

# How to Strengthen Your Fundraising Mix for Long-Term Resilience



**Speaker:**



Denis Romanov  
Digital Specialist, Charity Success

# Land Acknowledgement

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.



Image source: #BeadYourProvince, Kooteen Creations

# About CanadaHelps

- **Our mission:** Our mission is to spark generosity that powers positive change.
- **Our vision:** Our vision is a world where everyone can thrive.
- **For Canadians,** CanadaHelps.org, provides a trusted one-stop destination for making donations, fundraising, or learning about any charity in Canada.
- **For Canada's 86,000 charities,** we also develop affordable fundraising technology and provide free training and education for charities so that all charities have the capacity to increase their impact and succeed in the digital age.
- Since 2000, more than 5 million Canadians have donated over \$3.6 billion to charities using CanadaHelps.





# Have a Question?

- You can hear us, but we can't hear you.
- Have questions or technical difficulties? Type them into the Questions Log at any time.



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We'll also **email you a recording** following the webinar to watch the presentation on demand.

# About the Speaker



**Denis Romanov**

**Digital Specialist, Charity Success | CanadaHelps**

Since joining CanadaHelps in 2018, Denis has been fortunate to work with hundreds of Canadian charities of varying sizes and missions.

Relying on his experience with digital fundraising tools and understanding of charities' needs, Denis is passionate about helping charities advance and succeed in the digital age.

# Agenda

*Objective: provide an introduction to diversifying revenue and lay out actionable steps for you to take your fundraising to the next level.*

1. What is a strong fundraising mix in 2025?
2. Imaginary charity case study
3. Donation Forms
4. How to build a strong Ways to Give page
5. Get creative: Peer-to-Peer Fundraising
6. Other ways to diversify revenue
7. Useful resources & materials





# What is a strong fundraising mix in 2025?

## 1. Diverse & Balanced

Includes multiple revenue streams to mitigate risk. Supports both operational flexibility & services/programming.

## 2. Mission-aligned

Aligned with your mission & capacity. Fundraising ≠ "one size fits all", choose what's right for you.

## 3. Flexible

When unexpected events, like postal strikes or grants running low, happen, your charity is ready.

## 4. Donor-centric & Engaging

Offers donors easy and meaningful ways to support and get involved with your charity.

## 5. Tech-forward

Optimized online experience for donors to reduce friction & increase retention and conversion.

## 6. Sustainable

Includes a strong monthly donor program or other form of recurring giving that provides predictable revenue.

# Imaginary Charity Case Study

**Charity:** Toronto Furry Friends Rescue

**Mission:** To rescue, rehabilitate, and rehome abandoned and neglected animals in GTA, while promoting responsible pet ownership through education and outreach.

**Total Revenue:** \$500,000 per year



Revenue Source	% of Annual Revenue	Details
Monthly Giving	30%	Monthly giving program “Guardian Angels” with meaningful impact stories and retention incentives.
Digital Fundraising (One-time)	15%	Email campaigns, Instagram pet adoption stories, which are perfect for donor engagement.
3rd Party Fundraisers, Peer-to-Peer & Events	15%	Personal fundraisers, “Walk for Furry Friends” spring challenge, virtual “Cutest Rescue” Contest.
Grants & Foundations	18%	Funding from foundations, humane societies, and PetSmart Charities.
Corporate Partnerships	10%	Local pet stores and vet clinics sponsor events and donate supplies.
Major Gifts & Legacy	10%	20+ long-time donors and an active legacy program promoted via newsletters.
Merch sales	2%	Pet merchandise (leashes, collars, branded hoodies) sold online and at events.

# Imaginary Charity Case Study

**Assessment:** This hypothetical scenario illustrates how “putting eggs in different baskets” could be beneficial.

Toronto Furry Friends Rescue’s fundraising mix is diverse, emotionally compelling, and aligned with their mission and audience. They balance operational funding needs (via reliable recurring donors) with building community and increasing visibility (through their annual events, fundraisers and merch sale). Their work with major donors and potential legacy donors ensures long-term sustainability. If any one of these streams stalls, they still have a reliable backup.

# Fundraising Mix Self-Assessment

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- 1. **Diversified Revenue.** We have a minimum of 3-5 revenue streams (e.g. individual giving, grants, events, corporate, legacy giving).
- 2. **Recurring Giving.** We have an active monthly donor program or other form of recurring giving that ensures predictable income.
- 3. **Digital Fundraising.** We run email and social media fundraising campaigns regularly with strong engagement.
- 4. **Online Best Practices.** Our website and donation pages are mobile-optimized, easy to use and yield high engagement and donor conversion.
- 5. **Community-Driven Giving.** We run peer-to-peer campaigns, promote third-party fundraising and/or have volunteer-led fundraising.
- 6. **Adaptability.** Our fundraising strategy can adapt to unexpected events, economic shifts or donor trends (e.g., postal strikes or sudden drop in grants).
- 7. **Major Donor & Legacy Program.** We have a pipeline of major donors with regular stewardship and relationship-building activities.
- 8. **Earned Income.** We generate some revenue from goods, services, or events (e.g., ticket sales, auctions, merchandise, workshops).

**How can you start  
strengthening your  
fundraising today?**

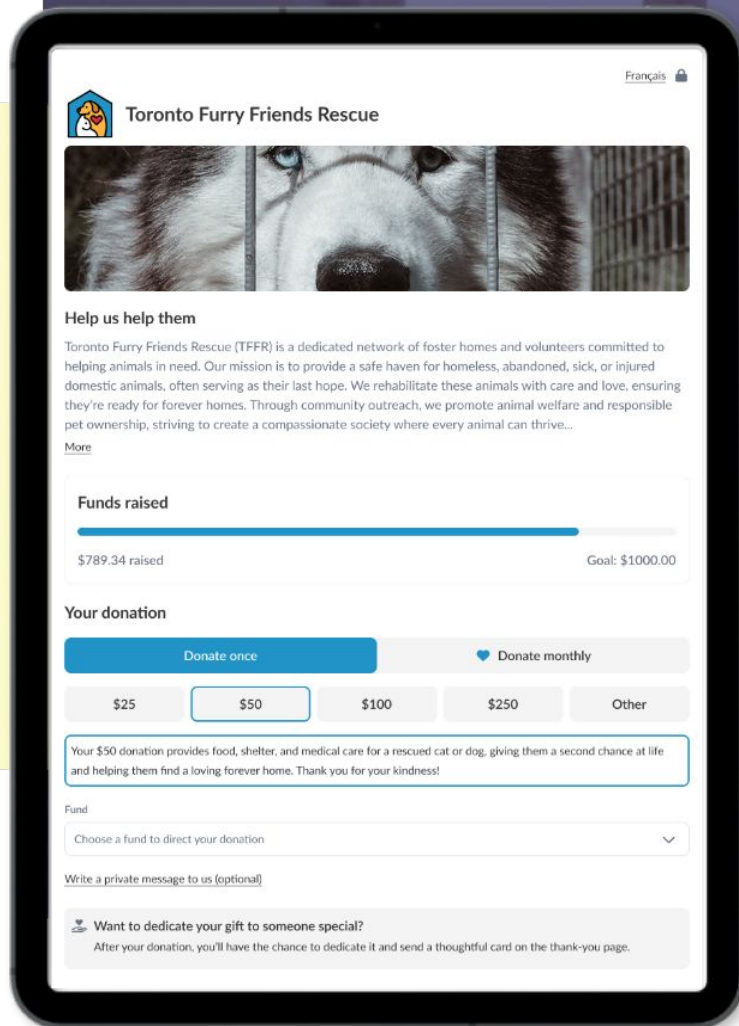


# Donation Forms

[CanadaHelps Donation Forms](#) are the one **most versatile and easy-to-use tool** available in your CanadaHelps fundraising toolkit. **No coding skills required** – with just a few clicks you can create a secure, mobile-optimized donation page and add it to your website.

## What's new:

- A clean, modern design on full forms
- Customizable banners and thank-you pages
- Smarter tribute gift options
- 11% faster donor conversion
- 12% one-time donation amount increase



**Toronto Furry Friends Rescue**

Help us help them

Toronto Furry Friends Rescue (TFFR) is a dedicated network of foster homes and volunteers committed to helping animals in need. Our mission is to provide a safe haven for homeless, abandoned, sick, or injured domestic animals, often serving as their last hope. We rehabilitate these animals with care and love, ensuring they're ready for forever homes. Through community outreach, we promote animal welfare and responsible pet ownership, striving to create a compassionate society where every animal can thrive...

More

**Funds raised**

\$789.34 raised Goal: \$1000.00

**Your donation**

☒ Donate once ☐ Donate monthly

☐ \$25 ☒ \$50 ☐ \$100 ☐ \$250 ☐ Other

Your \$50 donation provides food, shelter, and medical care for a rescued cat or dog, giving them a second chance at life and helping them find a loving forever home. Thank you for your kindness!

Fund

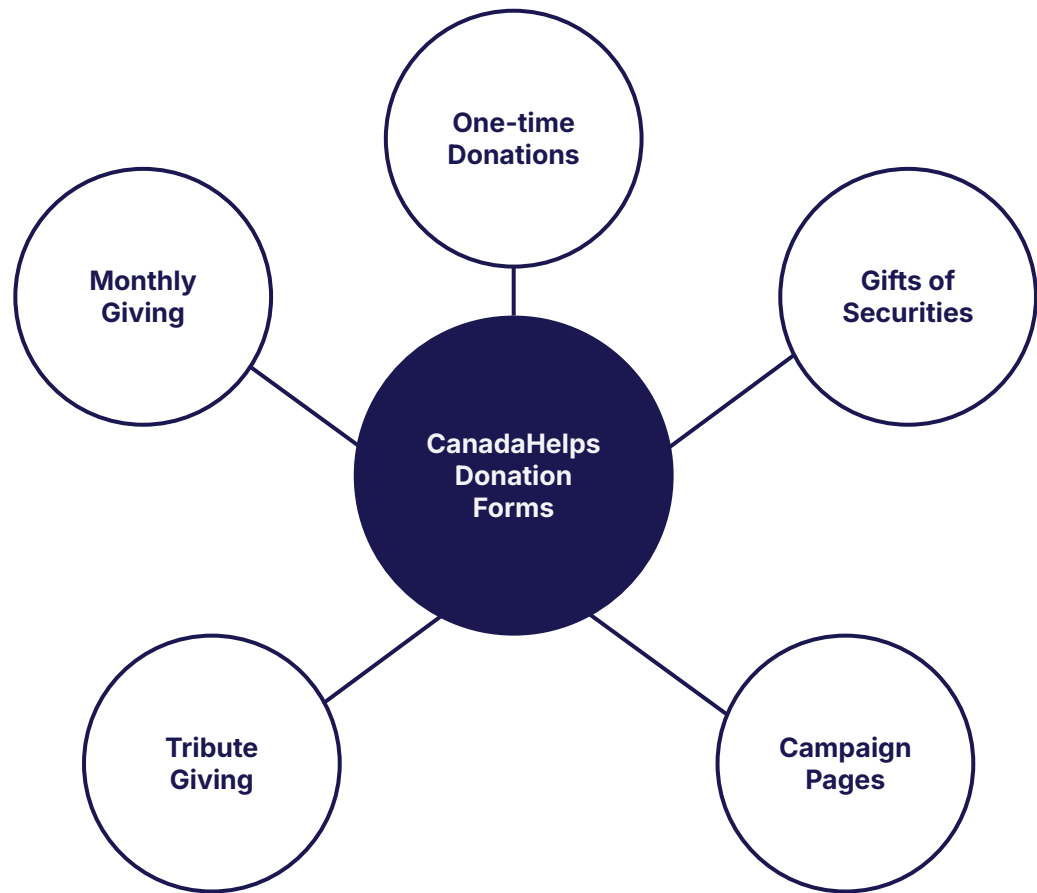
Choose a fund to direct your donation

Write a private message to us (optional)

☐ Want to dedicate your gift to someone special?  
After your donation, you'll have the chance to dedicate it and send a thoughtful card on the thank-you page.


# Donation Forms

- ✓ Accept all major payment options
- ✓ Create unlimited forms and organize them on the *Ways to Give* page on your website
- ✓ Customize the forms with your brand colours, banner, eCards + preset donation amounts
- ✓ Set up automatic thank you messages, so that your donors are instantly acknowledged
- ✓ Enable Cover-the-Fees option to allow donors to direct the whole amount of their gift to your charity




# Donation Forms

- Our research shows that charities with 2-3 Donation Forms earn 2.5x more revenue annually.
- A well-organized *Ways to Give* page will help donors navigate the different ways they can support your charity and choose an option that works best for them.

 Moorelands Kids


ABOUT PROGRAMS GET INVOLVED NEWS & EVENTS [DONATE NOW](#)

### I'D LIKE TO...




**MAKE A ONE TIME DONATION**  
Donate through our secure online payment portal here. You can also opt to make a Tribute Donation through this page

[One Time Donation](#)




**BECOME A MONTHLY DONOR**  
Join Moorelands Monthly! Support us with an amount of your choosing every month, automatically charged to your credit card or set up as a direct deposit.

[Monthly Donations](#)




**GIVE A GIFT OF SECURITIES**  
Gift any publicly listed securities to Moorelands Kids and minimize your taxes this year.

[Gifts of Securities](#)




**BECOME A FUNDRAISER**  
Become a community leader and fundraise on behalf of Moorelands Kids.

[Fundraise For Us](#)



**DONATE SUPPLIES**  
If you would like to donate supplies for Moorelands Kids' programs, please see our list of supplies needed here.

[Donate Supplies](#)




**MAKE A LEGACY GIFT**  
Consider making Moorelands Kids part of your legacy with Bequests, Charitable Gift Annuities, Charitable Remainder Trusts, Gifts of Life Insurance or Real Property.

[Make a Legacy Gift](#)

Source: [Moorelands Kids](#)



# Donation Form: Monthly

 Kids Eat Smart Foundation

HomeAbout UsKES ClubsWays to GiveContact UsDonate Now

Donate onceDonate monthly


\$20\$50\$100\$200Other

Will give 10 children breakfast for one week.

Fund\*

Choose a fund to direct your donation

Write a private message to us (optional)

 Want to dedicate your gift to someone special?


☐ Yes, I want to dedicate my donation

Your details


Tell us a bit about yourself so we can send your tax receipt.

PersonalCorporate


Email Address\*

 Enter your email address

First Name\*

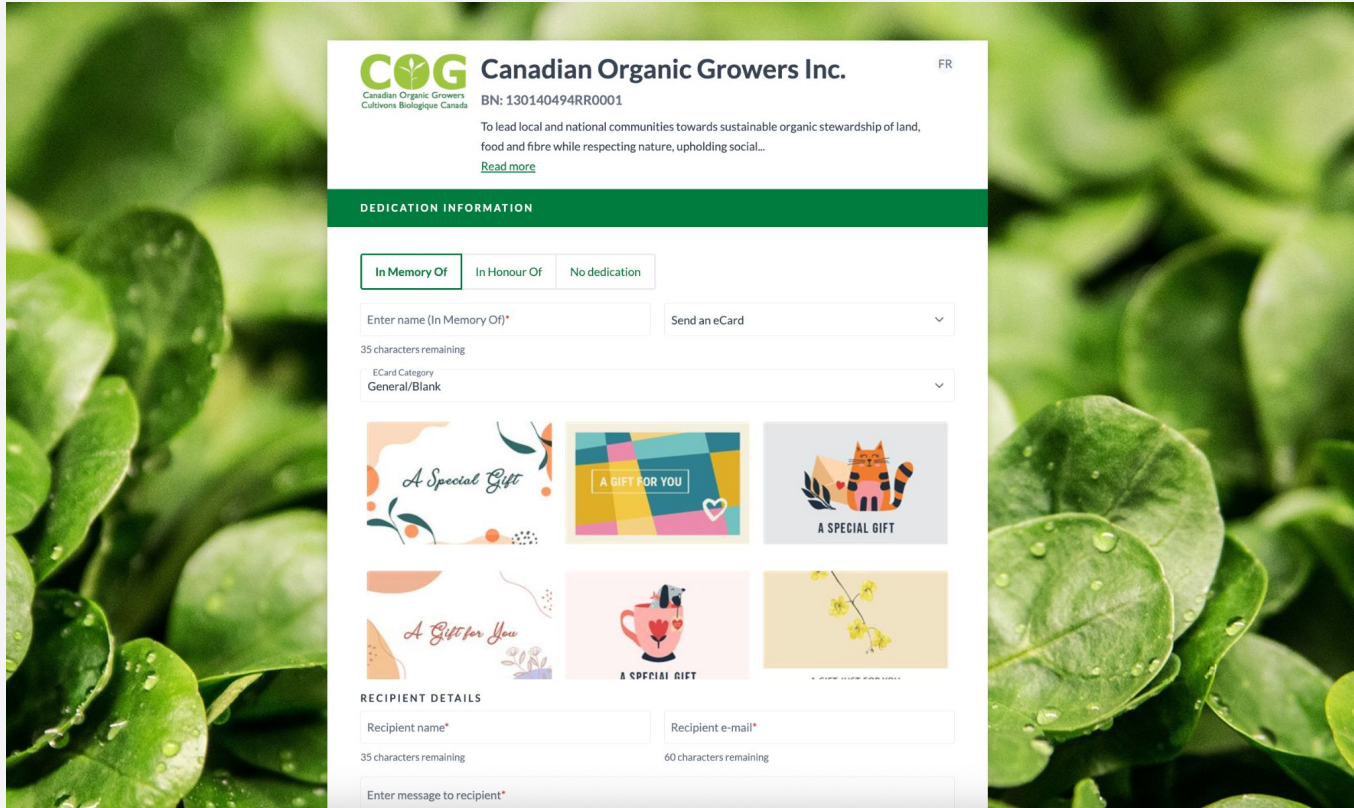
 Enter your first name

Last Name\*

 Enter your last name

Source: [Kids Eat Smart Foundation](#)

# Donation Form: Tribute



The screenshot shows a web form for Canadian Organic Growers Inc. (COG) with a green header and a background of green leaves. The form is titled 'DEDICATION INFORMATION' and includes fields for name, eCard category, and recipient details. It also features a grid of six eCard templates.

**COG** Canadian Organic Growers Inc. FR  
Canadian Organic Growers / Cultivateurs Biologiques Canada  
BN: 130140494RR0001

To lead local and national communities towards sustainable organic stewardship of land, food and fibre while respecting nature, upholding social...  
[Read more](#)

**DEDICATION INFORMATION**

☒ In Memory Of ☐ In Honour Of ☐ No dedication

Enter name (In Memory Of)\* Send an eCard

35 characters remaining

ECard Category  
General/Blank

*A Special Gift*  
*A GIFT FOR YOU*  
*A SPECIAL GIFT*  
*A Gift for You*  
*A SPECIAL GIFT*

**RECIPIENT DETAILS**


Recipient name\* Recipient e-mail\*

35 characters remaining 60 characters remaining

Enter message to recipient\*

Source: [Canadian Organic Growers](#)

# Donation Form: Securities



Indigenous  
Stewardship  
Fund

HomeAboutProgramsNewsEventsGalleryContactDonate

🔍 in @ 📺

Donate Securities/Mutual Fund

You are here: Home / Donate / Donate Securities/Mutual Fund

Donate Securities

A donation of securities or mutual funds is the most efficient way to give charitably. Since capital gains taxes don't apply, our charity receives the full fair market value when the security is sold, and you get a tax receipt which reflects your larger contribution. This allows you to give more and get more.

[Learn how it works](#)

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DONATION DETAILS

SECURITIES

MUTUAL FUNDS

Name/Description of security\*

Stock/Ticker symbol

Investment management

I use a self-directed online investment platform

Investment platform\*

Account number

NUMBER OF SHARES

Source: [Indigenous Stewardship Fund](#)

# Donation Form: Securities

- **No Barrier to Entry.** Contrary to the belief that accepting gifts of securities has to be complicated, with CanadaHelps you don't need to worry about having a brokerage account. CanadaHelps handles the sale of securities, issues the tax receipts and transfers the funds into your account.
- **Opportunity to Educate Donors** that they can indeed donate securities to your charity.
- **High Value Revenue Stream.** The average securities gift through CanadaHelps is **\$7,815**.
- **Win-Win For Charity and Donors.** Donors avoid capital gains tax and your charity receives the full fair market value.
- **Rapidly Growing Donation Method.** Between 2018 and 2024, the value of securities donated annually in Canada has increased 5x: from \$11.5 million in 2018 to **\$57.6 million** in 2024.
- **Simple Setup.** A securities donation form is already available in your CanadaHelps account. Simply add your branding and embed it on your website.

# Ways to Give

## HOW TO CREATE A STRONG WAYS TO GIVE PAGE

(a.k.a. "Get Involved", "Support Us", "How You Can Help")

**Step 1.** Create donation forms for any of the online giving options you're offering (one-time, monthly, tribute, securities).

**Step 2.** Build pages for each donation option on your website and embed or link your donation forms. [Help article with instructions how to link or embed your forms.](#)

## Ways To Give

There are many ways you can support Sistema Toronto. Whether you would like to make a one-time donation, join our monthly giving program, or throw a fundraising event, your donation will make an important impact on children and families in need.



### Make a One-Time or Monthly Donation

Your gift will provide an underprivileged child and their family with a life-changing opportunity. Thank you for your support!

[Donate Now](#)



### Corporate Partnerships

By partnering with Sistema Toronto, your company can show its commitment to building stronger communities and visibly align itself with a movement that helps kids reach their full potential.

[Partner With Us](#)



### Gifts In-Kind

Non-monetary gifts can make a huge difference to Sistema Toronto. Donating musical instruments, classroom supplies, or warm clothes help us provide the best possible learning experience to students.

[Give A Gift](#)



### Host An Event

Hosting an event is a fun way to get involved in your community! Use your next concert, special event, party, or garage sale as a way to fundraise for Sistema Toronto and raise awareness about our program.

[Host An Event](#)



### Volunteer With Sistema Toronto

You can support Sistema Toronto by volunteering your services.

[Volunteer](#)



### Honour Someone Special

Celebrate an occasion, milestone, friends or family by donating to Sistema Toronto. Your gift is a life-changing gesture for a Sistema Toronto student and their family.

[Learn More](#)



### Stocks & Securities

A donation of publicly traded securities is one of the easiest and most effective ways to support Sistema Toronto.

[Learn More](#)



### Build A Legacy

Create long-lasting change in your community with a legacy gift to Sistema Toronto.

[Learn More](#)

Source: [Sistema Toronto](#)

# Ways to Give

## HOW TO CREATE A STRONG WAYS TO GIVE PAGE:

**Step 3.** Aside from your online donation forms, consider adding the following options to diversify your mix, depending on whether they align with your mission and capacity:

- Planned (Legacy) Giving
- Corporate Partnerships
- Organize a fundraiser/Host an event
- Gifts in-kind
- Become a volunteer
- [Donate a car](#)

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[Learn More](#)

Source: [Sistema Toronto](#)

# Ways to Give

## HOW TO CREATE A STRONG WAYS TO GIVE PAGE:

### Tips:

- Make sure your Donate buttons contrast with the rest of the text
- Complete the page with branded images and/or icons for better engagement
- A strong Ways to Give page provides flexible options for **all** of your donors

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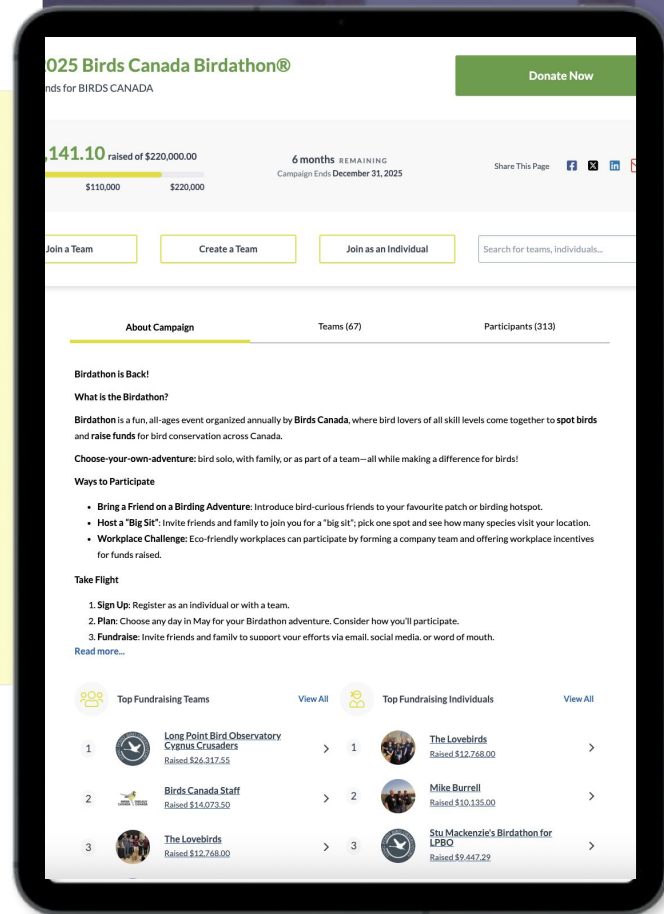


# Peer-to-Peer FUNdraising

With the warm season upon us, we're starting to see **walkathons, running races and team sporting events** happen in our cities and neighbourhoods. Some of these activities and outside events are part of [peer-to-peer \(P2P\) charity fundraising campaigns](#).

If you are looking to diversify your fundraising streams and acquire new donors, peer-to-peer fundraising is a powerful fundraising solution to explore.

**Good news:** CanadaHelps P2P Platform has **no set-up fee** and **no minimum amount required**. Safe option if you run a P2P for the first time.



Example: [Birds Canada](#)

# Peer-to-Peer FUNdraising

## How does it work?

1. Charities set up an online P2P page in CanadaHelps account. Usually, but not always, it's a social event, like **a walk-a-thon, bowl-a-thon, golf tournament**, etc. – **get creative!**
2. Supporters join your campaign as individuals or teams, each with their own customizable fundraising page.
3. They share their pages with friends, family, and colleagues, who donate to the page and therefore – your charity.
4. Unlike traditional crowdfunding, P2P campaigns are decentralized. Each participant fundraises through their own page connected to your main campaign goal.

# Peer-to-Peer FUNdraising

## Why try P2P?

### 1. Grow your donor base & expand your reach

- 80% of P2P donors are new to the charity and donate to support their family member, friend, or colleague.
- The conversion rate for donors is 71% for P2P vs. 22% for direct asks!

### 2. Build Super Supporters

- P2P helps develop your donors into super supporters through participating in a fun challenge.
- Use the campaign to identify and cultivate your long-term champions.

### 3. Engage Younger Donors

- Millennials & Gen Z love shareable, social ways to give.
- Only 22% of charities have a strategy to engage them.

### 4. Diversify your fundraising portfolio

- Since 2024, P2P fundraising has experienced a resurgence, returning to pre-pandemic success levels.
- On average, charities raise \$12,870 during a P2P fundraising campaign.

# Other Ideas to Diversify Revenue

- ❖ Engage with your supporters to encourage **Third-Party Fundraisers** (birthdays, weddings, personal challenges) through [CanadaHelps donor fundraising pages](#).
- ❖ Run a charitable **Event** to generate earned income (gala, tournament, film screening, auction, etc.) with [CanadaHelps Ticketed Events](#). Accept donations at event with QR codes bringing donors to your **Donation Form**.
- ❖ Explore opportunities for building a **Planned (Legacy) Giving** program. Make sure to add the option to your *Ways to Give* page, educate your donors about bequests and develop communication around the program.

**Thank you!**

# Useful Resources & Materials

1. [Diversifying Your Fundraising in Uncertain Times](#) (Blog post)
2. [The Giving Report 2025](#)
3. [Donations of Securities](#) (White Paper)
4. [How to create and share a Securities Donation Form](#) (Help Article)
5. [How to create a Donation Form for One-time, Monthly or Tribute gifts](#) (Help Article)
6. [Why your charity should plan a Peer-to-Peer \(P2P\) fundraising campaign this summer](#) (Blog Post)

# Fundraising Mix Self-Assessment

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- 1. **Diversified Revenue.** We have a minimum of 3-5 revenue streams (e.g. individual giving, grants, events, corporate, legacy giving).
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# Generosity is right here.



@CanadaHelps