



 **PayPal** Giving Fund

Mobilizing Online Generosity

PayPal Giving Fund Canada - Annual Report 2023

Canadian Registered Charity
(CRA# 812867752RR0001)

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A Letter From the Chair and Executive Director

Dear Supporter,

The high cost of living in Canada posed significant challenges for both charities and donors, particularly as inflation rates continued to rise in 2023. With essential expenses such as housing and food steadily increasing, more and more people are using the services that charities offer; meanwhile, reports indicate charitable giving is reaching a historic low¹. Although PayPal Giving Fund Canada delivered over \$30M to charities in 2023, there is a pressing need across the sector for innovative strategies to adapt fundraising efforts and engage more donors, so the vital work supporting our communities may continue despite these macroeconomic challenges.

To help inform the development of new fundraising strategies, PayPal Giving Fund Canada partnered with AgentsC to conduct original research into how younger generations in Canada are supporting the causes that are important to them through their generosity. We focused on these age groups because they are coming into their prime earning years and Canada will be witnessing a significant wealth transfer as the older generation passes down assets to their heirs². With increasing access to resources and comfort with technology, Gen Z and Millennials are poised to become the majority of the donor population, and they will shape philanthropy in groundbreaking ways. Our study "[The Future of Giving: Looking Beyond the Selfie](#)" provides data-driven insights into how charities can increase engagement with younger supporters, thus helping charities identify paths toward more sustainable support in the coming years.

At PayPal Giving Fund Canada, we are committed to making giving a seamless part of everyday life. As part of this mission, we recognize the importance of meeting people where they are, and we continue to incorporate giving on additional platforms each year. As we saw in our report, the top five platforms used in engaging in acts of generosity by Gen Z and Millennials are social media platforms, with the most popular being Instagram (used by 46% of Gen Z respondents) and Facebook (used by 38% of Millennial respondents). In 2023 we launched giving on Instagram, so Canadian IG users can now support their favourite causes easily and securely, and charities can continue to tap into giving via social media platforms to raise unrestricted funds. We are dedicated to providing continued assistance to the charitable sector through our services, our research, and our strategic partnerships.

Yours truly,



Malini Mitra

Chair of the Board of Directors

A blue ink signature of Malini Mitra, written in a cursive style.



Wen-Chih O'Connell

Executive Director & President

A blue ink signature of Wen-Chih O'Connell, written in a cursive style.

¹ <https://theonn.ca/2023/08/charitable-giving-has-reached-a-historic-low-in-canada-now-what/>

² <https://www.cpacanada.ca/en/news/pivot-magazine/trickle-down-wealth>

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

PayPal Giving Fund Canada allows WWF-Canada to connect with different audiences on some of Canada's leading networks, such as Facebook and Instagram. PayPal Giving Fund Canada enables these potential new supporters to give easily through the platforms they are already on, while immediately managing the receipting and administration of the transaction without a cost. This enables them, and us, to invest more directly into our conservation programs and make a greater impact on nature and wildlife.

Scott Sandison

**Vice President, Community Giving and Legacy
WWF-Canada**



Key Highlights

In 2023

Our partner programs raised over

\$30.2M

Bringing our total raised since launch to **\$178.8M**

More than


599,200

unique donors gave to PayPal Giving Fund Canada

As a result, we granted funds to over

9,400

Canadian charities



Thanks to PayPal Giving Fund Canada for their contributions to our mission over the past 5 years! The support they provide to our organization is indispensable and we are very grateful. These funds have enabled us to provide prevention, intervention and postvention services to meet the specific needs of vulnerable populations in distress. Over the past few years, we've seen a huge increase in demand, and PayPal Giving Fund Canada's support has enabled us to continue our suicide prevention activities in Montreal!

Sylvie Boivin
General Manager
Centre de Prévention du Suicide de Montréal

Key Achievements

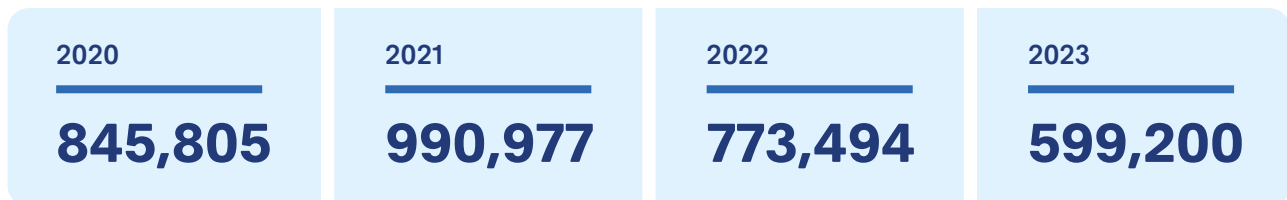
In 2023

Growing our partnerships to expand donor audience

Almost 600,000 unique donors gave to PayPal Giving Fund Canada to benefit 9,416 Canadian charities of their choice in 2023. While the number of unique donors decreased as compared to the year before (in line with global trends), a part of our mission is to encourage new donors to support their favourite causes. We do this by incorporating giving on platforms millions use every day and increasing the number of platforms we partner with.

In 2023, we expanded our partnership with Meta beyond Facebook to include Instagram, which offers huge potential for charities. One of the most popular social media apps amongst youth³, Instagram enables fundraisers on posts, stories, livestreams and profiles. Charities can use Instagram to help raise more money and better engage with a large population of younger supporters.

Unique Donors



Over 2.73M

unique donors to PayPal Giving Fund Canada have supported Canadian charities since launch

(Nov 2018 - Dec 2023)

³ Mai, Philip; Gruzd, Anatoliy, 2022, "The State of Social Media in Canada 2022",

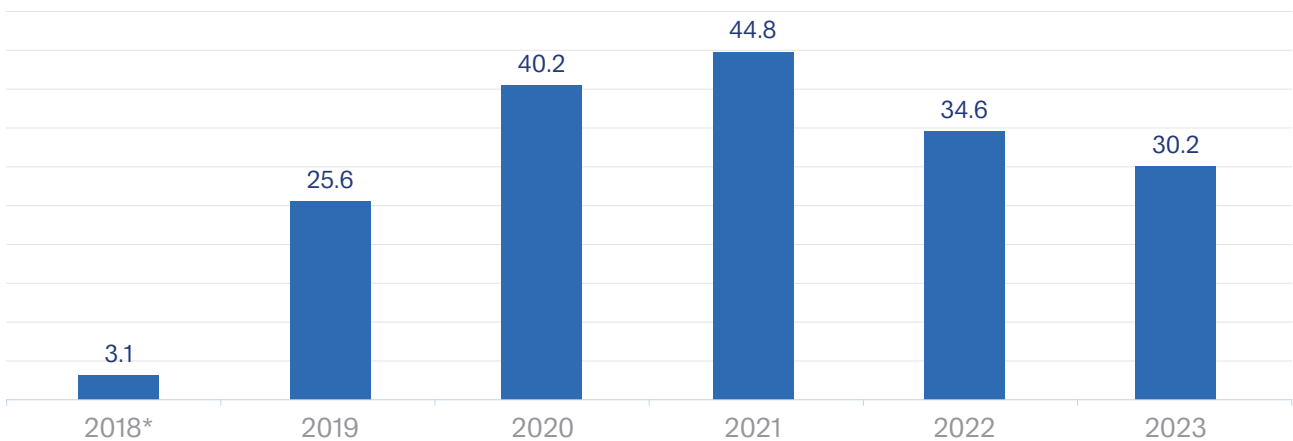
<https://doi.org/10.5683/SP3/BDFE7S>, Borealis, V1; Report - State of Social Media in Canada 2022.pdf

Maximizing dollars delivered to charities

Our partnership programs helped raise more than \$30.2M in 2023, delivered to Canadian charities as unrestricted grants. Unrestricted funds are crucial for charities as they provide flexibility and autonomy, allowing organizations to allocate resources where they are most needed and adapt to changing circumstances effectively.

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.

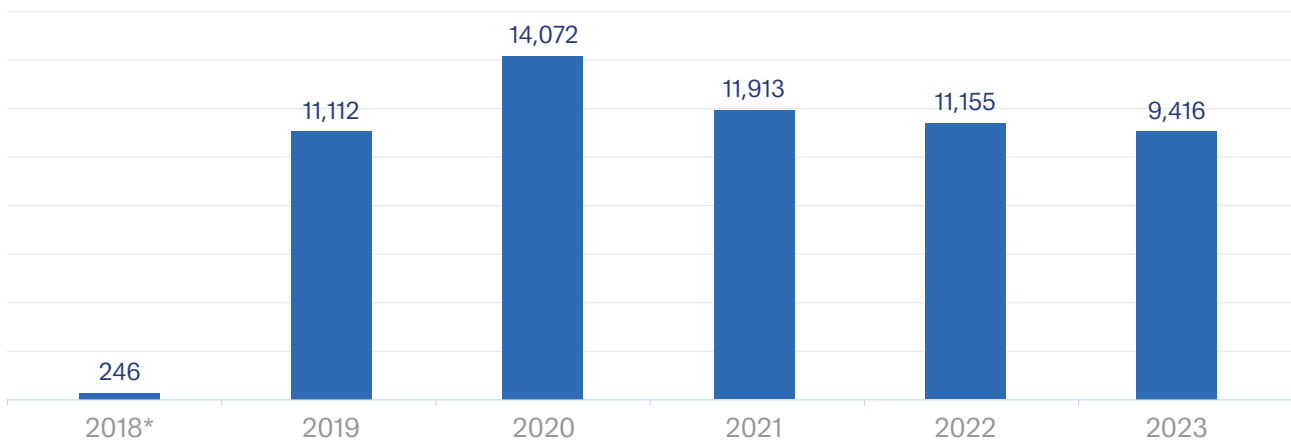
Funds Raised (CAD \$ millions)



*Operations launched in Q4 2018

Total funds raised \$30.2M CAD 100% granted unrestricted to charity

Charities receiving grants



*Operations launched in Q4 2018

Unveiling giving trends in young supporters

Released early 2022, [“Future of Giving: Online Across Generations”](#) delved into giving preferences and challenges among different age groups, revealing a growing trend toward online giving. Building on this inaugural research report, we gathered further data focusing on philanthropic trends among younger Canadians—Gen Z and Millennials. Our new 2023 study, [“The Future of Giving: Looking Beyond the Selfie”](#), highlights how younger people are supporting their favourite causes. Our report outlines key data, including the preferred platforms for their generosity, their motivations for giving, and an analysis of giving patterns across ethnocultural groups. This data and tips highlighted throughout the report offer insights to how charities can better engage younger supporters.

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 \$515K in 2023.

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.

We are profoundly grateful to PayPal Giving Fund Canada for their unwavering support, which has been crucial in advancing our mission at the Indigenous Friends Association. The support from donors through their platforms allows us to bridge the gap between Indigenous communities and digital technologies, empowering Indigenous peoples to leverage technology and assert digital sovereignty.

The unrestricted funds we receive from PayPal Giving Fund Canada helps enable us to continue making significant strides in our work, driving positive change for Indigenous peoples and future generations. We appreciate and thank them for their commitment and partnership in amplifying Indigenous voices and promoting tech equity.

Alejandro Mayoral Baños
Executive Director and Founder
Indigenous Friends Association



About Our Partners



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.



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.



Meta's fundraising tools make it easy to create and share fundraisers and donate buttons that benefit charities on Facebook and Instagram. As with our other programs, donations are made to PayPal Giving Fund, and we then grant the funds to charity in our monthly pay-outs, subject to our policies.



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 directly to a charitable cause.

Guided by our mission to alleviate hunger and nourish our community, the Ottawa Food Bank is dedicated to providing essential food support to those in need. With approximately 37% of food bank visitors in Ottawa being children, contributions through platforms like PayPal Giving Fund are crucial in helping to ensure that every family in Ottawa has access to nutritious meals. Together, we can build a future where hunger is a thing of the past.

Rachael Wilson
CEO
Ottawa Food Bank



VOLUNTEER
BÉNÉVOLE

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, 2023 \$	As at December 31, 2022 \$
Assets		
Current		
Cash	2,954,802	3,170,958
Accounts receivable	75,781	30,968
	<u>3,030,583</u>	<u>3,201,926</u>
Liabilities		
Current		
Grants payable	2,280,028	2,767,684
Accounts payable and accrued liabilities	260,275	181,678
Deferred revenues	10,796	10,796
	<u>2,551,099</u>	<u>2,960,158</u>
Net Assets		
Unrestricted	<u>479,484</u>	<u>241,768</u>
	<u>3,030,583</u>	<u>3,201,926</u>

Statement of Activities and Changes in Net Assets

	Year ended December 31, 2023 \$	Year ended December 31, 2022 \$
Revenues		
Contributions	30,280,795	34,680,679
In-kind contributions	515,905	723,226
Program services	793,004	465,482
Total revenues	31,589,704	35,869,387
Expenses		
Grants and other distributions	30,280,795	34,680,679
In-kind expenses	515,905	723,226
Personnel	394,369	350,814
Miscellaneous	3,629	5,377
Professional fees	120,341	107,347
Office	36,949	25,792
Total expenses	31,351,988	35,893,235
Excess (deficiency) of revenues over expenses	237,716	(23,848)
Net assets, beginning of year	241,768	265,616
Net assets, end of year	479,484	241,768

\$0

PayPal Giving Fund Canada
deducts \$0 from
donations received



As the largest charitable funder of cancer research, the Canadian Cancer Society is grateful for the invaluable partnership with PayPal Giving Fund Canada. Through their wide-ranging platform partners, we have expanded our reach and grown our supporters from communities across Canada.

We know that to take on something as big as cancer, it takes all of us – donors, volunteers, advocates, cancer researchers, caregivers, event participants, partners, and many more – people of all ages, from all backgrounds and all parts of the country – to come together and take action to make a difference for people affected by cancer. Donations raised from the partnership with PayPal Giving Fund helps fund life-saving cancer research, better treatments and nationwide support programs to help people with cancer live longer, fuller lives.

Together, we will make life better today and transform the future of cancer forever.

David Basco

**Director, Integrated Campaigns
Canadian Cancer Society**

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 & Committee Members



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



Vartika Suneja

Marketing and Operations
Executive

 **PayPal** Giving Fund