

Donate Discover Fundraise Why CanadaHelps Blog For Charities

Home Profile **Donation Forms** P2P Events Donation Reports Funds Account Info

Customizable Donation Forms Donate Now Button Donate Securities Button Fundraise Now Button

Customizable Donation Forms

Create new form

A Customizable Donation Form is a form that you can use to accept donations online. Once you've created your donation page, you have three options for sharing it.

- Easily set up forms in minutes to collect donations directly on your website.
- Donors never leave your site with embedded donation forms.
- Customize the colours, imagery, messaging, and thank-you emails for each form.
- Donations receive branded tax receipts

My Forms

Search by form name

Active (55) Deactivated (174)

1 - 10 of 55

NAME	CREATED	FUND	AMOUNT RAISED	ACTIONS
Monthly Donations Form	28/05/2020		\$0.00	

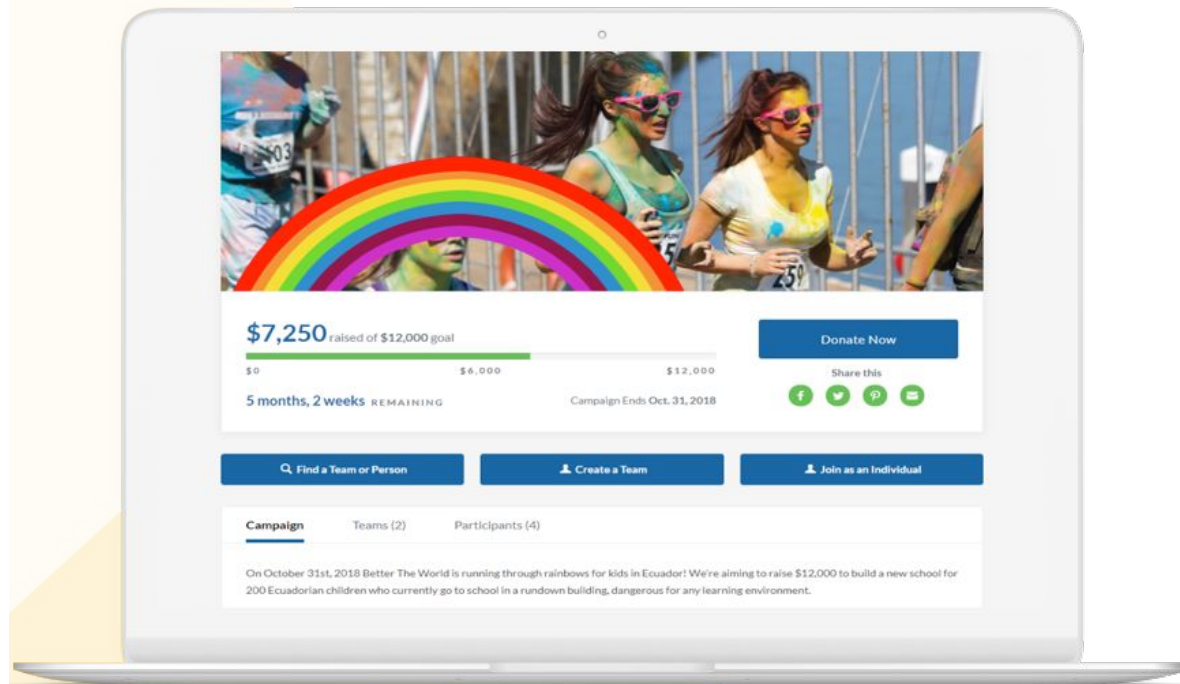
VIEW EDIT EMBED URL DEACTIVATE

Peer-to-Peer Social Fundraising

Get your donor base excited about fundraising for YOU!

Features include:

- Paid Registration
- Teams and or/ Individuals
- Default fundraising goals, images & stories for your participants
- Control Access: Allow anyone to join, require your approval, by your invite only
- Custom registration questions (waivers & various question types)
- Equip your participants with support documents!
- Bilingual functionality and support



Peer-to-Peer Platform Back-End Look



Peer-to-Peer creation and administration at your fingertips.



Click the 'P2P' tab to see, manage or edit existing fundraisers.

Click the 'Create New P2P Campaign' button and fill out the fields to create your campaign in just minutes.

Franceais Help Giving Basket Jane Viernes ▾

Donate Discover Fundraise Why CanadaHelps Blog For Charitie

Home Profile Donation Forms **P2P** Events Donation Reports Funds Account Info

P2P Campaigns

Invite supporters to fundraise for your charity. This feature allows you to run “thon” events like runs, and walks or simple online appeals promoted by your supporters. Setup and customize your campaign in minutes then invite and manage fundraising teams and participants, to use the online registration form to start fundraising.

Create New P2P Campaign

Your Campaigns

Search

1 - 10 of 167

NAME ▾	CHANGE START DATE	END	PROGRESS	
Virtual Gala 2020	2020-01-20	2020-07-26	\$0.00 of \$10,000.00 goal	Manage Edit View

Ticketed Events Platform on Your Website

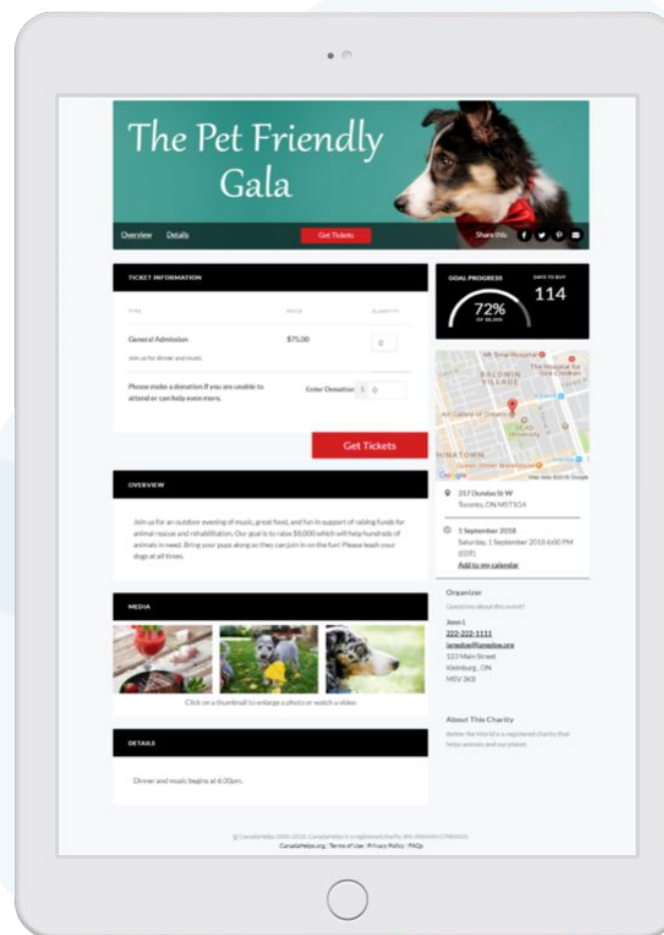


Run Your Event Your Way:

- Run paid or free events
- Sell multiple ticket types
- Control ticket quantities
- Include a donation ask
- Ask Custom Questions
- Embed your event page right on your mobile-friendly website.

Best eCommerce Practices for Maximum Sales:

- Fully mobile optimized
- Streamlined purchase path
- All major payment methods
- Automatic ticketing
- Automatic event reminders



Ticketed Events: Back-End Look



Events platform creation and administration at your fingertips.

Click the 'Events' tab to see, manage or edit existing fundraisers.

Click the 'Create New Event' button and fill out the fields to create your event in just minutes.

Canada Helps.org giving made simple

Franglais Help Giving Basket Jane Viernes ▾

Donate Discover Fundraise Why CanadaHelps Blog For Charities

Home Profile Donation Forms P2P **Events** Donation Reports Funds Account Info

Events

Whether you're planning a free event or selling tickets to raise funds for your charity, in minutes you can create a rich Event landing page, offer tickets with or without a charitable portion, and be ready to promote your event.

Create New Event
Learn more about events

My Events

Search Events Search

Active Past

1 - 10 of 17

NAME ▴	DATE	ATTENDEES	PROGRESS	
Virtual Golf Tournament 2020	2022-08-28	476	\$1,766.00 of \$5,000.00 Goal	View Embed Edit Manage

Donation Reports: Harness Your Data



Get detailed information about donations made to your charity, and any payments sent to your account.

Download comprehensive .CSV reports showing all donor data.

Create customized .CSV reports to view the donor information you need.

Manage your monthly gifts and further steward your donors.



Donation Reports

Donations Data Download Custom Data Download Monthly Gifts Dashboard Reports

Disbursement Schedule Info

Disbursed Donations

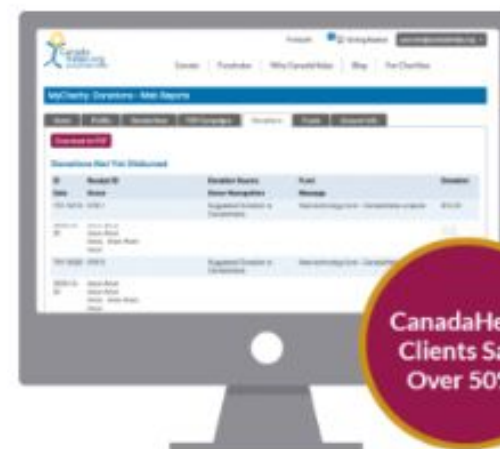
Showing disbursements for:

MONTH: May YEAR: 2020

Disbursement Date	Amount	Donations
07/05/2020	\$15,000	45
14/05/2020	\$20,000	46
21/05/2020	\$18,000	33

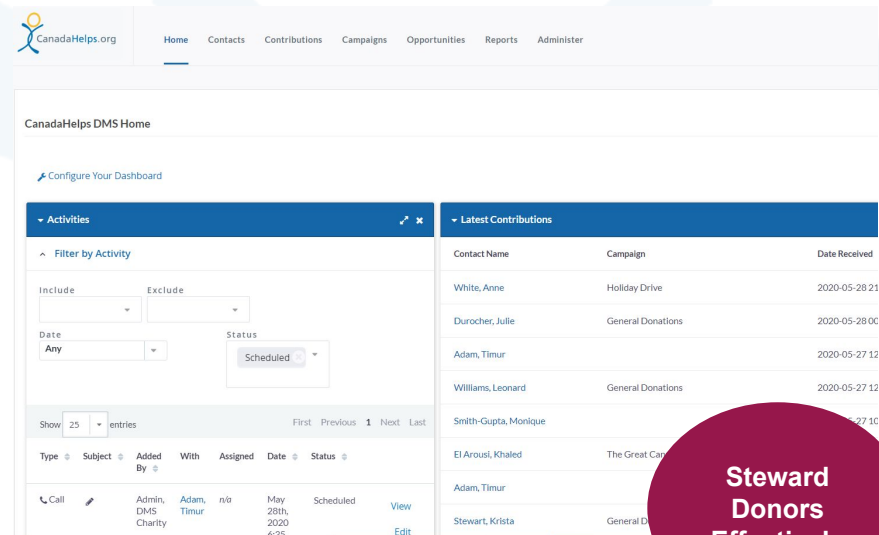
Donor Management

- Download Custom reports and easily import your CanadaHelps data into other CRM databases, such as Salesforce (FREE App) and Raiser's Edge (50% off JMG Solutions!)



Coming soon!

- Cultivate and steward all of your donors with the easy-to-use CanadaHelps Donor Management System (DMS), built specially for charities.



CanadaHelps DMS Home

Configure Your Dashboard

Activities

Filter by Activity

Include: [Dropdown] Exclude: [Dropdown]

Date: [Dropdown] Status: [Dropdown]

Show: 25 entries

Type	Subject	Added By	With	Assigned	Date	Status
Call		Admin, DMS Charity	Adam, Timur	n/a	May 28th, 2020 6:35	Scheduled

Latest Contributions

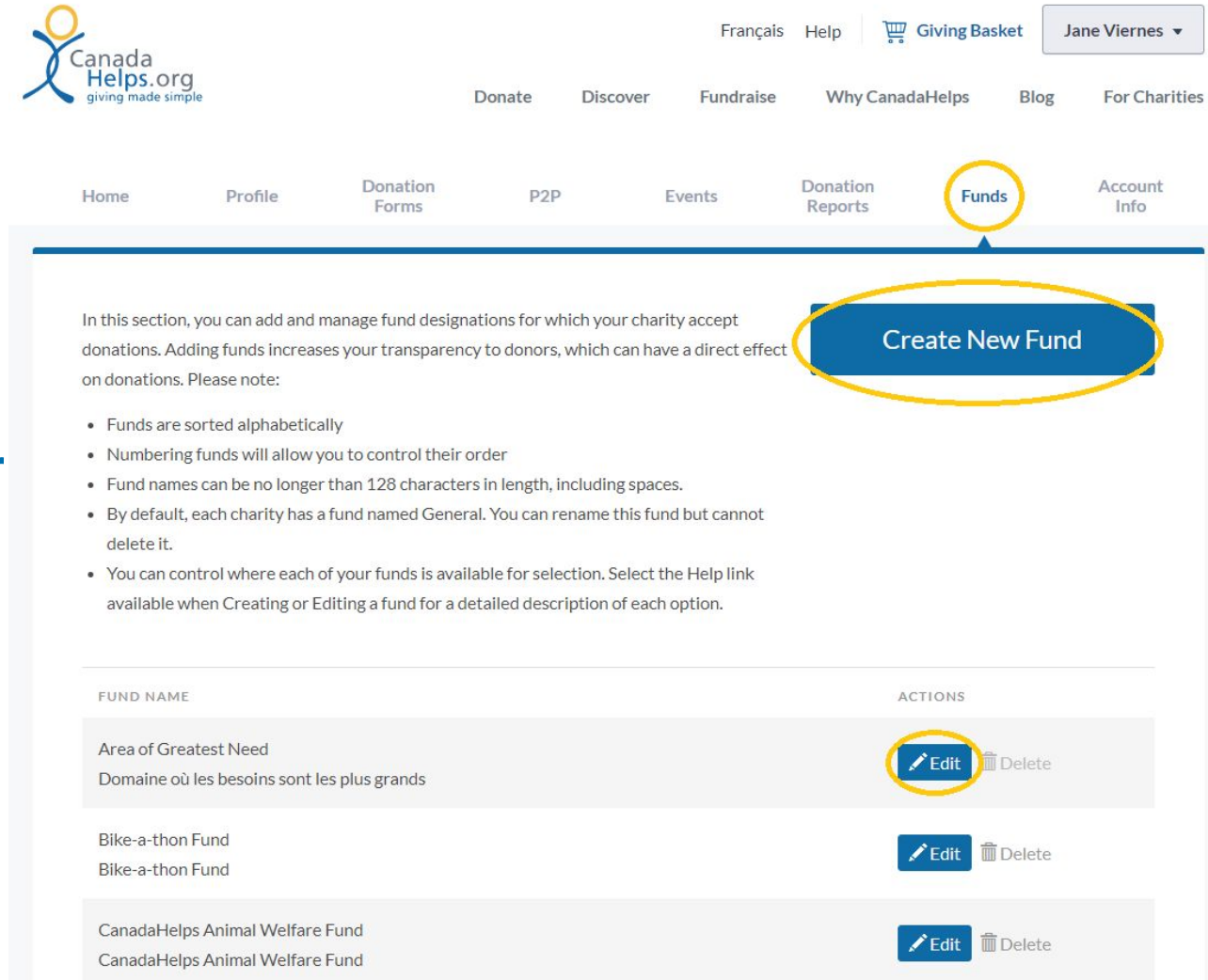
Contact Name	Campaign	Date Received
White, Anne	Holiday Drive	2020-05-28 21
Durocher, Julie	General Donations	2020-05-28 00
Adam, Timur		2020-05-27 12
Williams, Leonard	General Donations	2020-05-27 12
Smith-Gupta, Monique		2020-05-27 10
El Arousi, Khaled	The Great Ca	
Adam, Timur		
Stewart, Krista	General D	

**Steward
Donors
Effectively**

Funds: Give Donors the Option

Create and manage different fund designations for donors to choose from when giving to your charity.

Decide where these funds appear across your CanadaHelps tools and on your Charity Profile page.



The screenshot shows the 'Funds' management interface on the CanadaHelps.org website. The top navigation bar includes links for 'Home', 'Profile', 'Donation Forms', 'P2P', 'Events', 'Donation Reports', 'Funds' (highlighted with a yellow circle), and 'Account Info'. A 'Create New Fund' button is prominently displayed in a blue box with a yellow border. Below this, a list of existing funds is shown with columns for 'FUND NAME' and 'ACTIONS'.

FUND NAME	ACTIONS
Area of Greatest Need Domaine où les besoins sont les plus grands	Edit Delete
Bike-a-thon Fund Bike-a-thon Fund	Edit Delete
CanadaHelps Animal Welfare Fund CanadaHelps Animal Welfare Fund	Edit Delete

Account Info: Manage Your Account



Manage the Main Charity Administrator of your account.

Add unlimited linked users to your account.

Securely change your bank account details.

Manage your donation notification email preferences.

Canada Helps.org giving made simple

Franglais Help Giving Basket Jane Viernes ▾

Donate Discover Fundraise Why CanadaHelps Blog For Charities

Home Profile Donation Forms P2P Events Donation Reports Funds **Account Info**

Main Charity Administrators Other Charity Administrators Account Settings

Admin Email: info@canadahelps.org [CHANGE](#)

Banking Details: Account Number: [REDACTED] [CHANGE](#)

Transit: [REDACTED]

Inst. Code: [REDACTED]

Charity Profile: An Overview

A **FREE** promotional opportunity to:

- **Get discovered**
- **Tell your story**
- **Share your impact**
- **Receive donations**

Search result on
CanadaHelps.org




 

**HABITAT FOR HUMANITY
GREATER TORONTO AREA**

Toronto, ON

A non-profit housing organization that partners with hardworking lower-income families to build safe, decent and affordable homes.

[Learn more](#)







Habitat for Humanity Greater Toronto Area

Registered Name: HABITAT FOR HUMANITY GREATER TORONTO AREA
Business Number: 133824680RR0001

[Add to my Favourite Charities](#)

[Donate Now](#)

Share this page
   

[About](#) [Our Impact](#)

Habitat for Humanity Greater Toronto Area (Habitat GTA) is a nonprofit housing organization that believes everyone deserves a safe and decent place to live. We mobilize volunteers and communities to help working, lower income families build strength, stability, and self-reliance through affordable homeownership.

With the help of volunteers, donors, and community partners, since 1988, Habitat for Humanity GTA has built 22 new communities, which has helped hundreds of parents and children have a safe, decent and affordable place to call home.






In support of our homebuilding, we operate retail home improvement stores called Habitat ReStore, which sell new and used donated home furnishing and renovation materials. The operation of our Habitat ReStores allow your donor dollars to go directly toward building homes for families.

Tax receipts for online donations are issued immediately (PDF format) by e-mail. Monthly donor tax receipts will be issued after December 31st.

What People Are Saying

"In a truly great city, everyone deserves a decent place to live. There is still work to be done as we press forward to meet our goal... I know

[Read More](#)


    

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

Donate To This Charity Now

[Donate Now](#) [Donate Monthly](#) [Donate Securities](#) [Fundraise](#)

APPLY YOUR DONATION TO A SPECIFIC FUND SET UP BY THIS CHARITY

General 

INCLUDE A MESSAGE FOR THIS CHARITY

Charity profile on
CanadaHelps.org

Profile: Tell Your Story on CanadaHelps.org



Ensure that when donors search for your organization on CanadaHelps, you are well represented with a media-rich profile page.

Add photos, videos, and even launch campaigns.

Tell the story of your impact in more detail.

Make your charity discoverable to the millions of donors on CanadaHelps.org!



The screenshot shows the CanadaHelps.org website interface. The top navigation bar includes links for Français, Help, Giving Basket, and a user profile dropdown for Jane Viernes. Below this is a secondary navigation bar with links for Donate, Discover, Fundraise, Why CanadaHelps, Blog, and For Charities. A third navigation bar contains links for Home, Profile (highlighted with a yellow circle), Donation Forms, P2P, Events, Donation Reports, Funds, and Account Info. The main content area is titled 'Attract New Donors on CanadaHelps.org' and contains a paragraph: 'Ensure you've put your best foot forward when donors search for your organization on CanadaHelps.org. Create a media-rich profile page, launch campaigns, update your Impact Page, and help donors find you in a search.' Below this are four columns of links: 'Main Profile Page' (Create a media-rich profile page. Describe your mission, add photos and videos, suggest donation amounts, add testimonials and more.), 'Impact Page' (Access free educational resources that will help you begin effectively measuring and sharing your impact. Share your impact story and outcomes of your work with donors on CanadaHelps.org), 'Campaign Pages' (Campaigns allow your charity to highlight and fundraise for a particular aspect of your mission that needs funding.), and 'Discovery Settings' (Help more donors find your charity in a search on CanadaHelps by selecting the most suitable categories and geographical scope of your work.).

Q&A

Questions?

Questions or Comments? Get in touch!



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[Click here](#) to subscribe to our charity emails for the latest news about our fundraising tools and tips!

Thank you!

Stay tuned for an invitation to our next
webinar!