

A photograph of three people standing in a field of tall grass, seen from behind. They are all making heart shapes with their hands raised against a clear blue sky with light clouds. The person on the left has long dark hair and is wearing a black t-shirt. The person in the middle has long dark hair and is wearing a black t-shirt. The person on the right has dark hair in a ponytail and is wearing a dark green t-shirt. The overall mood is positive and community-oriented.

PayPal Giving Fund Canada

Powering
Everyday Giving

**PayPal Giving Fund Canada
Annual Report 2021**

Canadian Registered Charity
(CRA# 812867752RR0001)

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A letter from the Chair and Executive Director

Dear Supporter,

The world continued to be in the throes of a global health emergency in 2021. The pandemic exposed the critical need for fundraising for charities, as people's mental health and livelihoods continued to be affected. The pandemic has been harsh to almost everyone, and more so to vulnerable people and communities.

Charities needed funds to help our communities more than ever. A key objective for PayPal Giving Fund Canada in 2021 was to strengthen the networks we established with our strategic partners, so that we could offer charities easy, no cost ways to raise funds from new and existing donors.

The work we do at PayPal Giving Fund Canada to enable digital giving through various online platforms and methods can bring a lot of value to charities looking to enable their donors to give online, and to reach new donors as well. We do the work to integrate seamless giving opportunities on these platforms, and any registered charity in Canada can use our tools and leverage them for their own benefit.

We continued to see an increase in the dollars raised by PayPal Giving Fund Canada in 2021, and we are just shy of a million unique donors giving through our platforms – a testament to the confidence and trust that donors have with us and our partner platforms. We also saw a steady increase in the number of charities that enrolled with us – and we hope to reach all charities in Canada who might benefit further from our services and programs once enrolled.

We are grateful to be able to leverage our partner platforms and their communications channels to encourage greater giving, and to ensure Canadians have an easy way to support urgent causes. As with all donations we raise, PayPal Giving Fund Canada grants all funds we receive to charities unrestricted so they may use them toward their most pressing needs, while offering donors peace of mind that charities will receive their funds quickly, securely and without administrative burdens to distract from their critical charitable work.

We invite you to continue to support charities in Canada that resonate with you, knowing that your support translates into impact on people's lives and on our communities. We continue to be motivated by you in our work to further integrate giving into everyday life, and activating giving in times of greater need.

Yours truly,



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

Malini Mitra
Chair of the Board of Directors



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

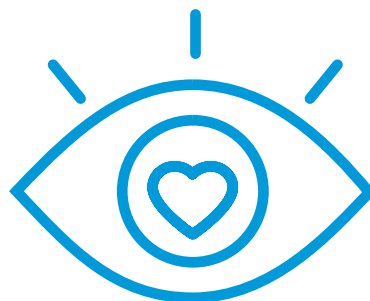
Wen-Chih O'Connell
Executive Director & President

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 apps 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.



“ On behalf of True North Aid, we would like to say a massive thank you to PayPal Giving Fund Canada for giving donors from around the world the opportunity to support True North Aid. In 2021, with the help of the funds we received from PayPal Giving Fund Canada, we were able to give the gift of a good night’s sleep to 28 remote Indigenous communities in Northern Canada by providing new bed sets. ”

Emily Everett, Operations Manager
True North Aid



Key Highlights

In 2021

Our partner programs raised over

CAN \$44.8M

11% greater than the amount raised in 2020

More than

990,900
unique donors

gave to PayPal Giving Fund Canada, a **17% increase** since 2020

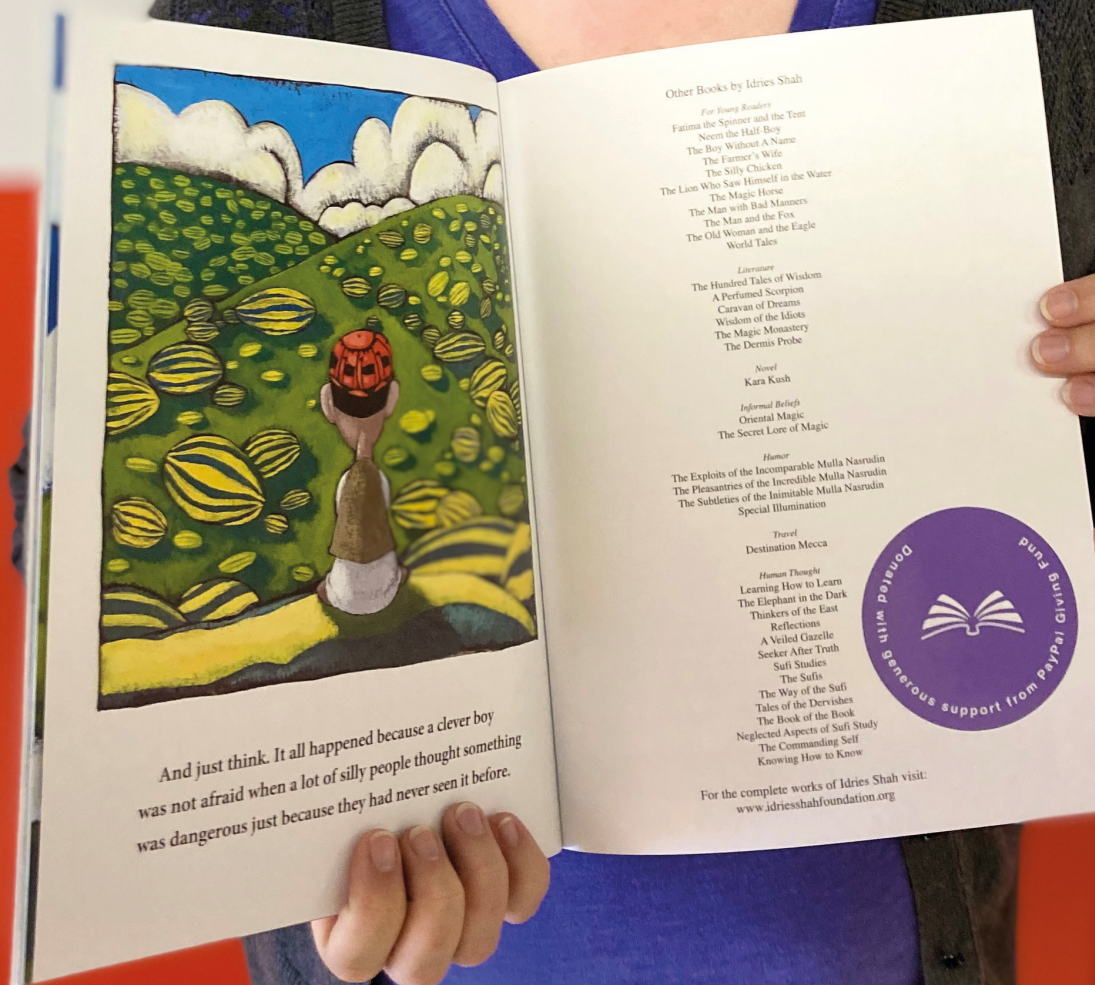
As a result,
we granted funds to over

11,900
Canadian charities



“ PayPal Giving Fund Canada has been such a boon for our children’s literacy work. As Books Over Borders is a small, all-volunteer charity, PayPal Giving Fund’s generous contributions have helped us grow our new program to assist Afghan refugees coming to Canada. With funds we received from PayPal Giving Fund, we’ve been able to donate over 3,000 new books in beautiful, bilingual editions (English and the main Afghan languages) to Afghan families and their children. Thank you on behalf of these newcomers to Canada! ”

**David Cottle, President
Books Over Borders**



Our Key Achievements in 2021



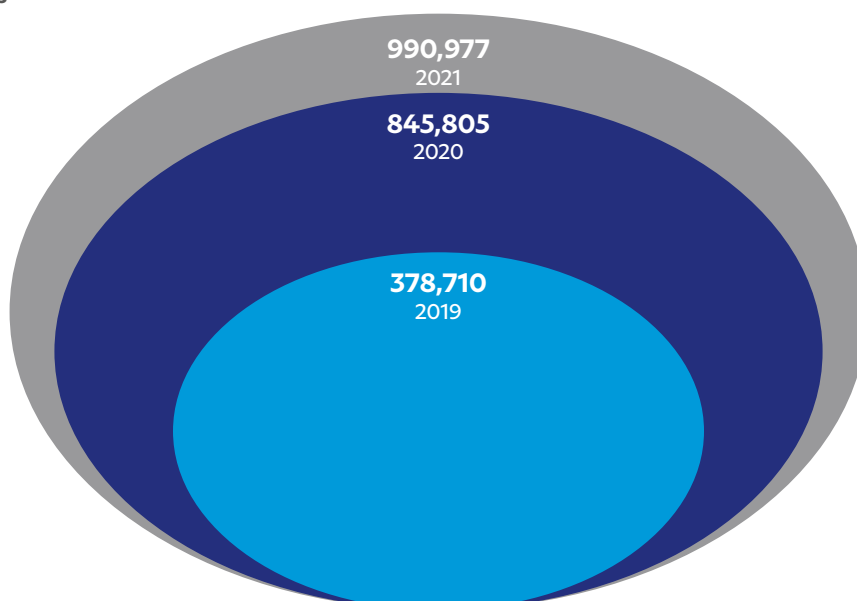
Empowering more donors to give

The number of donors that give through our partner platforms continues to grow in Canada: in 2021 alone, almost a million unique donors trusted PayPal Giving Fund Canada to deliver funds to the charities they wanted to support.

In 2020 and 2021 combined, 1.69 million unique donors contributed to PayPal Giving Fund Canada – equivalent to about 4 per cent of the Canadian population. While donors selected a smaller variety of charities to benefit from their donations last year (we saw a 14% decrease in charities receiving grants from 2020), their growing generosity still enabled us to grant funds to 1 in 7 registered charities in Canada.

By building out digital fundraising functionalities with our partners that will make it even easier for people around the world to give to Canadian charities, we are facilitating a global donor base to connect with and support the important work being done by charities across Canada every day.

Unique Donors





Strengthening our partnerships to drive up funds raised

Our partnership programs helped raise more than CAN\$44M in 2021, an increase of 11 per cent over 2020. We saw a huge take up of PayPal's new Give at Checkout product, where consumers are presented with an opportunity to add a \$1 charitable microdonation to their purchase on any website on which they use PayPal to check out. Leveraging the significant increase in online purchasing, Give at Checkout donations totaled \$785K – providing a big boost in additional unrestricted funds for Canadian charities.

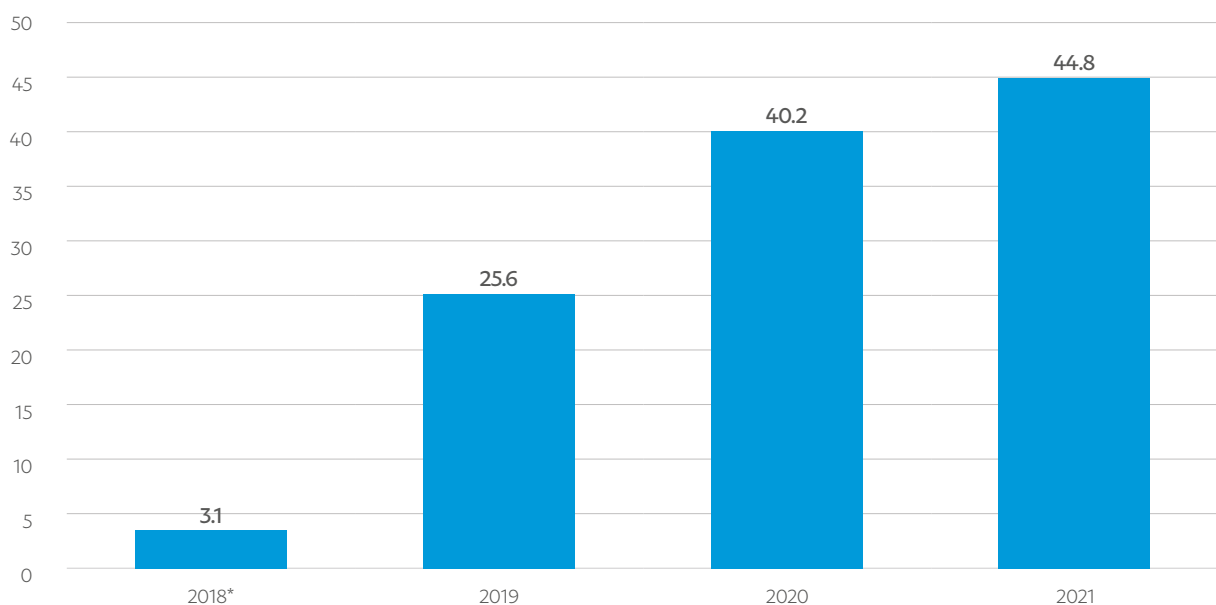
Generosity Network, PayPal's crowdfunding tool, was soft-launched in Canada at the end of 2021. Fundraisers benefitting charities are powered by PayPal Giving Fund Canada, and we anticipate growth in the number of these fundraisers in the coming year as PayPal enables more capabilities.

We continued to work closely with our strategic partners to improve the experience for donors and charities on their platforms, and to build out more options and features for digital fundraising. Results of that work will launch to the public in 2022 across a few of our partners' platforms.

Recognizing a hunger for data that Canadian charities could use to adapt to changes in post-pandemic fundraising in an increasingly digital environment, we commissioned research at the end of 2021 on giving behaviours and preferences across generations in Canada. The resulting report will be released with the help of sector partners in 2022.


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 more than 99 per cent of donated funds were granted to the charity originally recommended by the donor.

Funds Raised (CAN\$ millions)



*Operations launched in Q4 2018

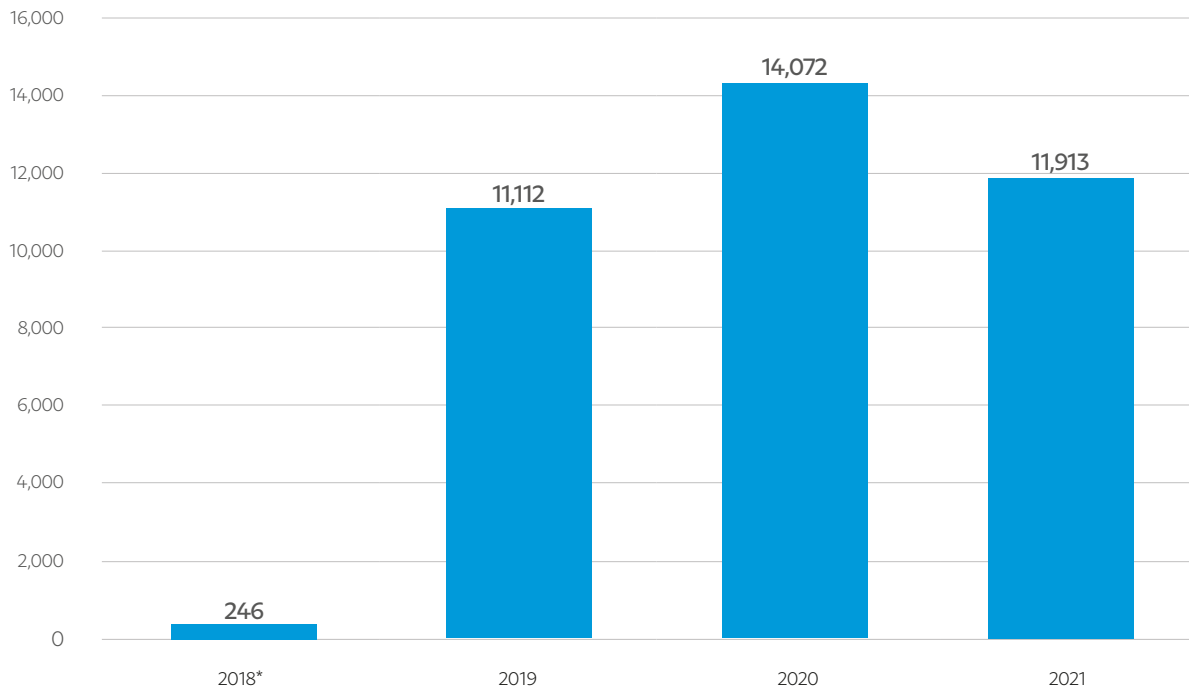
Total Funds Raised
CAN\$44.8M



↓

100% granted to charity

Charities receiving grants



*Operations launched in Q4 2018



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 over \$956K in 2021.

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. Despite adding staff in 2021, our cash operating costs remained steady at about three per cent of funds raised.

	2021	2020
Funds raised	\$44.8m	\$40.2m
Operational costs	\$1.32m	\$1.29m
• Cash expenses	\$0.37m	\$0.21m
• In-kind support	\$0.96m	\$1.08m
Cost for PayPal Giving Fund Canada to raise \$1 for charity (including in-kind support)	\$0.029	\$0.032

“ At the MS Society of Canada, our donors mean the world to us. They are the reason we are able to do the work we do on behalf of the over 90,000 Canadians living with or affected by MS. That’s why it’s so important that we make their giving experience as easy, safe and convenient as possible. PayPal Giving Fund Canada allows us to do just that, and we are so grateful for their partnership. ”

David White, Vice-President Philanthropy
MS Society of Canada



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 the UK, Ireland, 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 so grateful to PayPal Giving Fund Canada and everyone who gave to us in 2021. It was a challenging year with COVID-19, and the generous contributions from PayPal Giving Fund Canada were a critical part of us being able to support our community partners in strengthening their food and housing systems, rolling out energy retrofit programs, and developing innovative climate tools.

We are particularly pleased to be the beneficiaries of PayPal’s approach to the democratization of financial services (including philanthropy), as it fits so clearly with our own mission to create more equitable, fair, and sustainable economic solutions for rural, remote, and Indigenous communities in Canada. ”

Chuck Rumsey, President and CEO
Ecotrust Canada



Financial Summary



Our financial results

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

Statement of Financial Position

	As at December 31, 2021	As at December 31, 2020
	CAN\$	CAN\$
Assets		
Current		
Cash	4,008,658	4,168,766
Accounts receivable	6,979	365,427
	4,015,637	4,534,193
Liabilities		
Current		
Grants payable	3,578,578	4,080,731
Accounts payable and accrued liabilities	71,443	38,692
Deferred revenues	100,000	100,000
	3,750,021	4,219,423
Net assets		
Unrestricted	265,616	314,770
	4,015,637	4,534,193



1 in 7

registered charities in Canada received funds from PayPal Giving Fund Canada in 2021

Statement of Activities and Changes in Net Assets

	Year ended December 31, 2021	Year ended December 31, 2020
	CAN\$	CAN\$
Contributions	\$ 44,815,641	\$ 40,279,510
In-kind contributions	956,621	1,084,253
Program services	316,206	395,722
Total revenues	46,088,468	41,759,485
Grants and other disbursements	44,815,641	40,279,510
In-kind expenses	956,621	1,084,253
Salaries and benefits	254,551	179,586
Research	45,265	-
Miscellaneous	34,540	1,403
Professional fees	28,307	24,817
Office	2,697	516
Total expenses	46,137,622	41,570,085
Excess of Revenues Over Expenses (Expenses over Revenues)	(49,154)	189,400
Net assets, beginning of year	314,770	125,370
Net assets, end of year	\$ 265,616	\$ 314,770



PayPal Giving Fund Canada deducts
\$0 from donations received

“ Pathways to Education is extremely grateful for the support we receive from PayPal Giving Fund Canada. Thanks to their generosity, we are able to continue to help thousands of students in low-income communities graduate from high school and successfully transition to post-secondary education, training, and employment. We truly appreciate their support of our vision to break the cycle of poverty through education. ”

Quinn Bingham, Vice-President
Pathways to Education 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, 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



Malini Mitra

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



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 and officers who served on our board during the 2021 year:

- **Amber MacArthur**, former director (service ended March 2021)
- **Jason Young**, former secretary (service ended March 2022)

PayPal Giving Fund Canada Officers



Wen-Chih O'Connell

Executive Director and President



Joshua Tripp

Chief Operating Officer



Nuru Kiyemba

Chief Financial Officer



Alicia Kinsey

Board Secretary*

* Service started in 2022

“ At Saving Grace Animal Society, we believe in taking our supporters on our rescue journey with us while operating our social media platforms with full transparency. PayPal Giving Fund has opened up a whole new world of donor management for us. Being able to share the stories of the animals we rescue on social media while providing an easy and effective way for donors across the country to donate to help has enabled individuals to take action in our animals’ journey to health and know their donations are saving lives. We are humbled and grateful every day for the opportunities this amazing feature has provided our organization. ”

Erin Deems and Amanda McClughan, Co-Executive Directors
Saving Grace Animal Society



PayPal Giving Fund Canada