

## FAST FACTS

### 40,000:

The number of first-time donors that paid with PayPal within the first three weeks of launch

### 10 Percent:

The percent of all donations now paid via PayPal

CanadaHelps is strategically positioned to take advantage of PayPal's efficient mobile payment capabilities



## PayPal and CanadaHelps

### CANADA'S ONE-STOP-SHOP FOR ONLINE GIVING

CanadaHelps is a non-profit organization founded by a trio of university students who wanted to make giving to charity as simple as shopping on eBay. Dogged determination and a little corporate assistance led to the site's launch in 2000, when it helped collect over \$150,000 for Canadian charities. That figure has grown steadily year after year.

With a current database containing 86,000 registered Canadian charities, donors can search for their favourite causes by name or category and even set-up their own fundraising pages to encourage friends and family to give to the institutions they support. More than 10,000 charities actively receive funding through CanadaHelps, which directs \$60 million annually in personal donations to organizations around the country.

### A PROVEN PAYMENT SOLUTION FOR A BROAD MARKET

Due to limited resources and the diverse nature of the organizations it serves, any new technologies that CanadaHelps considers must be well proven and work on a broad scale. PayPal fits that bill.

"We seek out trusted solutions," said CanadaHelps Chief Executive Officer, Owen Charters about the manner in which his company adopts technology. "Our model is to serve both charities and donors properly. That means the solutions we choose need to work within a huge marketplace. PayPal has enormous reach and is very simple for people to use. It's ideal for us."

CanadaHelps had completed research that suggested PayPal would prove beneficial to their organization, but the final push to implement the payment system as an additional option for donors came from the people and businesses that use CanadaHelps.

"Several donors and charities were actively asking us to integrate PayPal," Charters explained. "It's now the preferred way for many people to pay. A key part of successfully soliciting donations is to remove even the simplest obstacles that stand in the way of giving. Not having PayPal had become an obstacle, so we eliminated it."

### PAYPAL EQUALS NEW DONORS, MORE DOLLARS

CanadaHelps deployed PayPal during the holiday season, a hectic time in the charity world. However, it proved to be worth the effort. During a three-week period in December 2010, the organization saw



4,000 first-time donors pay their pledges using PayPal. Since these were first-time donors, Charters believes that PayPal likely led to a significant number of donations that wouldn't have otherwise occurred.

Charters said that 10 percent of all donations on CanadaHelps are now being facilitated by PayPal. "We're definitely seeing some new donors through PayPal," he added.

### **GROWING WITH PAYPAL**

CanadaHelps expects to take advantage of PayPal in new and exciting ways in the years to come. Charters thinks that the future of online charitable donations is mobile, and he believes that PayPal positions his organization to make the most of on-the-go giving.

"The challenge in the mobile space is payment," said Charters. "Too many clicks on a small screen can be frustrating. No one wants to enter 16 digits on their phones. If you pay with PayPal, on the other hand, it can be as simple as just a couple of quick taps, depending on the app. That matters, because when it comes to donations it's all about getting rid of potential barriers and making the process as painless as possible."

CanadaHelps is still examining mobile donation strategies, and Charters has been impressed by the unexpected ways in which PayPal has proved helpful in this area. "PayPal's people have gone the extra mile and connected us with other companies that they work with, including developers of mobile applications," he said. "They've already vetted these businesses, so we feel we can trust them."

Charters calls the relationship that PayPal has forged with his company "unique" in his experience. "We've got a really good feeling about the PayPal Canada team," he said. "I think they care about our business and our mission. We look forward to mutual and cooperative growth with PayPal."