

Looking Back, Moving Forward



15 YEARS

2015-2016
Annual Report



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Our Impact: Strengthening the Charitable Sector

CUMULATIVE IMPACT

600M
.....

Over \$600 million dollars raised for charity since our launch in 2000

16K
.....

More than 16,000 charities use the CanadaHelps platform to fundraise online

1M
.....

Over 1 million Canadians have donated using CanadaHelps

IN 2015-2016

114.8
MILLION
.....

\$114.8 million in donations raised for charitable work (18% YOY growth)

841,000 donations made (16% YOY growth) to nearly 19,000 charities

841,000

16%
PERCENT
.....

Monthly gifts now 16% of donation revenue

3,400
.....

More than 3,400 charities benefitted from our educational resources (whitepapers, webinars)

324,421 Canadians gave through CanadaHelps (17% YOY growth)

324,421

1,477
.....

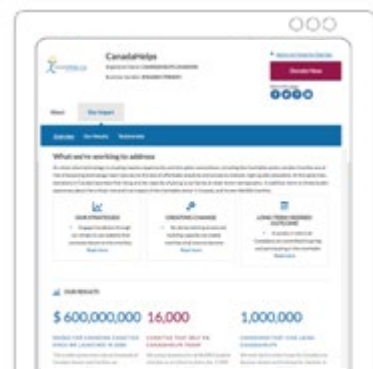
1,477 new charity partners (75% YOY growth)

Over 27,000 Canadians gave monthly gifts (18% YOY growth)

27,000

At CanadaHelps, we believe that every charity—regardless of size—deserves the advantage of online fundraising technologies and education that will help them succeed. As a charity serving charities and donors, we are proud to provide the tools that connect Canadians with non-profit organizations.

LEARN MORE ON OUR [IMPACT PAGE](#)





Message from our Board Chair

In November 2015, CanadaHelps proudly celebrated its 15th birthday! I am truly honoured to have been a part of the Board for six of those 15 years, most recently as Chair. I have seen incredible growth in donations, services, and the reach of CanadaHelps, and I continue to be inspired by its powerful mission and the work carried out by its dedicated team.

Since its founding in 2000, CanadaHelps has been at the forefront of innovation in the Canadian charitable sector. Recognizing the impact that technology would have on the needs of charities and how donors would interact with them, CanadaHelps played a critical role in transforming the non-profit landscape. It was one of the first organizations to collect donations online, and used a social enterprise model to make a real impact before social enterprise became a buzzword.

What started out as three visionary university students brainstorming in a dorm room, has turned into a team of 25 dedicated staff working passionately every day to carry out their mission. CanadaHelps has built a comprehensive suite of online fundraising tools that are used by charities and donors across Canada. It is an organization that is continually innovating, yet its core remains the same: a Canadian charity, helping other charities to connect with donors and inspiring donors to grow in their giving.

Today, more than 16,000 charities fundraise online using CanadaHelps, and the CanadaHelps website has become a popular and trusted destination for Canadians to donate to or raise money for any registered Canadian charity. Last year, over 900,000 Canadians came to the site to learn, discover, engage with, and donate to charities.

I am confident that under the leadership of our CEO, Marina Glogovac, and incoming Board Chair, Sue Tomney (an experienced charity executive and CanadaHelps Board member), CanadaHelps will make an even greater positive impact on charities and donors in the years ahead!

Michael Bradley
Board Chair, CanadaHelps

Read more about our 15-year milestone on the [CanadaHelps Blog](#).





Message from our President & CEO

When I joined CanadaHelps three years ago, I saw an organization with incredible assets and limitless potential; I knew there was an opportunity to take it to the next level. Thanks to the work of our passionate staff, we are seeing the fruits of our labour.

The charitable landscape is changing, and what charities needed 15 years ago is not necessarily what they need today. CanadaHelps has broadened its scope of work over time to respond to evolving donor and charity needs, which is why we updated our mission and vision this year to more accurately reflect the work being done. Specifically, our focus is on ensuring level access to the technology, and the digital tools and literacy that any charity, regardless of size, needs to succeed.

The new world is digital. Charities need tools that are sophisticated enough to help them succeed – tools that are mobile ready, serve donors across platforms, support media-rich content, and are built on leading edge eCommerce practices for optimal results – but also simple enough that a charity of any size and skill level can use them. Donor needs are also changing. Traditional donors are older and charities need to figure out how to engage millennials who are looking for different things. Beyond expecting to be able to connect anytime, on any device, millennials demand accountability, want to know the specific impact a gift will make, and want to share their expertise and influence peers. With these changing realities, smaller charities need us more than ever.

I am exceedingly proud of three major accomplishments from this past year that help address some of these needs.

- We developed our Impact Tool that offers a simple framework for charities to share their impact strategy and results with the hundreds of thousands of Canadians who engage with charities through our direct site each year. We also partnered with PHINEO, a European leader in impact measurement, to provide education to charities around demonstrating impact.
- We launched our Events Platform that, paired with our Peer-to-Peer and Customizable Donation Form tools, creates a complete digital fundraising solution for charities – one that is accessible and affordable in addition to being effective.
- We invested in continuous improvement across our full platform, and invested heavily in new educational whitepapers and webinars to help charities develop the skills they need. This is essential part of our work as we are committed to help charities develop the know-how for the digital world and for engaging donors directly.

As we move forward, we will continue to offer innovative data tools for both charities and donors, and will continue the rapid evolution of our customizable fundraising tools, education tools, and other products in line with changing technology.

Marina Glogovac

President & CEO, CanadaHelps

Read more from Marina on the [Giving Life Blog](#).



Mission & Vision

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.

Our Difference

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.

The need for our services is most dramatic amongst small charities. Small charities, those with total annual revenue of \$500,000 or less, comprise 80 percent of the overall sector. Of small charities, 86 percent have 5 or fewer staff and 48 percent are fully volunteer run. Operating on limited resources and lacking the capacity to focus on digital capabilities, most small charities are at risk of falling behind and becoming technology have-nots. In today's digital world, it is technology that is increasingly defining success and CanadaHelps is here to ensure that all charities, regardless of size, have access to the online fundraising tools and education they need to succeed.

In addition in our tools and education for charities, we also engage Canadians through our simple-to-use website that connects donors to charities. Our donor site inspires Canadians to grow in their giving by offering a growing range of ways to discover charities of interest and ways to give, and by sharing inspiring stories about charities and insights into giving.



Values & Principles

Donors & Donor Service

We believe that an informed donor is a wise donor. CanadaHelps works towards educating donors on best practices, trends in the charitable sector, and philanthropy in general. We provide donors with the tools to stay in charge of their philanthropic giving.

Technology & Leadership

CanadaHelps is innovative in its adoption and use of online applications and new technologies; we are agile, nimble, and responsive to new opportunities. We hire and retain exceptional and talented staff, and create a workplace that fosters innovation, creativity, and productivity.

Highest Level Security

Ensuring the security and privacy for our donors and charities is core to everything we do at CanadaHelps. We are fully Payment Card Industry Data Security Standards (PCI DSS) compliant.

Ease-of-Use

CanadaHelps provides services that make online charitable giving easy and secure for donors, and accessible and cost-effective for charities.

Partnership & Collaboration

CanadaHelps seeks opportunities to work with groups from all sectors to provide greater options to both donors and charities.

Charities & Charity Service

CanadaHelps operates neutrally to support the work of all charitable organizations registered with the Canada Revenue Agency. We provide tools that help charities focus their time and resources on their missions, not administration. We also offer high-quality, low-cost educational programs to charities that help them build their capacity.

Affordable Rates

As a charity helping other charities, it's critical to our mission that we pass along as much as possible out of every dollar we collect. CanadaHelps operates on a cost-recovery basis. Our fees reflect the true expenses associated with maintaining, operating, and investing in our online fundraising platform and tools for charities.

Research & Education

CanadaHelps is a learning organization, staying in touch with charitable sector trends, donor and charity needs, and working to provide solutions that anticipate these needs. We work to promote our own work, and to encourage and inspire greater philanthropic giving in Canada.

Integrity & Accountability

CanadaHelps is accountable, transparent, and ethical, practicing strong fiscal management along with transparent financial reporting.



Key Initiatives: New Data & Technology Tools

Events Management from CanadaHelps

In January 2016, we launched our powerful Events Management solution. Designed specifically for charities, this solution reduces the gap between small and big charities by eliminating the differences in access to technology. Easy to use, the solution not only allows charities to increase event revenue and save time promoting and selling event tickets online, it provides access to the real-time reports charities need, and automates tax receipting and follow-up communications to attendees.



Highlights include:

- Supports free and paid ticketed events for small gatherings or 10,000+ attendee events.
- Offers instant or post-event receipting, and supports split receipting.
- Modern and intuitive design that is fully mobile-optimized.
- Extensive branding and customization options for charities.
- Donation option to increase event fundraising success.
- Automated, customizable reminder and 'thank you' emails.
- Real-time sales reports and simple attendee check-in.

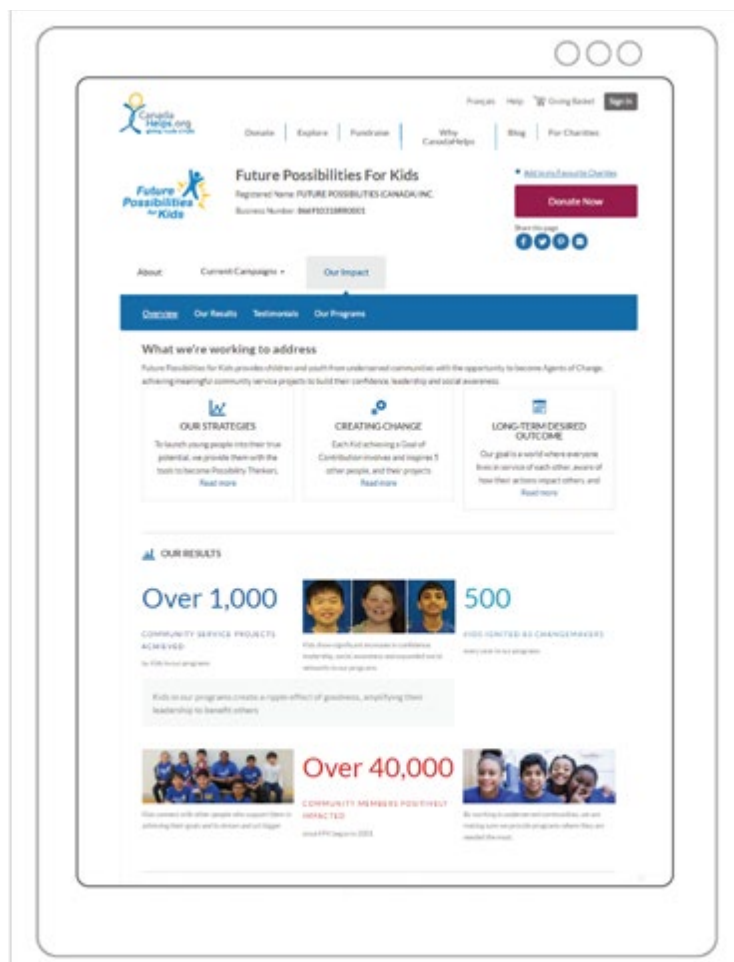


Key Initiatives: New Data & Technology Tools

Online Impact Tool

Measuring and reporting on impact is becoming increasingly critical for charities to retain current donors, and even more, to engage younger, emerging donors. In a recent survey completed by over 5,500 Canadians who donate using CanadaHelps, 73% of respondents said they would likely donate more if they had access to a charity's impact results. To help charities communicate their impact, CanadaHelps launched a simple yet highly effective new tool which helps charities define and share their impact with Canadians, and paired it with a comprehensive, free educational resource.

- ✔ The innovative Online Impact Tool is based on a framework of four questions about a charity – no matter how small or large – to easily and effectively capture their impact story based on the need they are addressing, long-term desired outcome, and results to date. Following the simple steps, charities create their Impact Page on CanadaHelps, giving Canadians the information they want and need to donate more strategically.
- ✔ The complimentary education is provided by our partner PHINEO, a European leader in impact measurement, and offers a free, step-by-step guide for charities on measuring and communicating impact.



Key Initiatives: New Data & Technology Tools

Data Strategy Project: Year Two

Now in year two of a three-year grant from the Ontario Trillium Foundation, an agency of the Government of Ontario, we launched three charity benchmark reports that provide key information for charities to track their fundraising performance and identify opportunities for growing its success.

- ✓ The **Donor Metrics dashboard** captures a charity's donation results, including the number of donors, number of donations and donation amounts, breaks results down by new versus repeat donors, and compares performance year-over-year, month-over-month, and more.
- ✓ The two **Sector Benchmarks dashboards** allow a charity to compare their results to those of other charities in the same category. One dashboard provides comparative results for all data points in the Donor Metrics report. The second dashboard provides comparative results for donations by source, including one-time gifts and monthly gifts.

We also conducted a comprehensive survey, completed by over 5,500 Canadians who donate through CanadaHelps, to obtain key insights that will shape the data-driven Giving Dashboards and Discovery experience for donors that we will launch next year.



Key Initiatives: Inspiring More Giving

Lowered Fees for Securities Donations

Since 2008, CanadaHelps has proudly facilitated donations of securities and mutual funds for Canadian charities. This year, we lowered our fees on these donations making this option easier and more accessible to both charities and donors. Our new, tiered pricing ranges from 2% to 3%, and offers a lower fee on larger gifts.

A donation of securities or mutual fund shares is the most tax-efficient way for donors to give charitably, and CanadaHelps makes it easy for charities to receive gifts of securities with a simple Donate Securities button on their website. CanadaHelps facilitates the sale of the gift, issues a charitable tax receipt, and transfers the proceeds directly to the charity (or charities) the donor has chosen.

New Blog Series

Through the Giving Life Blog, CanadaHelps is committed to taking readers deeper into issues, and highlighting the charities and causes that sometimes get forgotten. It's difficult for Canadians to learn about charities and causes that make a difference for all of us in Canada – we are working to make it easier. This year, we launched three new blog series, each of which explore an important issue from varying perspectives:

- ✔ **The International Refugee Crisis:** Around the world, 60 million people – more than half of whom are children – have fled their homes in search of safety. This series shares stories of the crisis from on-the-ground in multiple countries, as well as the response in Canada.
- ✔ **Faith and Giving:** In Canada, 46% of all charitable donations are to faith-based organizations. This series explores how major religions view giving and charity from the perspective of seven spiritual leaders.
- ✔ **The Environment:** When asked, Canadians say they feel passionately about protecting the environment; and yet, only 1.3% of donations through CanadaHelps go to environmental charities. This series explores the work of the people that are fighting to protect our treasured Canadian landscape.

Read our Featured Series on the
[Giving Life blog](#)



Key Initiatives: Inspiring More Giving

New Crisis Relief Centre Activations

The CanadaHelps Crisis Relief Centre is Canada's central destination for giving during humanitarian disasters. This year, we activated our Crisis Relief Centre for three catastrophic events: the Syrian refugee crisis, the Fort McMurray fires, and the Ecuador earthquake. The generosity of Canadians in response to each crisis was inspiring, and nearly \$4 million was raised through the site.

GivingTuesday: Year Three

GivingTuesday continues to be an unstoppable worldwide movement – now in 71 countries – and the results from Canada's third year demonstrate the growing culture of generosity:

4,700



More than 4,700 charities and businesses participated as partners, and millions of Canadians joined in

Donations through CanadaHelps increased by 32% over the increases seen in the first two years



32%

302%



Lift in donations increased to 302% since 2012, the year before the annual event launched in Canada

28%



More people committed to their cause of choice for the long term with a 28% increase in new monthly donations



Volunteering, food and clothing drives, donating blood, and helping at local food banks were some of the other ways Canadians gave back

22



22 Canadian cities organized civic movements on GivingTuesday, creating a deeper level of engagement between charities, businesses and local residents

Key Initiatives: Inspiring More Giving

Great Canadian Giving Challenge: Year Two

The Great Canadian Giving Challenge is a nationwide initiative to encourage charitable giving in the summer months, a time when charitable giving is consistently low. In its second year, Canadians from across the country joined the challenge:

More than 8,650 charities qualified for the grand prize draw

8,650

.....

a 15% increase over 2015

15%

Donations grew by 28% over the first year of our challenge

28%

.....

and by 48% over to the year prior to the campaign launch in June 2014.

48%

52,035 donors from across Canada gave to causes they care about

52,035

.....

a 26.5% increase from 2015

26.5%

Partnering to Enable Giving

This year, CanadaHelps developed a new offline batch donation interface to enable corporate giving programs. Leveraging this, we expanded our relationship with YourCause, now facilitating payroll deduction and match gifts for many of their corporate clients, launched a new relationship with the Salesforce Foundation, and partnered with Elections Saskatchewan on an innovative program where election staff have the option to donate some or all of their earnings to charity. In addition, we updated our Application Programming Interface to a REST API that provides the foundation for us to pursue new partnerships to grow giving in Canada in the years ahead.

Key Initiatives: Continuous Improvement

Customizable Donation Form Upgrades

CanadaHelps' Customizable Donation Forms enable charities to easily accept donations from their websites using our streamlined donation forms that employ best e-commerce practices to maximize donations. This year, we dramatically expanded the features available to charities.

Specifically, we:



1. Gave charities the ability to embed forms directly on their website. An embedded form provides donors with a seamless giving experience where they never leave the charity's site.



2. Introduced an array of new branding capabilities, allowing charities to customize page colours, imagery, text, and eCard designs.



3. Added a monthly donation form option designed to maximize results when running a new monthly donor acquisition campaign.



4. Launched charity-branded tax receipts.

Peer-to-Peer Social Fundraising Upgrades

The Peer-to-Peer Social Fundraising solution from CanadaHelps enables charities to launch team-based fundraising events, and empowers supporters to engage their personal networks to raise funds for the charity. Since launching this tool last year, we have continued to expand its capabilities.

This year, we gave charities the option to add offline donations and thereby share accurate fundraising progress with visitors to their online campaign; gave charities more administrative control of the campaign participants and teams; and, using the infrastructure of our Events Management tool, gave charities the option to charge supporters a registration fee to participate and fundraise in the campaign.

Key Initiatives: Other High Value Enhancements

For charities

We added support for multiple charity administrator accounts, making it possible for all relevant and approved contacts at a charity to effectively use our tools. While it seems like a small feature, it makes fundraising administration easier, and more secure for charities.

For donors

We improved our charity search and discovery experience, including optimizations for searching from a mobile device. We also implemented a new tool for reminding all donors to claim their charitable tax donations, providing them with a new and even easier way to get all of their receipts for donations made through CanadaHelps in just a few clicks.

Strong focus on Customer Service

CanadaHelps is proud to have achieved significant improvements in the area of Charity and Donor Relations (CDR). The CDR team is exhibiting stronger performance in operations, tracking and efficiency, with the average case completion time now being only 26 hours.



Key Initiatives: Building Capacity Through Education

Enhanced Charity Engagement

The CanadaHelps Charity Engagement team has continued to work closely with our charity partners, helping them to make the best possible use of our tools. Towards the end of the fiscal year, we grew our team to three people, including a new associate in British Columbia. The Charity Engagement team connects directly with our charity partners to help them make the most of CanadaHelps' tools, and engages with others in the sector through tradeshows and speaking engagements throughout the year.

New Educational Resources

This year, more than 3,400 charities took advantage of our educational resources.

We focused on deepening the knowledge and capabilities of charities with a series of three new whitepapers:

- ✓ **Raise More Money with Your Next Event** included tips for charities to help plan ticketed events and ensure their success.
- ✓ **Launching Your First Peer-to-Peer Social Fundraising Event** provided information on how charities can deepen their relationships with current supporters, and attract new donors through P2P fundraising events.
- ✓ **Growing Your Monthly Donors** included important guiding principles of building a solid Monthly Giving program, and getting more dedicated supporters to say "YES" to monthly giving.

We also conducted fundraising skill-building webinars on the topics of succeeding with charitable events, P2P events, monthly donation programs, gifts of securities and mutual funds, and creating a successful holiday giving communications plan. We continue to see strong uptake of our Online Donor Acquisition and Retention Course which more than 500 charity professionals have now completed.



Our Challenges & Opportunities

With the continued increase in need for our services and support we were able to grow our staff to meet demands and to accomplish so much this year. We were able to deliver more to our charity partners, and we have ambitious plans to further increase giving in Canada. That being said, like all charities we are limited by funding and our internal capacity, and we must strike a balance between managing our increasing costs and trying to keep our fees low for charities.

We are a unique, technology-driven charity that is 100 percent self-sustainable. However, like any other technology company, we are facing increasing costs of finding and retaining talent. Our ability to hire talented people is essential for continuing to serve donors and charities, and for ensuring that CanadaHelps' effective and affordable solutions are in place to direct most of the donation to causes (versus the high fees that our for-profit competitors charge).

There are many great projects in the works, and keeping the momentum strong will allow us to achieve our fundraising and client services goals. Towards the end of next year, our aim is to achieve all of our initial strategic planning goals and initiate a new, long-term strategy process. The key initiatives for next year include:



Data: We will be kicking off the third and final year of our Data Project in the next fiscal year. We plan to build on the charity benchmark dashboard reports we launched this year to include: more reports and tools to help donors discover new causes based on interest and past donations, and to better understand their own giving in the context of their community, province and country.



Bequests: Due to staffing constraints, we were not able to launch our Bequest Platform this year as planned; however, we know it is a greatly needed tool for smaller charities. Today, only a small percentage of larger charities have an active bequest fundraising program, and very few Canadians with a will have included a planned gift for a charity. CanadaHelps' Bequests tool will increase awareness and consideration amongst Canadians of leaving a charitable gift in their will. The service will also remove some of the barriers that may prevent lawyers, accountants, and other estate planning influencers from promoting charitable bequests. This turnkey technology solution, backed by bequest fundraising educational tools, will enable charities of all sizes to begin promoting and accepting bequests.



Charity Tools: With the launch of our Peer-to-Peer and Events tools, we now offer a full suite of online fundraising tools for charities. In the year ahead, we will continue to invest heavily in these tools, leveraging survey and interview feedback from our charity partners, to prioritize new features and enhancements that will increase fundraising results and reduce administrative costs.

Financial Report

2015-2016 Operating Results

This fiscal year ended very strong. CanadaHelps surpassed the \$100 million milestone in donations, ending the fiscal at \$114.8 million, an 18% increase over the previous year and an 8% increase over the budget. As a result, cash and short term deposits increased by 58% to \$1.2 million, and CanadaHelps has established an Operating Reserve to sustain the organization through its lowest annual cash flow period and as a contingency for an unexpected funding shortfall.

During the past three years, CanadaHelps had invested heavily in transforming its technology platform and adding new products, including the Peer-to-Peer Social Fundraising solution (launched in June 2015), and the Events Management platform (launched in January 2016). These new products contributed nearly 3% of the overall donations/transactions.

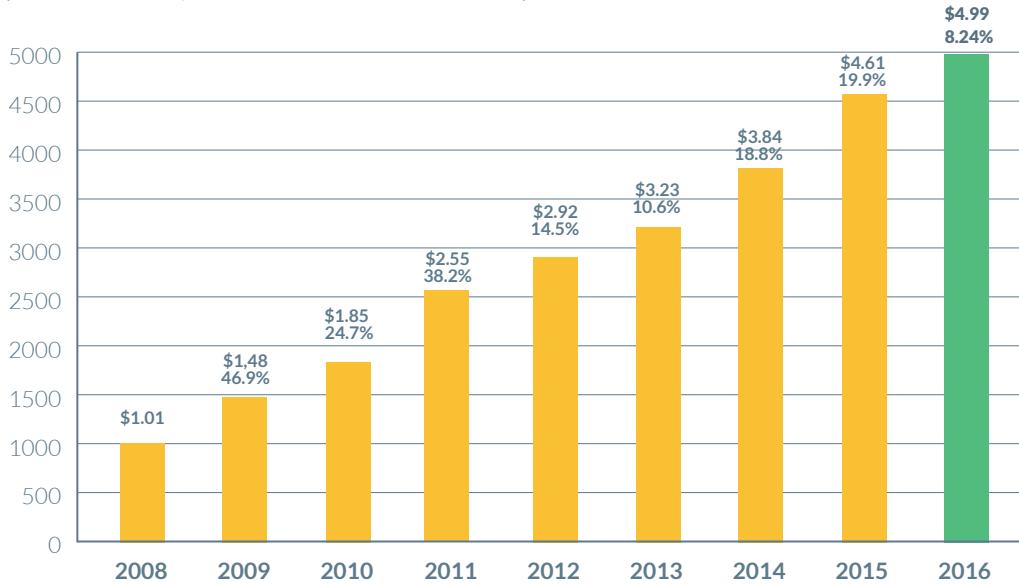
CanadaHelps continues to play a critical role in times of need and crisis, most notably through its Crisis Relief Centre (www.crisisreliefcentre.org). During the year, donations through CanadaHelps related to refugee support brought in \$3.6 million, while support to the victims of Fort McMurray fire brought in \$272,000.

With the support of the RBC Foundation, we launched our Impact Tab that enables charities to share their impact story and report on their results with potential donors visiting their charity profile page. In addition, support from the RBC Foundation and the TD Private Giving Foundation will allow us to begin planning and design of a new Bequest service next fiscal.

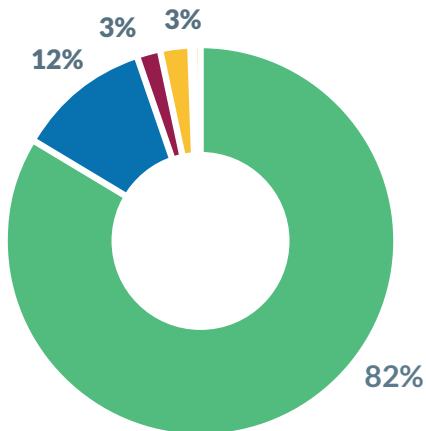


Revenue

(CAD million, Year-over-Year Growth)



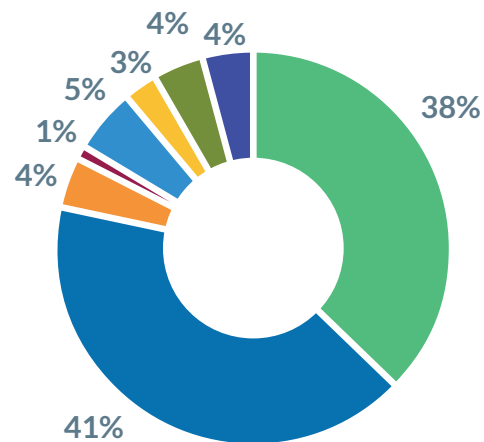
Revenues



Revenues by Type

- Donation transaction fees \$4,095,658
- Donations to CanadaHelps \$580,720
- Ontario Trillium Foundation Grant \$142,016
- Other income \$169,052

Expenses



Expenses by type

- Bank charges and credit card fees \$1,713,006
- Staffing costs \$1,882,287
- Marketing and charity education \$188,628
- Legal, audit and insurance \$50,643
- Consulting and other professional fees \$243,035
- Rent and occupancy costs \$128,186
- Amortization \$190,500
- Other expenses \$183,184

Statement of Financial Position



As of June 30, 2016	2016	2015
Assets		
Current assets		
Cash	\$ 352,587	\$ 576,873
Short term deposits	857,334	187,232
Harmonized sales tax recoverable	51,367	46,454
Prepaid expenses	51,791	80,542
	1,313,079	891,101
Capital assets	397,005	375,445
Trust assets - cash	3,735,570	2,700,939
	5,445,654	3,967,485
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	104,125	75,707
Deferred revenue	74,784	62,300
Current portion of long-term debt	3,500	3,500
	182,409	141,507
Long term debt	28,000	31,500
Deferred lease inducement	-	1,841
Trust liabilities	3,735,570	2,700,939
	3,945,979	2,875,787
Net Assets		
Unrestricted net assets	352,670	716,253
Operating reserve	750,000	--
Invested in capital assets	397,005	375,445
	1,499,675	1,091,698
	\$ 5,445,654	\$ 3,967,485

Statement of Operations



Year Ended June 30, 2016	2016	2015
Donations collected on behalf of other charities	\$ 114,787,568	\$ 97,230,625
Revenues		
Transaction fees	4,095,658	3,759,071
Other donations	414,738	346,931
Ontario Trillium Foundation grant	142,016	-
Corporate donations and sponsorships	105,982	70,418
Undisbursable funds	95,772	302,800
Grants from foundations	60,000	55,050
Other income	40,905	24,459
Interest	24,185	29,826
Charity education	8,190	15,975
	4,987,446	4,604,530
Expenses		
Staffing costs	1,882,287	1,722,132
Bank charges and credit card fees	1,713,006	1,894,231
Consulting and other professional fees	243,035	82,677
Amortization of capital assets	190,500	116,403
Marketing and charity education	188,628	123,622
Rent and occupancy costs	128,186	131,018
Office supplies and expense	104,353	81,897
Other expenses	78,831	51,081
Legal, audit and insurance	50,643	52,464
	4,579,469	4,255,533
Excess of revenues over expenses for the year	\$ 407,977	\$ 348,997

What Our Charity Partners Are Saying



CanadaHelps has been absolutely essential to the growth of our fundraising program. In the past 5 years we've increased it ten-fold. We wouldn't be able to function at the level we function if it wasn't for the work and services that CanadaHelps provides. The fee is nominal but the impact is immeasurable.

– *Bill Merryweather, HALCO (HIV & AIDS Legal Clinic Ontario)*



With CanadaHelps, we have seen our online donations increase by leaps and bounds year-over-year. In minutes, we can create custom donation forms that match the look and feel of our charity, and can optimize forms for specific campaigns. Best of all? We can embed our donation forms right into our site, so our donors never leave.

– *Furniture Bank*



Fundraising is such an arduous piece for a community centre like ours because we don't get funded for fundraising so it sometimes gets neglected. What CanadaHelps does it so easy and accessible.

– *Bob McKittrick, Dixon Hall Neighbourhood Services*



The ease, functionality and branding capability of CanadaHelps has streamlined our donation process to a great degree. As a giving platform, it has also proven very reliable. We couldn't be happier to align with a company that has such a strong vision for supporting the Canadian philanthropic sector, and doing it well.

– *Kevin Chapman, Power To Be Adventure Therapy*

Thank You to Our Supporters

CanadaHelps could not do all the work we do without the generous support of so many Canadians. The gifts made to CanadaHelps enable us to invest in capacity building tools and services for the entire charitable sector, and to provide donors with the easiest way to support their favourite causes online.

We operate on a social enterprise model with the majority of our revenues coming from the small fees we charge for our services. However, we can't do all the great things we have planned on such a thin margin, which is why we are so grateful for the additional support of those Canadians and businesses that believe in our work. With your help, we are able to continuously innovate and offer new tools so that charities can compete for scarce donor dollars, and do so while keeping our fees as low as possible.

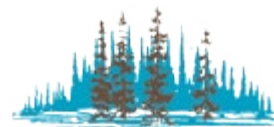
We believe every charity deserves the important advantages that online technologies and education can offer. Over the last 15 years, as a charity serving charities, CanadaHelps has worked relentlessly to build technology and digital capacity within the charitable sector, especially for small- and medium-sized charities. Technology and digitization are driving massive changes, and charities' ability to access technology effectively is essential for their very survival.

Over the past few years, we have invested in expanding the services offered to ensure charities have access to the online fundraising tools and technology they need to better empower Canadians to give. With your gift, we will continue our efforts to expand and upgrade affordable technology tools and education for charities to save them both administrative time and money. We have exciting new plans, and support like yours will help us tremendously.

By supporting CanadaHelps, either with a donation at the time of checkout or on a monthly basis, you're signaling that you believe in the work we do, and helping us build capacity in the charitable sector. Again, thank you for your support of CanadaHelps and our work to support all of Canada's 86,000 charities. We hope we can count on your support again in the future.

Thank You to Our Funders

Over the last year, CanadaHelps has been generously supported by a number of organizations. We're grateful for the support we've received which has allowed us to take on both one-time initiatives and ongoing projects.



Governance

CanadaHelps is governed by a volunteer Board of Directors who meet quarterly to provide broad strategic oversight to ensure that all of our resources are used in pursuit of the organization's mission and mandate. The Directors represent experts in their respective fields, drawn from both the public and private sectors. Over the years, their expertise and guidance has helped us to continue our work to increase charitable giving across Canada. Members of the Board and committees continue to serve with no financial compensation.

Board & Committee Members as of June 30, 2016:

Michael Bradley - Northcard

Chair of the Board, member of the Finance & Audit and Governance Committees

Karim Harji - Purpose Capital

Member of the Governance Committee

Hershel Harris - Georgian Partners

Member of the Governance Committee

Andrew Heintzman - InvestEco

Member of the Finance & Audit Committee

Ruth MacKenzie - Canadian Association of Gift Planners

Member of the Governance Committee

Joan McCalla - Former Director and Distinguished Fellow, Cisco Systems

Chair of the Governance Committee

Sarah Morgenstern - Ideon Media

Member of the Finance & Audit Committee

Sue Tomney - YWCA Calgary

Secretary, Member of the Finance & Audit Committee

Deryck Williams - Grant Thornton

Treasurer, Member of the Finance & Audit Committee

Finance & Audit Committee

Meeting quarterly, 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.

Governance Committee

Meeting quarterly, the Governance Committee oversees the governing affairs of CanadaHelps, working to improve the work and function of the Board of Directors and ensure alignment with the mission and vision of CanadaHelps. This committee also nominates candidates for the Board, and acts as a review and selection committee for chief executive management.

Advisory Council & Leadership Team

Advisory Council

The CanadaHelps Advisory Council represents 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.

Matthew Choi,

McMaster University and Children's Hospital, and Co-founder of CanadaHelps

Wayne C. Fox,

Cygnus Investment Partners Inc.

Patrick Johnston,

Borealis Advisors

Bill Kerr,

formerly of TalentWise Inc.

Ryan Little,

Impact Hub, and Co-founder of CanadaHelps

Aaron Pereira,

The Wellbeing Project, and Co-founder of CanadaHelps

Sean Van Doorselaer,

Lind Equipment

Alec Zimmerman,

Borden, Ladner, Gervais LLP

Staff & Leadership as of June 30, 2016:

CanadaHelps is a team of 25 staff, led by a dedicated group of experienced leaders who are passionate about using technology to drive change in the charitable sector.

CanadaHelps Senior Management Team:

Marina Glogovac,

President & CEO

Shannon Craig,

Chief Marketing & Product Officer

Paul Nazareth,

Vice President Community Engagement

Rami Michael,

Chief Technology Officer

A Note on Compensation

CanadaHelps strives to be an employer of choice. As such, our objective is to hire and retain high quality staff members, while carefully managing expenses, so that we can provide effective technology and tools charities need and deserve. Our staff salaries are fair and competitive, and we use similar organizations as a guideline for our compensation packages.



CanadaHelps

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