

# CanadaHelps Information

www.canadahelps.org – Updated September 18, 2023

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*While written with communities of faith in mind, this document offers value to a much broader audience.  
Please take and use what makes sense for your own context.*

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CanadaHelps is a registered charity dedicated to increasing charitable giving across Canada; serving both donors and charities. It has received accreditation from Imagine Canada - a peer-reviewed Standards Program ensuring excellence in five key areas of operations: Board Governance; Financial Accountability and Transparency; Fundraising; Staff Management; and Volunteer Involvement.

CanadaHelps does not charge charities to open or maintain a CanadaHelps account. Fees are charged when donations are received.

## 1. Your Community of Faith is already on the CanadaHelps web-site.

ALL Canadian registered charities can be found by searching for their official CRA registered name, or city/town, on the CanadaHelps web-site. Although you do not have a registered account yet, anyone can already make a secure financial gift to your Community of Faith by credit card, or PayPal. You receive the gift when CanadaHelps mails you a cheque in 7-8 weeks. The donor receives a tax-credit receipt for their gift by email, immediately. However, for your Community of Faith to receive its gifts weekly by Electronic Funds Transfer directly into your bank account, you need to register your account.

## 2. You need to register and “Claim your profile”.

There are two registered account types: Charity Profile account and Full Fundraising account. Registering requires banking information (Account Number, Transit and Institution Code).

The FULL Fundraising Account is the better option than the basic Charity Profile Account as only the Full Fundraising account allows you to create a donate button and custom donation form for your web-site. You also get access to other fundraising tools not available with the Charity Profile account.

More detail on how to register are found at <https://charityhelp.canadahelps.org/en/articles/signing-up-for-a-charity-account/>. This page includes the link to Sign Up for a Full Fundraising account.

## 3. Customise your Profile page and set up your custom Donation form.

Your **Profile page** is where potential donors find out about you and why they should support you. It should be visually appealing and give concise information about your mission and how you are making a difference. You can upload pictures or short videos highlighting your work. Don't overdo it!

Information about your Profile page and how to customize it are found here <https://charityhelp.canadahelps.org/en/help-categories/profile/>

Your **custom Donation form** simplifies secure on-line gift giving for your donors, only giving options that apply to your context and highlighting your work. It can be embedded in your web-site for a seamless giving experience (and a fee reduction!). The donation form will always look great on computers, smartphones and tablets.

Adjust the donation pre-set options that suggest amounts to your donors, include short impact statements, add funds like Mission and Service, and more. Once a donation is complete, you can direct

the donor to your homepage, an information page, or a custom landing page you've created with a thank-you message. Both the Profile page and custom Donation form can be in French or English!

Learn how to customise your donation form here: <https://charityhelp.canadahelps.org/en/help-categories/customizable-donation-forms/>

#### 4. Put a *Donate Now* button on your website.

We recommend placing a donate button powered by CanadaHelps on the front page of your Community of Faith's website. Best practices are to put it as visibly as possible and to have the button coloured green. This will make it very easy for you to direct your members to a giving opportunity during worship, a study, or a meeting. Instructions to set up your Donate Now button are here:

<https://charityhelp.canadahelps.org/en/help-categories/embedding-your-donation-form/>

#### 5. The transaction fees are reasonable.

The transaction fee is deducted from the donation before being disbursed to you and covers all aspects of processing the transaction, including the credit card merchant rate, credit card transaction charge, reconciliation, receipting and disbursement-related costs.

Using your custom donation form, with your Full Fundraising account, rather than your CanadaHelps page reduces the transaction fee for one-time donations from 4% to 3.75%.

	<b>Fee for one-time donation</b>	<b>Fee for monthly recurring donations</b>
<b>No Account</b>	4%	3.5%
<b>Profile Account</b>	4%	3.5%
<b>Full Fundraising Account</b> <i>(when done through canadahelps.org)</i>	4%	3.5%
<b>Full Fundraising Account</b> <i>(when done through your donation form)</i>	<b>3.75%</b>	3.5%

#### 6. Tax Receipting

All donations made through CanadaHelps are receipted by CanadaHelps. This reduces the workload for your treasurer/envelope secretary. Donors can get their receipts any time from the CanadaHelps website. You can access basic donor information in order to thank your donors.

<https://charityhelp.canadahelps.org/en/articles/about-tax-receipting/>

#### 7. Other Significant Services. (no additional cost beyond the processing fee)

- **Separate ministry or project campaign funding:**

Create separate stand-alone campaign pages for specific fundraising projects to accept donations on-line and in-person. No swipe or processing machines needed.

- **Peer to Peer campaigns:**

Enable people to support your charity event through their own fundraising efforts. Everyone from corporate partners to individuals hosting fundraising occasions, like birthdays, weddings and memorials.

600 United Church congregations raised funds for their refugee sponsorship and other programs this way. Learn more here. <https://charityhelp.canadahelps.org/en/help-categories/peer-to-peer-fundraising-p2p/>

- **Ticketed Event Management:**

Whether or not it is a fundraising event, this powerful, all-in-one events management platform makes it easy to create beautiful, branded event pages, sell tickets and manage attendees for events of any size. Here are the details: <https://charityhelp.canadahelps.org/en/help-categories/ticketed-events/>

## 8. Sharing your charity profile data with third parties.

In order to promote charitable giving in Canada, CanadaHelps partners with trusted third party for-profit organisations such as employee giving platforms, technology companies and e-commerce sites that offer charitable giving as part of their service offerings, funeral homes offering online charitable giving in memory of loved ones, and more.

Unless you choose to opt out, some of the information you choose to post on your Community of Faith's Charity Profile page may be shared with organisations that may be interested in making a gift to you. This information may include your logo, any descriptions you've added, or other content you posted.

Please be sure that you take all necessary precautions when posting information about your Community of Faith on-line. Always assume it is public. Always attain permission from any people in the pictures you post and the photographer who took the picture. Always get permission to post any quotes or personal stories you use.

You can **opt out** of this program by managing your "Content Sharing" setting within your Charity Account. Learn more about how you can opt out of sharing your copyrighted content with these trusted third parties. <https://charityhelp.canadahelps.org/en/articles/does-canadahelps-share-charity-data-with-third-parties/>

## 9. Training & Education.

As communities of faith begin to think of themselves as part of the larger charitable sector in Canada, there is much learning to do. Take advantage of free charity training webinars, and white papers to advance your digital fundraising skills, here:

<https://www.canadahelps.org/en/for-charities/white-papers/>

<https://www.canadahelps.org/en/for-charities/webinars/>

## 10. Help! and Support.

CanadaHelps has a fully trained support team to help with your set-up and answer your questions. You can access the FAQ knowledge base here: <http://charityhelp.canadahelps.org/>

To contact them directly:

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info@canadahelps.org

- (416) 628-6948 (Toronto Area)
  - (877) 755-1595 (toll-free in North America)
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