

PayPal Giving Fund Canada

Supporting Communities
Now and Beyond

**PayPal Giving Fund Canada
Annual Report 2022**

Canadian Registered Charity
(CRA# 812867752RR0001)

Contents

A Letter from the Chair and Executive Director	3
Our Vision and Mission	4
Our Key Highlights and Achievements in 2022	6
About our Programs	13
Financial Summary	16
Board and Governance	20

A letter from the Chair and Executive Director

Dear Supporter,

With inflation at a record-breaking high in decades, 2022 was a challenging year for Canadians. Soaring food, fuel and housing prices deeply impacted almost every industry, especially the charitable sector – not only driving up demand for services but also driving up operational costs. With the purchasing power of a dollar diminishing, charities needed funding more than ever.

At the same time, reduced disposable income made charitable giving more difficult for donors. It was undeniably a rough year for everyone. At PayPal Giving Fund, we looked for ways to leverage our resources to help provide some relief to charities in these harsh economic conditions.

Canadian food banks were hit particularly hard. In their HungerCount 2022 report, Food Banks Canada reported that traffic to food banks increased by 35 per cent since 2019, and nearly one in five Canadians reported going hungry due to lack of money between March 2020 and March 2022. With Statistics Canada reporting in January 2023 that food prices increased by 9.8 per cent in 2022, the fastest pace since 1981, food banks saw exploding demand along with a surge in cost to feed the hungry. To respond to this urgent need for resources, PayPal Giving Fund Canada launched a 1:1 donation matching campaign to benefit four charities addressing hunger and food insecurity across the country. Our campaign was designed around the belief that everyone has a #RightToEat, and no one should have to choose between rent and groceries, or food and hot water.

Many Canadians were also troubled by the grave humanitarian crisis caused by the war in Ukraine starting in early 2022, resulting in thousands injured and dead, and many more people fleeing the country as refugees. In partnership with PayPal, we launched a campaign to enable Canadians to support charities doing work on the ground to assist those affected by the crisis in Ukraine, which raised over \$600,000 to date towards relief efforts.

Mindful of charities' ongoing funding challenges and the lack of data in the sector, we embarked on a research project to help provide sound data that charities could incorporate into their fundraising strategies. Our report titled "Future of Giving: Online Across Generations" outlined donor trends and differences across generations based on a survey of a nationally representative group of Canadian donors. We saw increasing digital giving across all generations and gained insight into post-pandemic giving behaviours and preferences. The data also reinforced our belief that the benefits of our programs (e.g., secure payment processing, ease and convenience of giving, tax receipting, presence on multiple platforms that donors use already, and more) help to grow donor comfort and trust in giving online – translating to additional unrestricted funding for the charities to whom we grant.

Our mission is to inspire a new wave of philanthropy by making giving part of everyday life – but our impact goal is to support the Canadian charity sector, through easy and tough times, with the resources they need to have greater impact on the causes they champion and communities they serve. We will continue to work hard to bring increasing value to our sector.

Yours truly,



Malini Mitra

Malini Mitra
Chair of the Board of Directors



Wen-Chih O'Connell

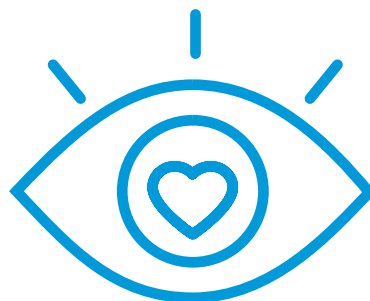
Wen-Chih O'Connell
Executive Director & President

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, benefiting 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.



“ PayPal Giving Fund Canada has helped broaden Movember’s reach and grow our amazing community. By introducing potential supporters to the cause and offering them an easy way to make donations, PayPal Giving Fund Canada enables us to continue our mission to change the face of men’s health, investing further in lifesaving men’s health programs across Canada and around the world. ”

Todd Minerson, Canada Country Director
Movember Canada

Key Highlights

In 2022

Our partner programs raised over

\$34.6M

Bringing our total raised since launch to **\$148.5M**

More than

774,400

unique donors

gave to PayPal Giving Fund Canada

As a result,

we granted funds to over

11,100

Canadian charities



“ My heartfelt thanks to PayPal Giving Fund Canada! Water First education and training programs support sustainable access to safe, clean water in Indigenous communities - which continues to be a pressing need in Canada. We truly appreciate the generous support and encouragement from donors through PayPal Giving Fund Canada who care so passionately about this issue.

Since grants from PayPal Giving Fund Canada are unrestricted, the funds allow flexibility and greater impact on our programs. Thanks to the power of social media and ease of donating, generous donors are able to support our work in meaningful and transformational ways. ”

Ami Gopal, Director of Development and Communications
Water First Education and Training Inc.

Our Key Achievements in 2022



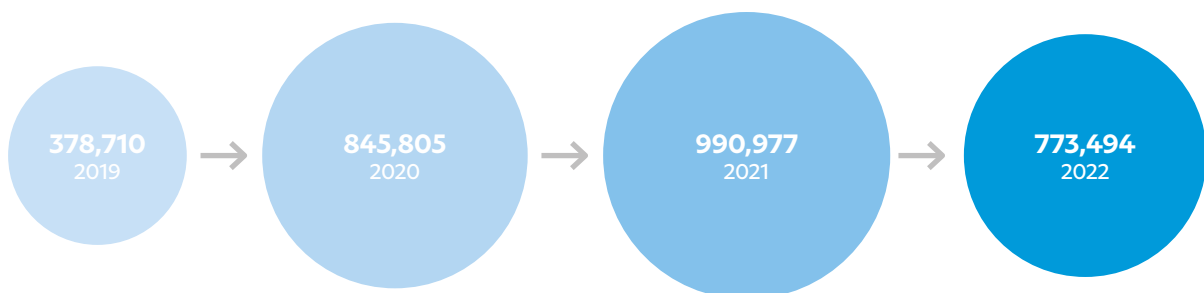
Growing our partnerships to expand donor audience globally

Since we launched in 2018, over 2.4 million unique donors contributed to PayPal Giving Fund Canada. Despite a decline from 2021, the number of donors that give through our partner platforms continues to remain strong: in 2022, over 770,400 unique donors gave to PayPal Giving Fund Canada to benefit Canadian charities of their choice.

Partnering with Internet businesses that serve a combined global audience of billions allows us to connect charities in Canada with an increasingly international donor base. In fact, in 2022, we saw a 71 per cent increase in the number of unique donors who gave to Canadian charities from outside Canada. In addition, the proportion of our donors from outside Canada increased by almost 120 per cent in this past year.

By enabling greater reach and access to donors around the world through our partner programs, we are setting the stage for Canadian charities to benefit as donors give more online now and in the future.

Unique Donors





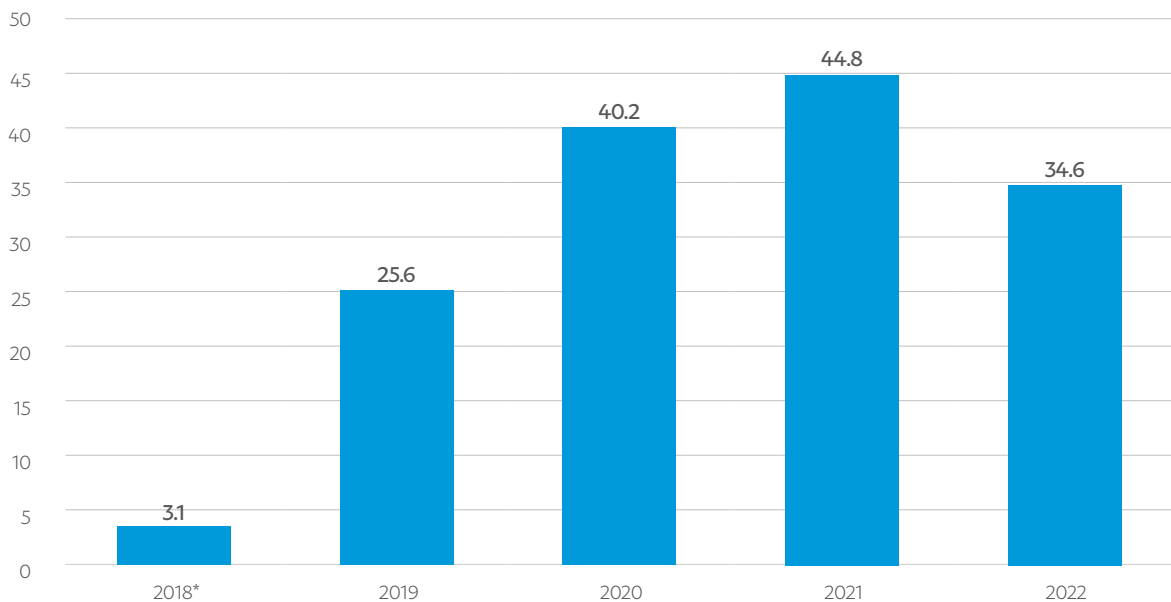
Maximizing dollars delivered to charities

Our partnership programs helped raise more than \$34.6M in 2022, delivered to Canadian charities as unrestricted grants. Charities often struggle with raising operational funds to “keep the lights on” which is critical for them to implement their programs and service our communities. Having a source of undesignated funding can be a lifeline for charities grappling with increased operational costs due to inflation and pricing increases in 2022.

Although funds dipped in 2022 after two blockbuster years boosted by the accelerated shift to online transacting due to Covid-19 shutdowns, funds raised were up 35 per cent on 2019, the last pre-pandemic year.


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 (\$ millions)



*Operations launched in Q4 2018

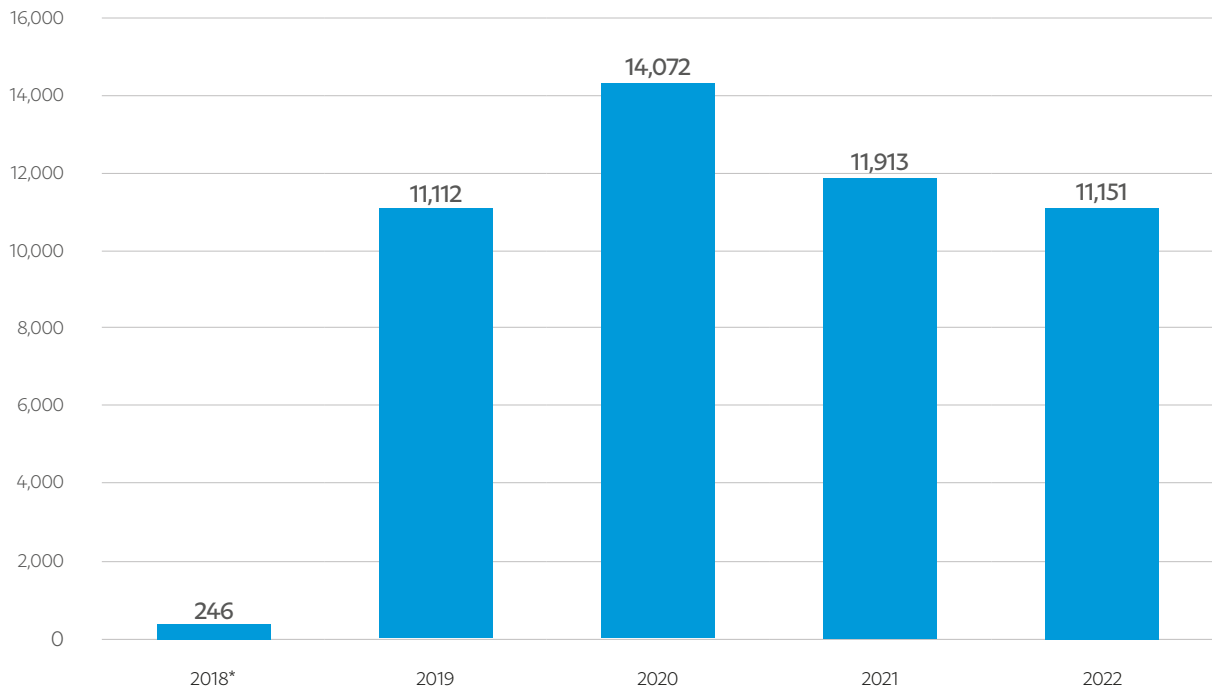
Total Funds Raised
\$34.6M



↓

**100% granted
unrestricted
to charity**

Charities receiving grants



*Operations launched in Q4 2018



Responding to the needs of Canadian donors & charities

In the first part of 2022, we published “Future of Giving: Online Across Generations”, a study which provided data-driven generational insights into giving behaviours and donor preferences post-pandemic. Donors of all ages are giving online; with a majority reporting they were likely to keep donating online in the next 12 months. The report outlined how giving preferences and challenges differed between the generations, and provided concrete tips for how charities might approach attracting younger donors and transitioning older donors to giving online.

In response to the invasion of Ukraine and the resulting humanitarian crisis, we launched a campaign to enable and encourage donations to support charities providing aid to people suffering on the ground. To date, generous Canadian donors have given over \$600K towards helping refugees and providing much needed support to charities working towards relief efforts.

As 2022 wore on, skyrocketing inflation and supply chain issues increased food and housing prices in Canada sharply, which meant communities and charities needed more support than ever. PayPal Giving Fund Canada repurposed funds we received from PayPal Canada to offer a donation match campaign in partnership with four charities addressing hunger and food insecurity across Canada in a time of great need. By offering a 100% match to incentivize donors to support this cause, we granted almost \$180K to support the important work of our partner charities supporting the vulnerable in our communities.



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 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 \$723K in 2022.

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 steady year over year at about three per cent of funds raised.

“ The Canadian Association for Suicide Prevention would like to express our deep gratitude and heartfelt thanks to PayPal Giving Fund Canada. Their support enables us to further our mission to advocate, communicate, and educate for suicide prevention, intervention, and postvention in Canada. Our work includes gathering the suicide prevention sector together to share best practices, providing a voice regarding suicide prevention and life promotion, supporting research and advocacy, and planting Forests of Hope. Thank you! ”

Sean Krausert, Executive Director
Canadian Association for Suicide Prevention



Our Programs



About our programs



PayPal helps 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, Ireland, Australia and Canada may be made to PayPal Giving Fund, which makes grants to the charities recommended by fundraisers.

Humble Bundle

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.



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 a charitable cause.



“ Thanks to the generosity of Canadians and the convenience and security of donating through PayPal Giving Fund Canada, we are able to provide more bursaries and scholarships to First Nation, Inuit and Métis students across Canada so they can pursue a post-secondary education. Donors who supported us through PayPal Giving Fund Canada contributed to making a difference in the lives of these students by providing much needed financial assistance.

We are grateful for the support we receive each year from PayPal Giving Fund Canada. They are a key partner in delivering our mission to educate, connect and invest in First Nation, Inuit and Métis people so they can achieve their highest potential. Thank you for making it easier for people to support Indspire’s life-changing work. ”

Natalie St Amour, Philanthropy Director
Indspire

Financial Summary



Our financial results

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, 2022	As at December 31, 2021
	\$	\$
Assets		
Current		
Cash	3,170,958	4,008,658
Accounts receivable	30,968	6,979
	3,201,926	4,015,637
Liabilities		
Current		
Grants payable	2,767,684	3,578,578
Accounts payable and accrued liabilities	181,678	71,443
Deferred revenues	10,796	100,000
	2,960,158	3,750,021
Net assets		
Unrestricted	241,768	265,616
	3,201,926	4,015,637



1 new partner live in 2022
Enabling charitable giving via
6 total partner platforms in Canada

Statement of Activities and Changes in Net Assets

	Year ended December 31, 2022	Year ended December 31, 2021
	\$	\$
Contributions	34,680,679	44,815,641
In-kind contributions	723,226	956,621
Program services	465,482	316,206
Total revenues	35,869,387	46,088,468
Grants and other distributions	34,680,679	44,815,641
In-kind expenses	723,226	956,621
Salaries and benefits	350,814	254,551
Research	-	45,265
Miscellaneous	5,377	34,540
Professional fees	107,347	28,307
Office	25,792	2,697
Total expenses	35,893,235	46,137,622
Deficiency of Revenues Over Expenses	(23,848)	(49,154)
Net assets, beginning of year	265,616	314,770
Net assets, end of year	241,768	265,616



PayPal Giving Fund Canada deducts
\$0 from donations received

“ The Nature Conservancy of Canada is grateful for the ongoing support from PayPal Giving Fund Canada. The funds received help protect and care for some of Canada’s most ecologically significant areas and slow the effects of climate change and biodiversity loss. We truly appreciate their generous contributions because when nature thrives, we all thrive. ”

Ronen Tal, Director of Integrated Marketing and Fundraising
Nature Conservancy of Canada

Blooming Point PEI; photo by Mike Dembeck

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
Director of Communications, PayPal
Canada, United Kingdom and Ireland



Susan Smith

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



Daryl Hatton

Audit, Finance and Risk
Committee Chair*
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



Gordon Holley

Audit, Finance and Risk Committee
Member (non-Board)*
President and CEO, Humanity
Financial Management Inc.

PayPal Giving Fund Canada Officers and Staff



Wen-Chih O'Connell

Executive Director and President



Joshua Tripp

Chief Operating Officer and Audit,
Finance and Risk Committee Member
(non-Board)*



Nuru Kiyemba

Chief Financial Officer



Alicia Kinsey

Board Secretary*



Julia Lim

Operations Manager

We're also grateful to the following officer who served during the 2022 year:

- **Jason Young**, former secretary (service ended March 2022)

* Service started in 2022

“ Last Chance Cat Ranch relies 100% on donations. We are a no kill, registered charity that does not shy away from difficult cases.

We are grateful for PayPal Giving Fund Canada as it enables us, through our social media platforms, to reach out for support from all corners of the world. Cats, who otherwise may have lost their lives or lived in abject misery, are rescued, rehabilitated and rehomed through donations made possible by PayPal Giving Fund Canada's programs. For example, we can make a plea for help and attach a donation button directly to our Facebook post, which makes it super simple for people to help.

Thank you to all our supporters for giving the precious souls we rescue the opportunity to thrive. ”

Laurie Olmsted, Board Director and Volunteer
The Last Chance Cat Ranch Society

PayPal Giving Fund Canada