

PayPal Giving Fund

Canada

Turning Connection into Impact

PayPal Giving Fund Canada - Annual Report 2025

CRA# 812867752RR0001



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A letter from the Chair and Executive Director

Dear Supporter,

Across Canada, charities are facing some of the toughest conditions in recent times. Persistent economic pressures, a shrinking donor base, and disruption caused by the Canada Post strike all hit organizations that are already stretched thin. At the same time, the need for their services only grew. For many charities, 2025 was a year of doing more with less, and finding new ways to connect with supporters in an increasingly digital world.

At PayPal Giving Fund Canada, our focus remains on meeting charities where they are and equipping them with the tools they need to fundraise and operate effectively. That commitment came to life this year with the launch of our [Fundraising Guide on PayPal Giving Fund Partner Programs](#). Designed to be practical, accessible, and completely free, the guide walks organizations through how to tap into fundraising features embedded on popular social media and online platforms that millions of people use everyday. Partnering with Charity Village, and a number of diverse industry channels, we are distributing it widely across the sector, with the goal of reaching charities of all sizes so that no organization, from small grassroots groups to large national organizations, feels left behind in the shift toward digital giving.

The opportunity for charities to expand their reach through digital channels continues to grow. By activating online and social fundraising tools, organizations can connect with donors they may never have reached through traditional methods. Giving becomes more seamless, integrated into everyday online experiences rather than a separate act. It is a model that is proving effective, and one we are committed to advancing.

This impact is already clear. In 2025, more than **353,200 unique donors** gave through PayPal Giving Fund Canada, contributing to over \$21.9 million in funds raised. As a result, we were able to grant funds to more than **8,470 Canadian charities**, helping organizations across the country continue delivering vital services to their communities.

We carry this responsibility with great care and gratitude. These results reflect the trust Canadians place in giving online, and the trust charities place in us to deliver those funds securely and transparently. We are honoured to play this role in Canada's charitable ecosystem, and PayPal Giving Fund Canada will continue to build on it in the years ahead.

Yours truly,



Malini Mitra
Chair of the Board of Directors

A stylized, handwritten signature of Malini Mitra in black ink.



Wen-Chih O'Connell
Executive Director & President

A stylized, handwritten signature of Wen-Chih O'Connell in black ink.

Our Vision and Mission

PayPal Giving Fund Canada aims to reimagine everyday giving to help charities. We pursue our vision by enabling the world's leading online platforms to create opportunities for everyday charitable giving, and we use the funds raised to support charitable activities across Canada and beyond.

Through our partnerships, we make it easy for donors to support the charities they care about through social media platforms, websites, and mobile app they use almost every day. In doing so, we help enable charities to forge relationships with new donors, and to benefit from new sources of funds to apply in pursuit of their missions.

In all that we do, we strive to innovate – to provide more opportunities to give, engage more donors, and raise more funds. We provide donation and donor reports, issue tax receipts, distribute grants, and lessen the burden of compliance requirements - all without charging charities or individual donors for our services.



PayPal Giving Fund Canada has opened the door for more people to support nature in simple, accessible ways. Through platforms like Facebook, Instagram, and GoFundMe, new donors are discovering CPAWS and taking action to protect the places they love.

These gifts, often made in moments of connection or celebration, add up to something powerful. They help us conserve vital ecosystems, support Indigenous-led conservation, and ensure more people can experience the benefits of nature. Just as importantly, they're helping us build a growing community of supporters who care deeply about protecting Canada's natural future.

Lisa Baum

National Advisor, Foundation and Corporate Partnerships
Canadian Parks and Wilderness Society



Our Key Achievements in 2025

353,200

Donors Gave to PayPal Giving Fund Canada

\$21.9M

Funds Raised in 2025 Through Our Partner Programs

8,470

Canadian Charities Granted Funds

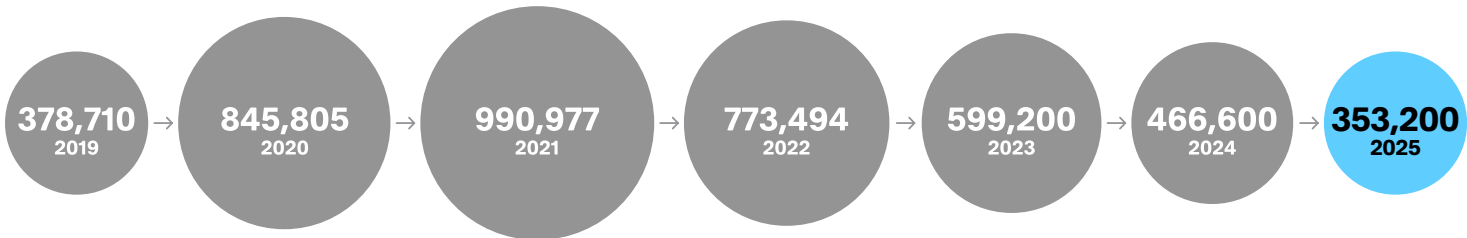
Our Key Achievements in 2025

Connecting charities to donors

More than 353,200 unique donors gave to PayPal Giving Fund Canada to benefit over 8,470 Canadian charities of their choice in 2025.

Donors from 111 countries outside Canada supported Canadian charities in 2025, demonstrating the global reach of our partner platforms to engage donors around the world.

Unique Donors

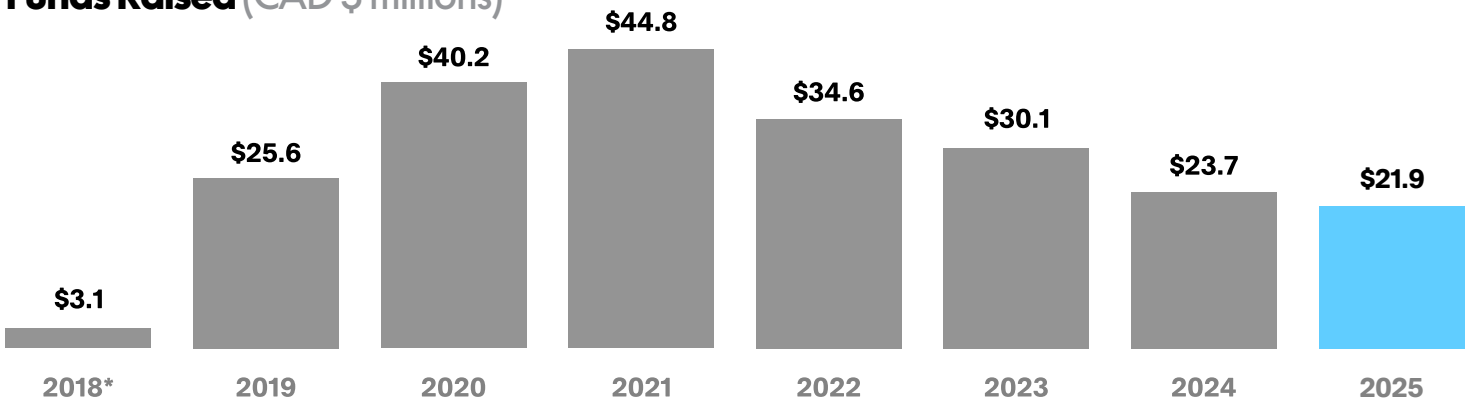


Maximizing dollars delivered to charities

Our partnership programs helped raise more than \$21.9M in 2025, delivered to Canadian charities as unrestricted grants. Unlike restricted donations, these funds aren't tied to specific programs, allowing organizations to prioritize urgent needs, cover operational costs, and navigate unexpected challenges with ease. We grant 100 per cent of donations received to eligible charities.

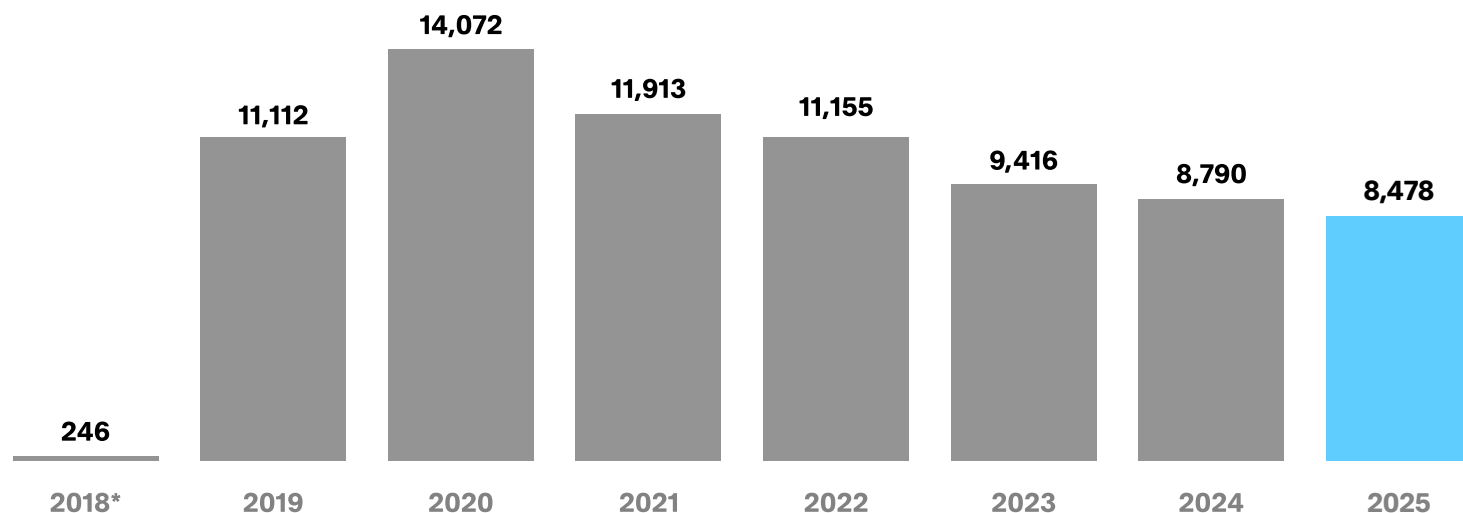
In rare cases when a recommended charity failed to meet the terms of our Charity Certification Policy, we made efforts to ask the donor to recommend another charity to benefit from their donation. Through our continued focus on due diligence and engagement with charities, we ensured that over 99 per cent of donated funds were granted to the charity originally recommended by the donor.

Funds Raised (CAD \$ millions)



*Operations launched in Q4 2018

Charities receiving grants



*Operations launched in Q4 2018

Listening to our charity audience

In 2025, we launched our first charity feedback survey to better understand the needs, experiences, and priorities of the organizations we serve. The survey invited enrolled Canadian charities to share their perspectives on PayPal Giving Fund Canada's services, payout processes, communication, and overall satisfaction.

The results reinforced that charities value the simplicity and zero-fee model at the core of what we do. One theme that came through clearly was a desire for more practical, step-by-step guidance on how to make the most of the tools we power on our partners' platforms.

In direct response, we developed and launched our first [fundraising guide](#). Equipped with practical tips, this resource walks charities through how to leverage the digital fundraising tools available to charities at no cost, and how they can encourage supporters to fundraise and donate on these platforms. As more partners onboard, we will continue to add more content to this live resource. We also plan to make the charity feedback survey a regular practice, building a continuous feedback loop that keeps our work aligned with the realities charities face on the ground.

Leveraging operational support

At PayPal Giving Fund Canada, we are deeply committed to helping Canada's charitable sector grow. We continue to support charities without deducting any fees for ourselves from the donations we receive.

Thanks to the support of PayPal and our other partners, our operational expenses are fully covered. In addition, PayPal Giving Fund Canada receives considerable in-kind support from PayPal, including product and engineering development and support, customer service resources,

legal advice, use of PayPal's office space and equipment, as well as payment processing for donations through some of our programs. The value of these services to support our program in Canada totaled over \$407K in 2025.

While we are fortunate to have partners cover our operational expenses, we still try to use our resources as efficiently as possible toward accomplishing our goals. Our operating costs remained low, keeping to under three per cent of funds raised.



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SickKids Foundation is grateful for the generous support and partnership of PayPal Giving Fund. Your support helps advance Precision Child Health at SickKids — a new approach to care that focuses on each child’s unique biology and environment — enabling us to diagnose faster, treat smarter and predict better for children and families. The funds we receive from PayPal Giving Fund Canada help transform how childhood illness is understood and cared for, supporting patients at The Hospital for Sick Children, across Canada, and around the world.

Julie Garcia Sjogrim
Vice President, Corporate Partnerships
SickKids Foundation

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The SickKids logo, featuring the word "SickKids" in a bold, blue, sans-serif font. A small registered trademark symbol (®) is located to the upper right of the "s" in "Kids". The logo is centered within a white rectangular box.

Our Programs

PayPal

PayPal

PayPal helps make it easy for donors to find and support their favourite charities. Giving opportunities embedded in the PayPal web and mobile app customer experience, and in checkout, are enhanced by seasonal campaigns and promotions that inspire people to give more - and give more often. PayPal customers can also create customized fundraisers within the PayPal app and share with other potential donors.



GoFundMe

GoFundMe is a community-powered fundraising platform dedicated to helping people help each other. Through the platform, people can create personalized fundraising campaigns to support the individuals, causes, and nonprofits they care about most, and share them with their communities to inspire giving. Donations to charities are often made possible through GoFundMe's partnership with PayPal Giving Fund.



Meta

Meta's fundraising tools make it easy to create and share fundraisers and donate buttons that benefit charities on Facebook and Instagram.



Humble Bundle

Humble was founded in 2010 with the mission to mobilize the goodwill of online communities in support of people and causes in need. As a digital store and membership service, Humble partners with content providers and charities to develop and offer digital content and product bundles to the public, directing a portion of nearly every sale to charity. Humble has raised more than \$275 million USD for thousands of charitable organizations around the world.

Our Programs



Twitch

Twitch is an interactive livestreaming service and global community that comes together every day to create unique, live, and unpredictable experiences from the interactions of millions. In partnership with PayPal Giving Fund, Twitch's charity tool makes it easier for streamers to raise money for causes they care about by removing the hassle from donation tracking and making it easier for viewers to donate to support a charitable cause.



Virtue

Virtue is a platform that makes it easy for eCommerce brands to incorporate meaningful social impact into their businesses and grow through giving. Virtue uses Shopify, a commerce platform that lets people start, grow, and manage a business online and offline.



Beam

Beam lets customers make 1% of their purchase go to support a charity they choose, at no extra cost. Beam gives customers transparency into real world outcomes and supports charities and brand growth.



© Chrystal Mantyka-Pringle



Wildlife Conservation Society Canada is grateful for the continued support made possible through PayPal Giving Fund Canada. This generosity helps us advance science-based conservation across some of the most ecologically significant landscapes in Canada.

With the support of donors giving through PayPal Giving Fund's trusted platforms, we help protect some of the most ecologically intact ecosystems and iconic wildlife such as caribou, bison, grizzly bears, wolverines, bats, whales, and freshwater fish, including lake sturgeon. We appreciate the role PayPal Giving Fund Canada plays in facilitating charitable giving and supporting conservation efforts across the country.

Kimberley Godby
Senior Fundraising Manager
Wildlife Conservation Society Canada



Structure and Governance

PayPal Giving Fund Canada is a registered charity with the Canada Revenue Agency that uses PayPal technology and financial support to raise new funds for causes without charging donors or charities for PayPal Giving Fund Canada's services. We accept charitable contributions from online donors around the world, issue charitable tax receipts to donors where applicable, and make grants to the charities recommended by donors.

PayPal Giving Fund Canada is overseen by an experienced Board of Directors which, on behalf of our donors and beneficiaries, is charged with establishing overall strategy, governing our operations, and monitoring our effectiveness. Among other responsibilities, the board meets regularly to oversee the organization's policies

and practices to promote integrity, transparency, and accountability. PayPal Giving Fund Canada is part of a group of PayPal Giving Fund entities in the UK, Ireland, Canada and Australia, each of which has PayPal Charitable Giving Fund in the United States ("PPGF US"), a 501(c)(3) public charity, as its parent organization.

Our relationship with PayPal and PayPal Giving Fund US

PayPal Giving Fund Canada receives grant funding in support of our charitable mission from PPGF US, which also appoints our board members. We use some of this funding to contribute to the employment costs of PayPal staff in Canada, who are formally seconded from PayPal Canada to carry out our work. In reimbursing PayPal for

these costs, we pay a market rate for the role, consisting of a competitive base salary and reasonable benefits. PayPal Inc, a listed US company, provides grant funding to PPGF US in support of its charitable mission, and appoints its board members.

PayPal Giving Fund Canada

Board of Directors & Committee Members



Malini Mitra
Board Chair
Director of Communications,
Americas, PayPal



Susan Smith
Principal, Bluesky Strategy Group
and Co-Founder, Canada2020.ca



Christine Gonzales
VP and Global Head of Risk and
Compliance, PayPal Inc.



Owen Charters
President and CEO,
BGC Canada



Gordon Holley
Audit, Finance & Risk
Committee Chair
Former President and CEO, Humanity
Financial Management Inc.



Joshua Tripp
Audit, Finance & Risk Committee
Member (non-Board)
President of Innovation,
World Central Kitchen



Daryl Hatton
Audit, Finance & Risk
Committee Member (non-Board)
Founder and CEO, ConnectionPoint
and CEO, FundRazr

PayPal Giving Fund Canada Officers and Staff



Wen-Chih O'Connell
Executive Director and President



Nuru Kiyemba
Chief Financial Officer



Alicia Kinsey
Board Secretary



Vartika Suneja
Marketing and Operations
Senior Associate



Allistair Douglas
Operations Manager



The Canadian AIDS Society is dedicated to addressing the multifaceted challenges posed by HIV/ AIDS in Canada. With generous support, we can enhance our vital programs that provide education, prevention, and care to those impacted by HIV. Each donation amplifies our efforts, allowing us to reach marginalized communities and ensure that everyone has access to the resources they need. Thanks to PayPal Giving Fund Canada, we're able to connect with a broader community of donors who share our commitment to ending HIV/AIDS in Canada.

In Canada, approximately 62,000 individuals are living with HIV, and many face significant barriers, including stigma and lack of access to healthcare. We strive to combat these issues through advocacy and by fostering an environment of understanding and support. Our partnerships with local organizations help us deliver tailored services that empower individuals and promote health equity.

We are immensely grateful for the ongoing contributions from our donors, as they are vital in sustaining our mission to end the stigma and improve the lives of people living with HIV across Canada.

Breklyn Bertozzi
Executive Director
Canadian AIDS Society



Financial Statements

PayPal Giving Fund Canada presents our financial results below. A complete set of the financial statements, audited by Adams + Miles LLP, is available on request and on our website.

Statement of Financial Position

	As at December 31, 2025	As at December 31, 2024
	\$	\$
Assets		
Current		
Cash	3,065,480	2,832,316
Accounts receivable	73,443	44,903
	3,138,923	2,877,219
Liabilities		
Current		
Grants payable	2,120,807	2,160,959
Accounts payable and accrued liabilities	197,348	143,764
Deferred revenues	10,796	10,796
	2,328,951	2,315,519
Net Assets		
Unrestricted	809,972	561,700
	3,138,923	2,877,219

Statement of Activities and Changes in Net Assets

	Year ended December 31, 2025	Year ended December 31, 2024
	\$	\$
Contributions	21,971,191	22,701,177
In-kind contributions	406,056	450,326
Program services and other	836,101	619,163
Total revenues	23,213,348	23,770,666
Grants and other distributions	21,971,191	22,701,177
In-kind expenses	406,056	450,326
Personnel	408,046	407,000
Miscellaneous	3,901	5,981
Professional fees	129,049	78,801
Office	46,833	45,165
Total expenses	22,965,076	23,688,450
Excess of revenues over expenses	248,272	82,216
Net assets, beginning of year	561,700	479,484
Net assets, end of year	809,972	561,700

Reserves Policy

Given the charity's degree of financial security, PayPal Giving Fund Canada has a limited need to maintain financial reserves. However, reserves may still be required to:

- Meet any unbudgeted expenditure within the year,
- Bridge any cash flow issues arising from delayed payments from our parent charity, or
- Wind down the charity in the event of an unexpected funding termination (e.g. due to a breach of terms).

As such, the Board adopted a reserves policy for the charity in 2020. PayPal Giving Fund Canada maintains a target level of 5-7 months' cash running costs: approximately \$355K in our budget for 2025. If reserves drop below the target level, the charity will include a contribution to them in each year's budget submission to PPGF US. If reserves significantly exceed this level, the charity will apply them to further its charitable purposes in the next financial year.



PayPal Giving Fund Canada has been an invaluable partner for Dress for Success Canada Foundation, helping us expand our reach and connect with supporters across trusted platforms like Facebook, Instagram, and PayPal. By making it easier for donors to give where they already engage online, the platform helps us increase visibility for our mission and grow our community of supporters.

Beyond donor reach, the streamlined tools and reporting capabilities save our team significant administrative time. Having access to historical payouts, pending funds, and donor information in one place allows us to manage fundraising more efficiently and make informed decisions faster. The automatic issuance of donor receipts also reduces manual workload, giving our team more time to focus on supporting women in their journey toward economic mobility.

Fast, reliable monthly fund transfers directly to our PayPal account also improve cash flow and help us respond more quickly to the needs of the communities we serve. Overall, PayPal Giving Fund enables us to spend less time on administration and more time creating meaningful impact.

Catherine Curtis

CEO

Dress for Success Canada Foundation



**DRESS
FOR
SUCCESS®**

Canada
Foundation

PayPal
Giving Fund