



**PayPal** Giving Fund Canada

# Digital Fundraising in Tough Times

**PayPal Giving Fund Canada  
Annual Report 2020**

Canadian Registered Charity  
(CRA# 812867752RR0001)

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# A letter from the Chair and Executive Director

Dear Supporter,

Without a doubt, 2020 was an incredibly tough year. Our communities and the charitable sector around the world were impacted financially and from health, wellness and emotional perspectives. The pandemic and resulting restrictions on our communities presented unprecedented challenges to charities in Canada. From surging demand for their services to shrinking resources, charities were faced with an urgent need to find new sources of funding and connect with donors who could only contribute online when in-person donations and fundraising events were no longer viable. The shift to a digital-first world was something charities had to grapple with overnight for their fundraising, operations, marketing and service delivery.

At PayPal Giving Fund Canada, our commitment to helping Canadian charities small and large, and to serving the communities in which we live and work, has never been stronger or more important. In a year when a vast majority of everyday transactions were made online, more donors and charities found PayPal Giving Fund Canada, discovering our easy, free tools to join the growing proportion of giving and fundraising taking place online.

As well as the pandemic, racial equality was another social issue that was at the forefront in Canada in 2020. As women of colour, we were personally inspired to see Canadians shining a light on issues of historical and current racial injustice while demanding its end. We saw a wave of social action that resulted in giving to charities that work to address racism and social and income inequalities.

From highlighting charities that work on key issues, such as COVID-19 relief efforts and combating racial, social and economic injustice, PayPal Giving Fund Canada drives impact for charities in Canada and makes it easier for people to donate digitally to the causes they care about. In 2020, **we helped Canadian charities raise more than \$40 million** (an increase of 56% compared to 2019) and we granted funds to more than **14,000 Canadian charities**, all thanks to more than **845,000 individual donors**.

We constantly work with our partners to innovate and offer new ways to give. Last year, we launched a new program with PayPal to enable and encourage customers to add donations at checkout. The 2020 PayPal holiday campaign incentivized users to set their favourite charity in their PayPal account so it would show up when they were shopping or transacting online. Still in its first year, this integration of giving into e-commerce transactions is already generating significant numbers of donations (almost 400,000 in 2020), and the best part is that charities don't have to do anything special to benefit from this new giving program.

Research conducted by PayPal earlier this year identified the top causes to which individual Canadian donors contribute – they include animals, disaster relief, and children and youth development. We observed that donors are giving significantly more to charities addressing housing, homelessness and hunger given widescale suffering in the last year. Regardless of the cause, we at PayPal Giving Fund Canada are deeply committed to enabling donors to invest in Canadian charities so they can make a difference and support causes they care about. We will keep doing more to support charities, especially the smaller ones who don't have easy access to digital tools and technology.

Our journey to help the charitable sector may be a long one, but we are committed to our mission. We thank our partners who have made our mission possible. We are grateful to donors who use our partners' platforms to make their own impact on our communities. We are especially thankful to the charities making a positive difference in our communities, our lives and our world. Together, we can't wait to do more to make a difference in 2021 and beyond.

Yours truly,



A white handwritten signature of Malini Mitra on a dark blue background.

Malini Mitra  
Board Chair



A white handwritten signature of Wen-Chih O'Connell on a dark blue background.

Wen-Chih O'Connell  
Executive Director & President

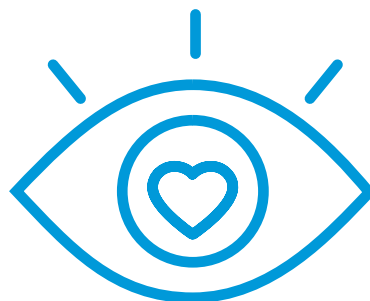


# Our Vision and Mission

PayPal Giving Fund Canada's vision is to inspire a new wave of philanthropy, harnessing the power of technology to make giving a part of everyday life. We pursue this vision by developing innovative programs that introduce charitable giving in relevant and engaging ways to new audiences, benefitting the charity sector.

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 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 handle registration requirements — all without charging charities or individual donors for our services.



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“The COVID-19 pandemic has left many of us feeling stressed and isolated—or just not feeling like ourselves. The Canadian Mental Health Association (CMHA) is grateful to have a champion in PayPal Giving Fund Canada that can help us respond, with care and compassion, to meet the mental health needs of people across Canada. We all deserve to feel well, and we all need hope, purpose, belonging, resilience and connection. Thanks to PayPal Giving Fund for being there for Canadians, for connecting more people with a cause they care about in their community.”

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**Margaret Eaton, National CEO**  
Canadian Mental Health Association



# Key Highlights

In 2020,

Our partner programs raised over

# CAN\$40M

**57%** greater than the amount raised in 2019

More than

**845,000**  
donors

gave to PayPal Giving Fund Canada,  
a **223% increase** since 2019

**As a result**, we granted  
funds to over

**14,000**  
Canadian charities

a **16% increase** since 2019



# Our Key Achievements in 2020



## Growing our partnerships

Our partnership programs helped raise more than CAN\$40M in 2020. With PayPal we set up a campaign to support Canadian charities responding to the COVID-19 pandemic, and launched a program enabling customers to add donations at checkout. Our 2020 holiday giving campaign with PayPal encouraged PayPal users to set their favourite charity in their account as data showed that donors with favourites set are about five times more likely to give than donors without. By the end of the year, over 16,000 users had set their favourite charity and we received nearly 400,000 donations through Give at Checkout.

Adding to our growing list of partners in Canada, we launched with new partner Deed in 2020, thereby engaging new donors and boosting funds raised.

**Total Funds Raised**  
**CAN\$40.2M**



**100% granted  
to charity**

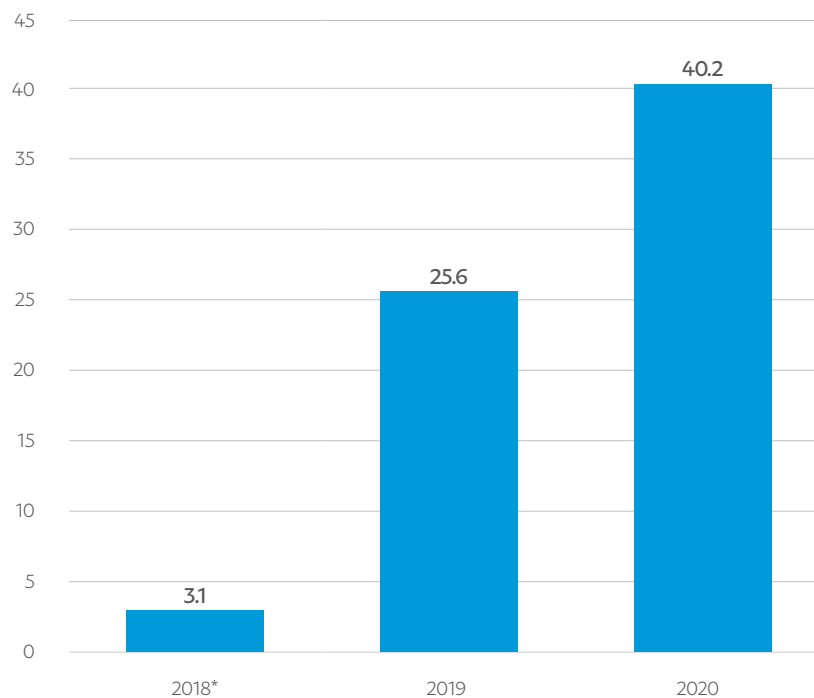


## Driving up funds raised

Our partners' programs raised **57 percent more** than in 2019, thanks to more than 845,000 generous donors in Canada and around the world supporting Canadian charities, particularly those responding to the COVID-19 pandemic.

We grant 100 percent of donations received to eligible charities. In rare cases when a recommended charity fails to meet the terms of our Charity Certification Policy, we 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 more than 99.9 percent of donated funds were granted to the charity originally recommended by the donor.

**Funds Raised (CAN\$ millions)**



\*Operations launched in Q4 2018

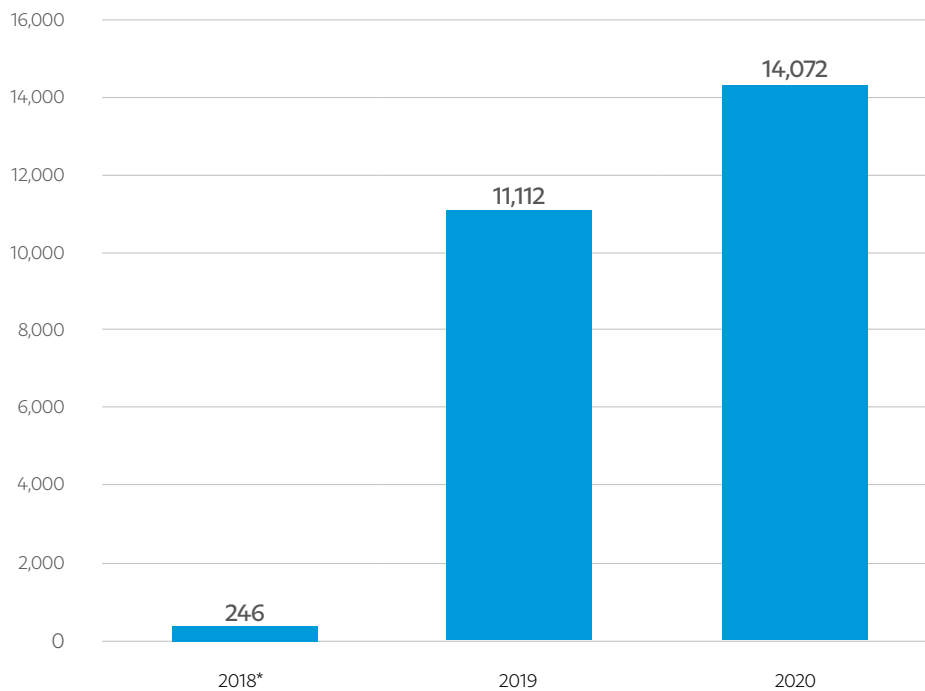


## Supporting more charities

Our reach continues to grow in Canada: more than 14,000 charities benefitted from grants we distributed during the year. This means one in six registered charities in Canada received a grant from PayPal Giving Fund Canada in 2020.

We also worked to provide more information to charities about fundraising campaigns and developed fundraising toolkits, giving charities greater insights into our programs.

**Charities receiving grants**



\*Operations launched in Q4 2018



**1 in 6**

registered charities in Canada received funds from PayPal Giving Fund Canada



## Leveraging operational support

At PayPal Giving Fund Canada, we are deeply committed to helping Canada's charitable sector grow. In these tough times and throughout the global pandemic 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 continue to be 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 \$1.08 million Canadian dollars in 2020.

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. Owing to the impact of COVID-19, our cash operating costs decreased due to restrictions on travel and consequent related costs, and savings with a vendor change. The in-kind support from PayPal Giving Fund U.S. allocated to PayPal Giving Fund Canada increased as a result of our increased funds raised.

	2020	2019
<b>Funds raised</b>	\$40.2m	\$25.6m
<b>Operational costs</b>	\$1.29m	\$1.12m
• Cash expenses	\$0.2m	\$0.3m
• In-kind support	\$1.08m	\$0.8m
<b>Cost for PayPal Giving Fund Canada to raise \$1 for charity (including in-kind support)</b>	\$0.032	\$0.044

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“ It’s amazing that donors around the world can easily find RAVEN through PayPal Giving Fund! We appreciate all our supporters who create GoFundMe campaigns, Facebook fundraisers, and who find us through PayPal – the result has been an impressive and important boost to our fundraising on behalf of Nations that choose to enforce their rights in court in order to protect the planet’s precious ecosystems for all of us. RAVEN donors are defending nature, creating better laws, and putting reconciliation into action. ”

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**Susan Smitten, Executive Director**  
**RAVEN (Respecting Aboriginal Values and Environmental Needs)**



# Our Programs



# About our programs



PayPal makes 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.



GoFundMe is a social fundraising platform that lets people raise funds to benefit their favourite charities through donations made to PayPal Giving Fund. Through the site, users can create their own unique fundraising campaigns to support a charity of their choosing and share their campaigns through social media to drive donations.

## FACEBOOK

Facebook enables its users to create and donate to charity fundraising campaigns, sharing them with friends and family. Donations in the UK, Australia and Canada may be made to PayPal Giving Fund, which makes grants to the charities recommended by fundraisers.



Humble Bundle is a leading retailer of digital games and eBooks that offers its customers the opportunity to support the charities in our network with every purchase they make. Through an innovative "pay what you want" pricing model, customers can not only choose what they want to pay, but also designate a portion of the sale to be donated by Humble Bundle to PayPal Giving Fund to benefit the charity of their choice.



Deed is a modern Corporate Social Impact Platform empowering companies and employees to do good deeds. Deed's innovative technology makes it easy to connect employees with charities to donate time, money and skills, while employers can quantify and share their impact with the world! Deed partners with PayPal Giving Fund to provide a seamless global giving experience while streamlining the funds disbursement process.

“ We are grateful to PayPal Giving Fund Canada for providing a secure and easy way for individuals to support Daily Bread Food Bank. Every dollar donated means that someone experiencing food insecurity can access a nutritious meal during a time of need. Through this great partnership, we have been able to extend our reach through Facebook and GoFundMe and connect with new audiences in meaningful ways. ”

**Samantha Cooke, VP, Philanthropy**  
Daily Bread Food Bank



# Financial Summary



# Our financial results

PayPal Giving Fund Canada presents our financial results below. A complete set of the financial statements, audited by Hogg, Shain & Scheck CPAs, is available on request and on our website.

## Statement of Financial Position

	As at December 31, 2020	As at December 31, 2019
	CAN\$	CAN\$
<b>Assets</b>		
<b>Current</b>		
Cash	4,168,766	4,284,125
Accounts receivable	365,427	71,833
	<b>4,534,193</b>	<b>4,355,958</b>
<b>Liabilities</b>		
<b>Current</b>		
Grants payable	4,080,731	4,196,918
Accounts payable and accrued liabilities	38,692	33,670
Deferred revenues	100,000	-
	<b>4,219,423</b>	<b>4,230,588</b>
<b>Net assets</b>		
<b>Unrestricted</b>	314,770	125,370
	<b>4,534,193</b>	<b>4,355,958</b>

## Statement of Activities and Changes in Net Assets

	Year ended December 31, 2020	Year ended December 31, 2019
	CAN\$	CAN\$
Contributions	40,279,510	25,649,957
In-kind contributions	1,084,253	813,184
Program services	395,722	372,467
<b>Total revenues</b>	<b>41,759,485</b>	<b>26,835,608</b>
Grants to other charities	40,279,510	25,649,957
In-kind expenses	1,084,253	813,184
Salaries and benefits	179,586	241,319
Professional fees	24,817	45,102
Miscellaneous	1,403	210
Office	516	26,016
Travel	-	3,596
<b>Total expenses</b>	<b>41,570,085</b>	<b>26,779,384</b>
<b>Excess of revenues over expenses</b>	<b>189,400</b>	<b>56,224</b>
Net assets, beginning of year	125,370	69,146
<b>Net assets, end of year</b>	<b>314,770</b>	<b>125,370</b>



PayPal Giving Fund Canada deducts  
**\$0** from donations received

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“ PayPal has worked closely with the Humanitarian Coalition on disaster relief fundraising for more than a decade. PayPal Giving Fund Canada continues that tradition of support, and provides Canadians with new ways to help the most vulnerable during humanitarian crises. The regular support we have received from PayPal Giving Fund Canada has enabled us to provide safe drinking water, emergency supplies and protection to families affected by disasters. ”

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**Richard Morgan, Executive Director**  
**Humanitarian Coalition**



Photo: CARE Canada

# Board and Governance



# 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, Canada and Australia, each of which has PayPal Charitable Giving Fund in the United States, a 501(c)(3) public charity, as its parent organization.



## PayPal Giving Fund Canada Board of Directors



**Malini Mitra**

Board Chair and Director of Communications, PayPal Canada, United Kingdom and Canada



**Susan Smith**

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



**Daryl Hatton**

Founder and CEO, ConnectionPoint and CEO, FundRazr



**Christine Gonzales**

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



**Owen Charters\***

President and CEO, BGC Canada

We're also grateful to the following directors who served on our board during the 2020 year:

- **Paul Parisi**, former board chair (service ended June 2020)
- **Amber MacArthur**, former director (service ended March 2021)

## PayPal Giving Fund Canada Officers



**Wen-Chih O'Connell**

Executive Director and President



**Joshua Tripp**

Chief Operating Officer



**Nuru Kiyemba\***

Chief Financial Officer



**Jason Young**

Board Secretary

\* Service started in 2021.

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“ The generous people who support us through PayPal Giving Fund Canada make a huge difference for Ottawa’s animals. They provide food, shelter, life-saving care, and give homeless animals a second chance at happiness. PayPal Giving Fund Canada allows the Ottawa Humane Society to reach new audiences and loyal supporters in meaningful, heart-felt ways and helps unite people who want to build a more humane and compassionate community for all. ”

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**Bruce Roney, President & CEO**  
**Ottawa Humane Society**



***PayPal*** Giving Fund Canada