

PayPal Giving Fund

Fundraising Guide on PayPal Giving Fund Partner Programs:

Practical information to boost your charity's fundraising potential.



What you'll find in this guide

Our aim is to help charities like yours raise more funds and connect with new supporters.

This guide provides an overview of PayPal Giving Fund and some of the partner platforms available to your charity, including:

- Find out how PayPal Giving Fund works
- Take action today using our practical tips
- Engage your supporters with ideas to get them involved in fundraising
- Hear from charities using these online platforms

This information is for everyone interested in digital fundraising for charity. Please share this guide with colleagues, leaders, and others you know who would benefit from learning about these opportunities. We hope it inspires your charity to maximize its digital fundraising impact.

Need help?

Contact the specialized support team for charity inquiries

[Online form](#) or Call 1-888-221-1161 and state "Giving Fund" as the reason for your call

About PayPal Giving Fund

PayPal Giving Fund enables some of the world's leading online platforms to create opportunities for everyday charitable giving. We ensure our programs are trustworthy, scalable and impactful, raising new funds and creating new connections for benefitting charities.

In Canada, we are a charity registered with the Canada Revenue Agency (CRA# 812867752RR0001). Since we launched in 2018 through 2024, we've raised over \$200M to benefit Canadian charities, engaging 3M+ unique donors.

**Over
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Vision

PayPal Giving Fund reimagines everyday giving to help charities

How PayPal Giving Fund works:

Step 1.

Individuals donate to us to support your charity through Facebook, Instagram, GoFundMe and other partner platforms

Step 2.

Donors receive receipts directly from us, helping reduce your charity's administration workload

Step 3.

We grant funds to donors' recommended charities without charging charities or donors for our services*

* Some partners may charge fees on donations made through their platforms which they will disclose on their websites.

Benefits of PayPal Giving Fund

- ✓ Receive funds securely and electronically, with donation receipts managed for you
- ✓ Access shared donor data securely to thank supporters for their generosity
- ✓ Track funds and access resources for multiple programs, all in one place through your dashboard
- ✓ Reach millions of supporters on platforms they already use with a custom profile that highlights your logo and mission

How to enroll

It's free for Canadian registered charities to enroll with PayPal Giving Fund.

- 1 [Create](#) a PayPal business account
- 2 [Confirm](#) charity status with PayPal
- 3 Ensure your enrollment confirmation email was received

Start here: www.paypal.ca/joinppgf →

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It's easy to maximize your fundraising opportunities

If your charity is enrolled with PayPal Giving Fund, log in and complete this quick checklist regularly:

- Download reports and shared donor data to gain valuable insights
- Check your logo and description are up to date to help mission-aligned supporters discover your charity
- Review resources from partner programs to explore more ways to strengthen your digital fundraising impact

Log in here: www.paypal.com/givingfund/dashboard →

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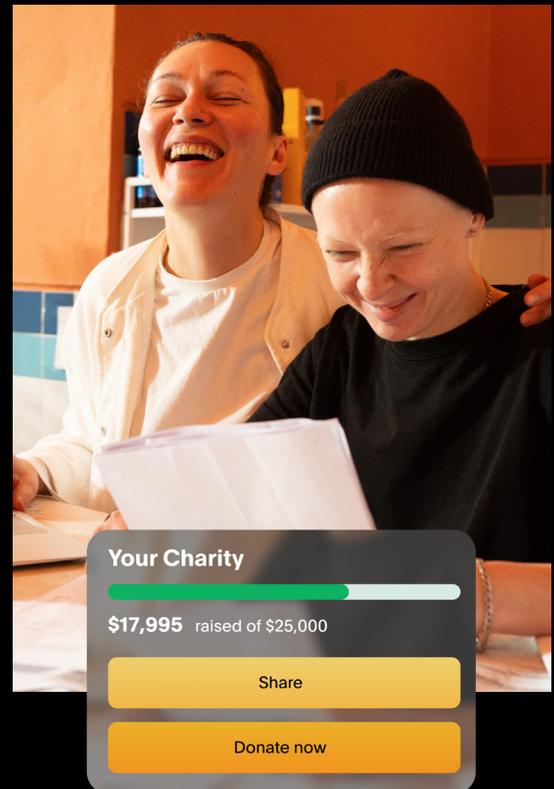


GoFundMe is a popular crowdfunding platform that enables both charities and donors to create and share Fundraisers with their community. GoFundMe's Certified Charity Fundraisers can be used to raise charitable funds.

How your charity can leverage GoFundMe tools:

- Create a Certified Charity Fundraiser and share it with your supporters
- Share your Charity Fundraiser across all your social media accounts
- Add photos and videos to your fundraiser; Share updates to increase engagement
- Access fundraiser and donor data from your [PayPal Giving Fund Dashboard](#), with additional reports available to charities signed up with GoFundMe
- Inquire about partnership with GoFundMe to amplify a planned campaign (canada@gofundme.com)

PayPal Giving Fund receives and grants donations from GoFundMe's Certified Charity Fundraisers (not Personal Fundraisers)



How supporters can help your charity on GoFundMe:

- Create a Certified Charity Fundraiser to support your charity
- Give to a Certified Charity Fundraiser and leave a comment
- Engage with your charity's social medial posts on your fundraiser by sharing, commenting, liking

Top Tip: Claim your GoFundMe profile to unlock additional tools such as access to GoFundMe fundraiser and donor reports.

[Sign up here](#)

1 in 13 Canadians has donated on GoFundMe.

Source: GoFundMe

For more info: <https://www.gofundme.com/c/charity-fundraising> →



“At Calgary Wildlife, we care for thousands of injured and orphaned wild animals every year, and sometimes the needs are urgent—an unexpected influx of patients, a critical medical equipment breakdown, or a sudden rescue that demands immediate resources. For such events, we turn to GoFundMe. It’s a platform that not only makes fundraising easy for us to manage but also gives our supporters the transparency and confidence they need when donating.

Our primary use of GoFundMe is for emergency funding needs and special projects. When we face unexpected expenses that fall outside of our regular budget—such as much needed buildings or lifesaving medical tools—this tool allows us to act quickly. Instead of delaying critical purchases or diverting funds from other areas, we can create a campaign, share it widely, and start seeing support within hours. Since adopting GoFundMe, we’ve seen a measurable impact. Over the past two years, we’ve raised over \$38,000 through GoFundMe campaigns. These campaigns helped us reach not only our current supporters, but also donors who’ve not heard of us before.

What we value most is the way GoFundMe makes it simple for both charities and donors. The platform’s ease of use means we can focus less on the technicalities of fundraising and more on the lifesaving work at hand. Thanks to the integration with PayPal Giving Fund for Charity Fundraisers, it also reassures donors that their contributions are being tracked and directed to exactly where they’re needed most. I would encourage other charities to consider GoFundMe, especially for time-sensitive funding. It has given us the flexibility and responsiveness we need to continue delivering care without interruption. For us, it’s not just a fundraising tool—it’s a bridge between the community’s generosity and the animals that depend on us.”

Beki Hunt,
Executive Director,
Calgary Wildlife Rehabilitation Society



Twitch is an interactive livestreaming service for content spanning gaming, entertainment, sports, music, and more. The Twitch Charity tool enables creators to set-up charity fundraising streams and viewers to support causes.

How your charity can leverage Twitch tools:

- Partner with content creators to add a Donate Button to their profile that benefits your charity
- Host a livestream Fundraiser on Twitch



We've raised \$1500

Choose amount

\$1

\$5

\$15

\$25

\$50

Custom Amount

Other

How supporters can help your charity on Twitch:

- Add a Donate button to their profile that benefits your charity
- Host a Fundraiser while livestreaming
- Give to a Twitch Fundraiser or via a Donate Button
- Help share livestreaming Fundraisers benefitting your charity with their social networks

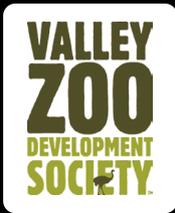
Top Tip: To be an eligible charity on Twitch, you must be enrolled and have a complete PayPal Giving Fund profile – including your name, logo, mission statement and other relevant details.

[Edit your profile here](#)

Millions of dollars are raised by the Twitch community each year.

Source: Twitch

For more info: <https://help.twitch.tv/s/article/twitch-charity> →



“Edmonton Valley Zoo is dedicated to conservation, education, and fostering a deeper connection between the public and wildlife, we have always sought innovative ways to raise awareness and support for our animals. Our most recent success story was made possible by the dynamic partnership between Twitch and PayPal Giving Fund.

We are fortunate to care for a beloved family of red pandas. The arrival of baby pandas always captures the hearts of many, but in order to keep their environment as natural and stress-free as possible, we cannot allow public viewings at the zoo during the first few months. How can we share the joy of watching baby red pandas grow, protect their peaceful habitat, and get the public involved in supporting their care and our conservation work?

The solution was to launch a Twitch livestream to showcase the baby pandas through Nestbox cameras that we had already set up to monitor their well-being, offering an unobtrusive view into their daily lives. By using the integrated fundraising feature, we enabled a global audience of animal lovers, conservationists, and those simply looking for a heartwarming experience to support the work they were observing in real time. The interactive nature of Twitch also allowed us to further engage with viewers by answering questions, sharing insights about the pandas and their species, and telling the story of our zoo’s commitment to animal conservation. Perhaps the most impactful part of this experience was the seamless integration with PayPal Giving Fund. As viewers tuned in to witness the adorable antics of our baby red pandas, they could easily support our cause within the platform. We were thrilled to see how quickly our community rallied around this initiative, showing their support through both their engagement on the livestream and their generous donations.

Thanks to Twitch and PayPal Giving Fund, we continue to raise essential funds for the ongoing care of our red pandas and other animals in our care. This program has been a game-changer for us, providing a platform to connect with our supporters in new and meaningful ways, and reach new audiences that support our mission.”

Tammy Wiebe,
Executive Director,
Valley Zoo Development Society

PayPal

The PayPal Fundraising Site is a hub where users can donate to support any registered charity of their choice. PayPal users can also create PayPal Fundraisers to support charities. PayPal waives the fees associated with these platforms, so your charity would receive 100% of donations made by donors.

How your charity can leverage PayPal's fundraising tools:

- Encourage supporters to donate online through your charity's personal fundraising page. You can access the link to your fundraising page via the [PayPal Giving Fund Dashboard](#)
- Inform supporters they can donate to support your charity in the PayPal mobile app
- Share PayPal Fundraisers created to benefit your charity across your communications channels

Users can also access these tools via the PayPal mobile app



How supporters can help your charity using PayPal's fundraising tools:

- Create a PayPal Fundraiser via the Fundraising Site or PayPal app to support your charity
- Donate on your charity's personal fundraising page via the PayPal Fundraising Site and on the PayPal app
- Share your charity's personal fundraising page and Fundraisers across social media channels

Top Tip: Log in to the [PayPal Giving Fund Dashboard](#) to complete your charity's profile with a logo, keywords and description, as this info helps make your personal fundraising page more discoverable to donors.

For more info: Visit the [PayPal Fundraising Site](#) and search for your charity. →



INDIAN
RESIDENTIAL
SCHOOL SURVIVORS
SOCIETY

“Since 1994, the Indian Residential School Survivors Society (IRSSS) has provided physical, emotional, intellectual, spiritual growth, development, and healing through culturally based values and guiding principles for survivors of the residential school system, as well as for their families and communities. Prior to 2021, IRSSS was a much smaller organization, receiving less than \$60,000 in donations annually. After unmarked remains of 215 students at the former Kamloops Indian Residential School were confirmed in May 2021, IRSSS received a considerable increase in public attention and awareness of our work, which led to more referrals and greater demand for our essential services. IRSSS leveraged the surge in donations we received – over \$17.7 million in the 2021/22 fiscal year alone – to grow and meet this programmatic demand.

In order for our small team to manage the unexpected influx of donations, we directed donors to give on IRSSS’s page on PayPal’s Fundraising site by linking to it from our website. Donors could give through a well-recognized and secure platform, while PayPal Giving Fund carried the burden of tax receipting and related financial administration. Plus, we could leverage their compliance monitoring and fraud mitigation which we couldn’t do on our own as a small charity.

During that challenging period for IRSSS, PayPal Giving Fund granted 100% of over \$2.8 million in individual and corporate donations, unrestricted, to IRSSS. Funds from PayPal Giving Fund were equivalent to about 15% of our total donations that fiscal year, making this channel one of the highest revenue-generating platforms we encouraged our donor community to use. We also used the shared donor information we accessed to develop ongoing relationships with our supporters.

Over the last few years, the IRSSS team has grown, and as our needs evolve so does the utility of PayPal Giving Fund. We know PayPal’s globally recognized brand instills confidence, and that many donors residing both in and outside Canada already have PayPal accounts. Our wonderful donor community is global, so when our team receives a question from a donor about how to give online, we recommend PayPal Giving Fund to them.”

**Paul Plater,
Chief Financial Officer,
Indian Residential School Survivors Society**

PayPal Giving Fund