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CanadaHelps Supports Your Parish: Here's How

www.canadahelps.org

CanadaHelps is a registered charity dedicated to increasing charitable giving across Canada. It serves 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 an account

1. Your community of faith is already on the CanadaHelps website.

All Canadian registered charities can be found by searching for their official CRA-registered name, or city/town, on the CanadaHelps website. 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 after the gift was made. The donor receives a tax-credit receipt for their gift by e-mail immediately.



For your community of faith to receive its gifts weekly by electronic funds transfer directly into your bank account, you need to “Claim your Profile”.

2. How to “Claim your profile”

It is a benefit to your parish to “Claim your Profile”. To claim your page [visit CanadaHelps here](#).

There are two registered account types: Charity Profile account and Full Fundraising account. Registering requires banking information (account number, transit, and institution code, and a signature).

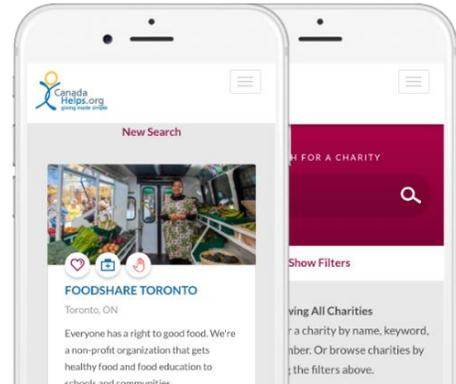
The Full Fundraising Account is the better option than the basic Charity Profile Account. The Full Fundraising Account allows you to create a donate button and custom donation form for your website. You also get access to other fundraising tools not available with the Charity Profile account.

More details on the two account types are found at [CanadaHelps' Our Offerings at a Glance](#) page.

3. Customize your Profile page and set up your custom donation form.

Your Profile page is where potential donors find out about you and what impact their gift will make. 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!

Your custom donation form simplifies secure online gift giving for your donors. It can be embedded in your website for a seamless giving experience (and a fee reduction). The donation form will always look great on computers, smartphones, and tablets – it is mobile optimized.



When creating your donation form you can adjust the donation pre-set options that suggest amounts to your donors. It is recommended that you also choose to use the Smart Sums (Smart Sums is a unique algorithm which automatically generates and continually adapts suggested donation amounts based on past amounts given, seasonal variances and pattern of gift sizes made to your charity and charities like yours.) You can also add funds to match your church context, such as Mission & Service, General - Area of Greatest Need, Refugee Sponsorship, and more.

Once a donation is complete, you can choose to re-direct the donor to your homepage, an information page, or a custom landing page you've created with a thank-you message.

You can also create an immediate message of thanks that the giver will receive along with their tax receipt. This is all done instantaneously.

[Learn more about Donation forms at CanadaHelps' here.](#)

4. Put a "Donate" 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 brightly coloured. If possible, it is good to have it at the top right of the page. This will make it very easy for you to direct your members to a giving opportunity during worship, a study, or a meeting.



5. The transaction fees are reasonable.

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

It is important to note that, 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%.

Services and associated fees, including credit card, bank, and brokerage costs as of June 2021:

- Customizable Donation Forms (CDF) 3.75%
- Ticketed events management 5.0%
- Peer-to-Peer social fundraising (P2P) 5.5%
- Security donations 2.0-3.0% (a reduced fee for larger gifts)
- One-time donations from your charity profile 4.0%
- All monthly donations (including CDF, charity profile, and P2P) 3.5%

6. Other significant services (no additional cost beyond the processing fee)

Peer-to-peer campaigns

Enable people to support your charity event through their own fundraising efforts. Everyone from corporate partners to individuals are hosting fundraising occasions like birthdays, weddings, and memorials. For instance, if your church is raising money for a special outreach ministry such as Truth and Reconciliation work, St. Mathew's House, or PWRDF, peer-to-peer is a wonderful way to get the community involved beyond parishioners. [Learn more on CanadaHelps' Peer-to-peer social fundraising page.](#)

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. Again, CanadaHelps does the receipting for you. You simply set up how the ticket purchaser is receipted – be that a receipt for a ticket, a donation receipt as there is no advantage to the event, or a split receipt between the advantage and the charitable portion. [Learn more about CanadaHelps' Ticketed events platform page.](#)



The information in this document is current as of June 2021. Please contact Gillian Doucet Campbell, Director of Stewardship and Development with any questions at gillian.dc@niagaraanglican.ca

7. Sharing your charity profile data with third parties

To promote charitable giving in Canada, CanadaHelps partners with trusted third-party for-profit organizations 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 church's Charity Profile page may be shared with organizations 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've posted.

Please be sure to take all necessary precautions when posting information about your community of faith online. Always assume it is public. Always obtain permission from any people in the pictures you post and the photographer who took the pictures. 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. [Read the Help Portal article](#) to learn more about how you can opt out of sharing your copyrighted content with these trusted third parties.

8. Training and 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 CanadaHelps charity training webinars and educational resources to advance your digital fundraising skills.



[Educational Resources](#)

[CanadaHelps Webinars](#)

9. Help and support

CanadaHelps has a fully trained support team to help with your setup and answer your questions.

To contact them directly:

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

info@canadahelps.org

You are also welcomed to connect with Lucas Froese who works at CanadaHelps specifically with churches. His email is: lucasf@canadahelps.org

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