

Removing obstacles to donation: PayPal and CanadaHelps serve charities across Canada



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– **Shannon Craig**
Vice President of Marketing
CanadaHelps

The mission of CanadaHelps is straightforward – to increase charitable giving by making it easier to donate and fundraise online for any of Canada’s more than 86,000 registered charities. Since its founding in 2000, the organization has had a powerful effect on Canadian giving. Almost 1 million Canadians have donated through CanadaHelps, more than 15,000 registered Canadian charities rely on its tools to raise money online, and it has facilitated nearly \$500 million in donations, aided by technology and promotional support from PayPal.

A day for giving across Canada.

On Giving Tuesday, the first Tuesday in December, donors around the world are encouraged to “come together to celebrate giving back.” In 2014, CanadaHelps – a cofounder of GivingTuesday Canada – collaborated with PayPal on the “Give Cheer” campaign, which matched 1% of all donations to eligible charities made through PayPal on CanadaHelps from December 2-31. The partnership has been an overwhelming success. With PayPal’s 1% match as incentive, donations made during the campaign increased by 68.5% over the previous December, with more than \$3 million donated using PayPal.

“A matching program like PayPal’s really encourages donors to give,” says Shannon Craig, vice president of marketing for CanadaHelps. “We exceeded our holiday goals, and it helped increase overall giving.” PayPal general manager of social innovation Clam Lorenz agrees, noting that PayPal is committed to growing consumer giving around the world. Explains Lorenz, “‘Give Cheer’ is a terrific example of combining our unique assets – careful research, a committed partner, and compelling incentive – to help do a little more for the causes that matter most in our users’ lives.”

A proven payment solution for a broad market.

PayPal has been instrumental in enabling CanadaHelps to collect funds quickly and securely, online and via mobile donations. When looking to adopt new technology, says CanadaHelps CEO Marina Glogovac, “we want to serve both charities and donors. The solutions we choose also need to work within a huge marketplace.” PayPal, she explains, “has enormous reach and is very simple for people to use. It’s ideal for us.”

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CEO

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PayPal fared well when CanadaHelps was researching payment providers, but the final push came when “donors and charities asked us to integrate PayPal,” Glogovac recalls. To maximize donations, the organization works to remove “even the simplest obstacles that stand in the way of giving. Not having PayPal had become an obstacle, so we eliminated it.”

PayPal equals new donors, more dollars.

CanadaHelps first deployed PayPal Express Checkout during the holiday season, a hectic time in the charity world. The choice was well worth the effort. During a 3-week period in December 2010, 4,000 first-time donors gave with PayPal. Today, 8% of all donations through CanadaHelps are made using PayPal.

“PayPal’s reputation for both security and flexibility is important to donors,” says Craig. “It helps assure them that their transactions are secure, and people value PayPal’s ease and flexibility. We want to make giving as simple as possible, so PayPal is a must-have.”

Making mobile work.

Today, more and more CanadaHelps donors are contributing via mobile devices. PayPal helps the organization make the most of on-the-go giving. Says Glogovac, “When it comes to donations, it’s all about getting rid of potential barriers and making the process as painless as possible – and seamless support for mobile donations is critical. Paying with PayPal is easy, whether the donor is using a computer, tablet, or smartphone.”

Working together to do great things.

Glogovac praises the strong relationship between PayPal and CanadaHelps: “The PayPal Canada team cares about our business and our mission. We look forward to mutual and cooperative growth with PayPal.”

Craig agrees, noting both PayPal’s technical acumen and its willingness to build awareness of the CanadaHelps mission. PayPal, she says, is “extremely customer focused – they really want to understand our business and work creatively with us to do great things.” Even more important, “We’re really impressed by PayPal’s philanthropic approach. They use the holiday time to help people think about not just shopping but giving.”

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