



Tapping into Monthly Giving Momentum

SPEAKERS:

JULIE FIORINI

GENERAL MANAGER, CHARITY AND DONOR SERVICES AT CANADAHELPS

ANDREA THOMPSON

DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS AT FOODSHARETO

TIFFANY TRINIDAD

DEVELOPMENT MANAGER AT FOODSHARETO



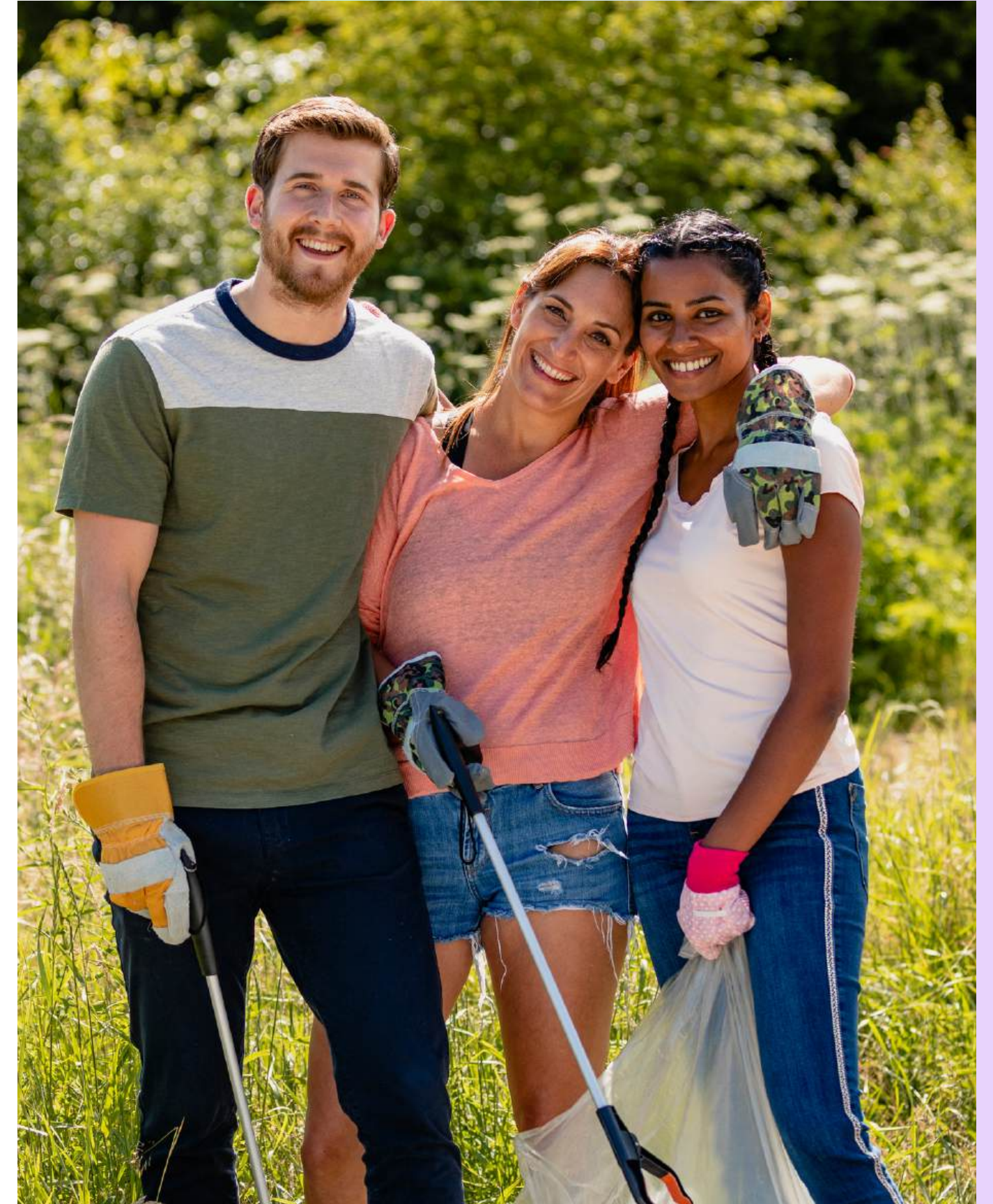
Land Acknowledgement



Source: #BeadYourProvince, Kooteen Creations

About CanadaHelps

- CanadaHelps is a charity increasing giving in Canada through technology.
- **For Canadians**, CanadaHelps.org, provides a trusted one-stop destination for making donations, fundraising, or learning about any charity in Canada.
- **For Canada's 85,000 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 \$3.7 billion to charities using CanadaHelps.





Got A Question?

- Type your questions in at anytime for Q&A Session at the end
- A recording and the slidedeck will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.

About The Presenters



Julie Fiorini

CanadaHelps, General Manager, Charity and Donor Services

Julie has 20+ years of experience in digital marketing, charitable fundraising and donor relations. At CanadaHelps, she oversees both charity and donor services, ensuring that donors experience seamless, secure giving and charities have access to powerful, easy-to-use online fundraising tools.



Andrea Thompson

FoodShare, Director of Communications and Development

Andrea is a seasoned nonprofit leader with over 15 years of experience in media, marketing, and advocacy at home in Canada and abroad in Rwanda and South Africa. Andrea leverages her experience as a storyteller to their work in fund development, stewardship and external relations.



Tiffany Trinidad

FoodShare, Senior Coordinator of Individual Giving

Tiffany is a strategic fundraising professional with a background in marketing and over 8 years of experience working with charities across Canada in the fields of environment, humanitarian aid, education and health.



Agenda

- Trends We See In Monthly Giving
- FoodShareTO Insights On Growing Monthly Donors
- Q&A

Trends in Monthly Giving

Monthly giving reached **\$86.9 million in 2024**, or about **\$7.2 million per month**, up **9% from 2023**.

Monthly giving accounted for **18% of donations** processed through CanadaHelps in 2024. This was a new high - though only modestly higher than 16% in 2018.

Source: [The Giving Report 2025](#), Trends in Charitable Giving



GivingTuesday is Coming

December 2nd, 2025

In 2022 and 2023, 12% of recurring gifts were started on GivingTuesday itself.



Source: GivingTuesday - Making the Case for GivingTuesday.

The Importance Of Monthly Giving

Monthly donors give



as much as one-time donors each year.

Monthly donors are



more likely than a one-time donor to stick around for **at least three years.**

The Importance Of Monthly Giving



Monthly giving **increases annual income** by converting small one-time gifts to ongoing contributions.



Monthly giving **improves donor retention** because, on average, monthly donors give for five to seven years, instead of just once and then not again at all.



Monthly giving means sending fewer solicitations, and online Monthly giving means no postage at all, helping you **save on fundraising costs**.



Monthly giving helps your organization **attain predictable income** so you can focus more on long-term programming and worry less about cash flow.



LEARNINGS ON MONTHLY GIVING

x Andrea Thompson and Tiffany Trinidad

**Storytelling and metrics of our
continuing shift from crisis mode to
sustainable community connection**





the stories

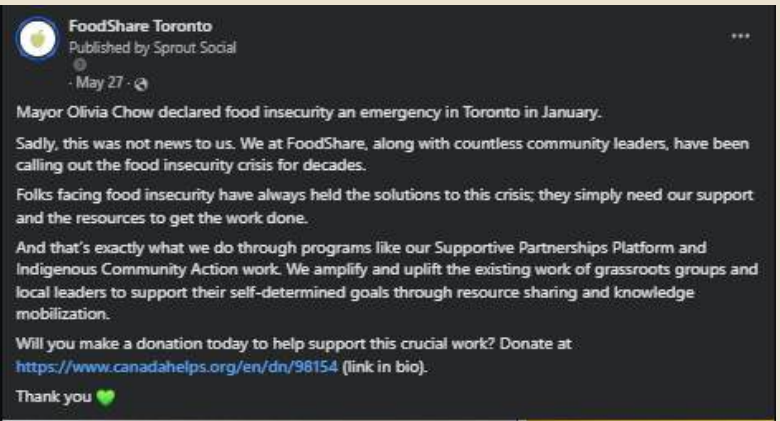
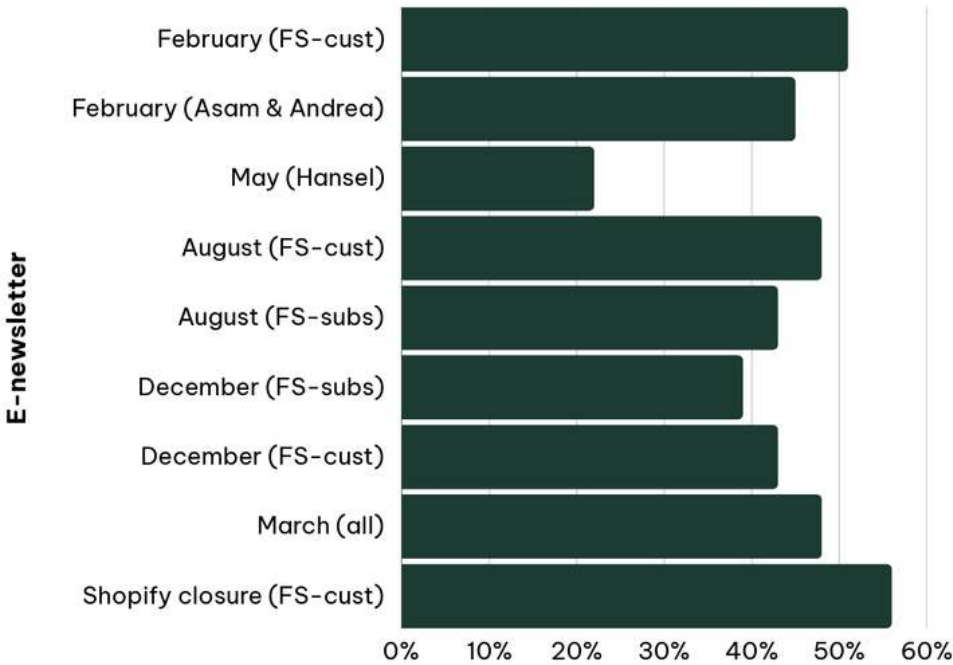




key messaging

Data driven storytelling
Power in proximity
Impact that balances dignity and joy

E-news Open Rate (OR) 2023-2024



pantry, family cooking programs, youth food and medicine growing, all of which address historic food injustice and contribute to greater food access.

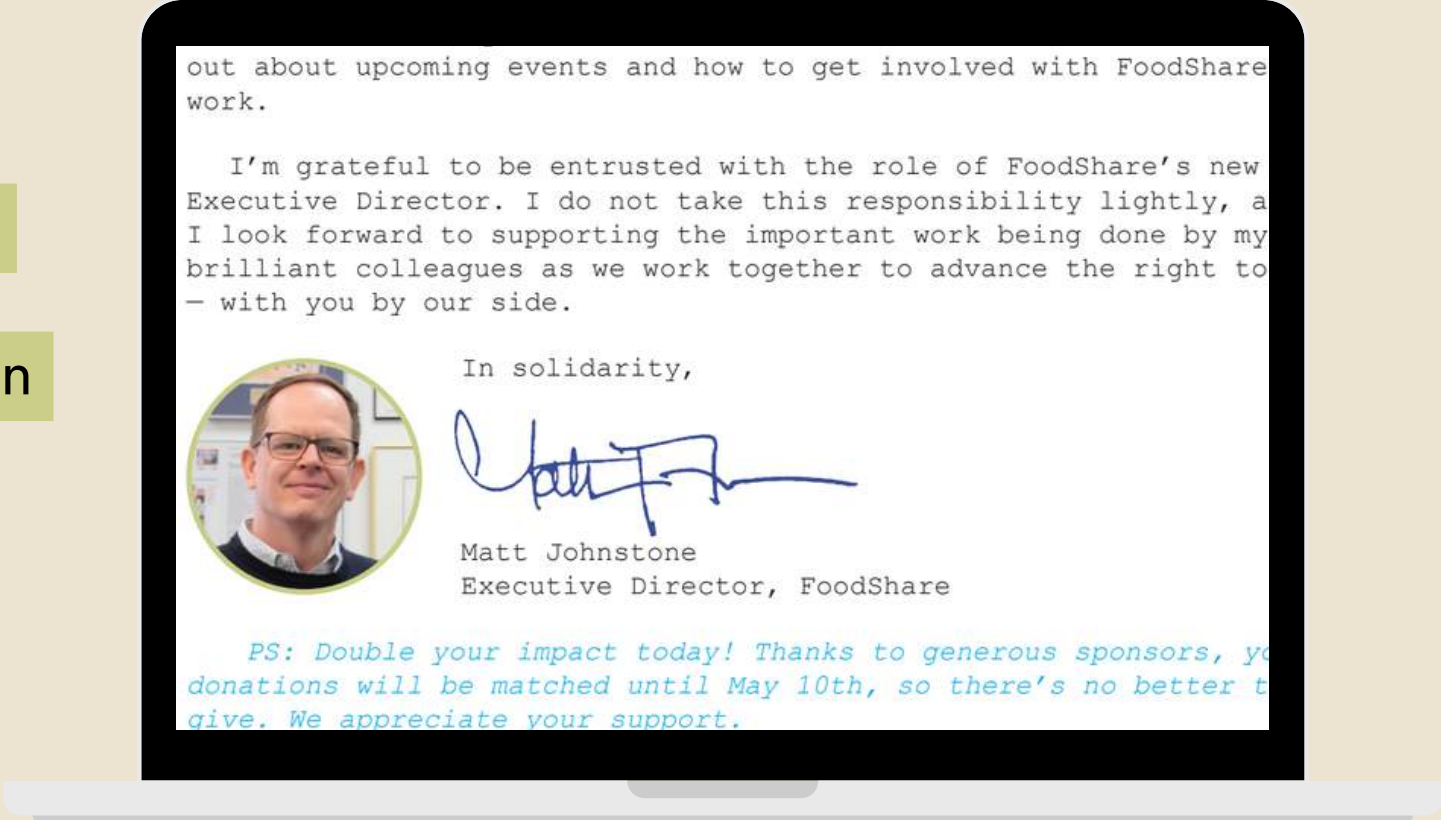
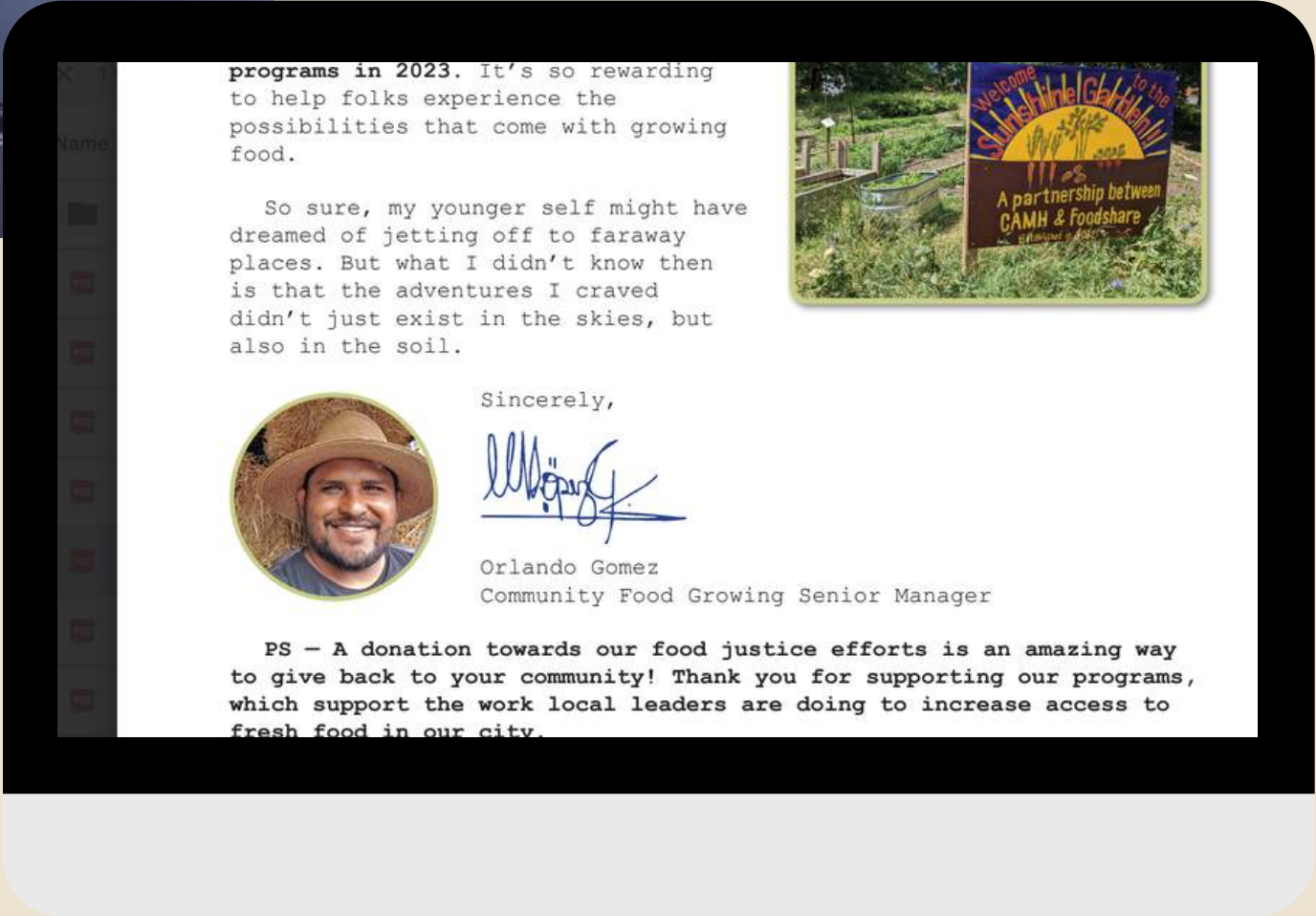
Can you commit to a monthly contribution of \$x, \$xx, \$xxx or \$xxxx to support the essential work community leaders are doing to ensure Indigenous elders have access to fresh food with dignity?

Thank you so much for anything you're able to give.



tactics

Reaching out from a range of voices
Sharing useful tools and resources
Creating opportunities to take action



channels

Community need = collective impact

Dynamic digital storytelling

Developing and deepening relationships



giving tuesday

Donate this Giving Tuesday to support community-led initiatives and help advance food justice across our city!

Thank you for standing with FoodShare

ON THE
Pos
An
dec
hydro fields

s are
b's

Under the transmission towers of Malvern and Flemington Park, Indigenous agricultural knowledge is being shared with communities that need fresh food

Ways to support FoodShare



Become a monthly donor

Contribute to FoodShare through a monthly pre-authorized deduction from your bank account or credit card. Even a modest amount per month supports us to deliver sustainable programming.

[Sign up as a monthly donor.](#)



Host a fundraiser

Activate your community by planning an event and committing a portion of proceeds or ticket sales to food justice by donating to FoodShare.

It's easy to get started with our [How To Guide](#).



Make an in-kind donation

We hold an [annual silent auction](#) as well as staff wellness giveaways throughout the year. We love to offer exciting prizes and experiences from local businesses as much as possible.

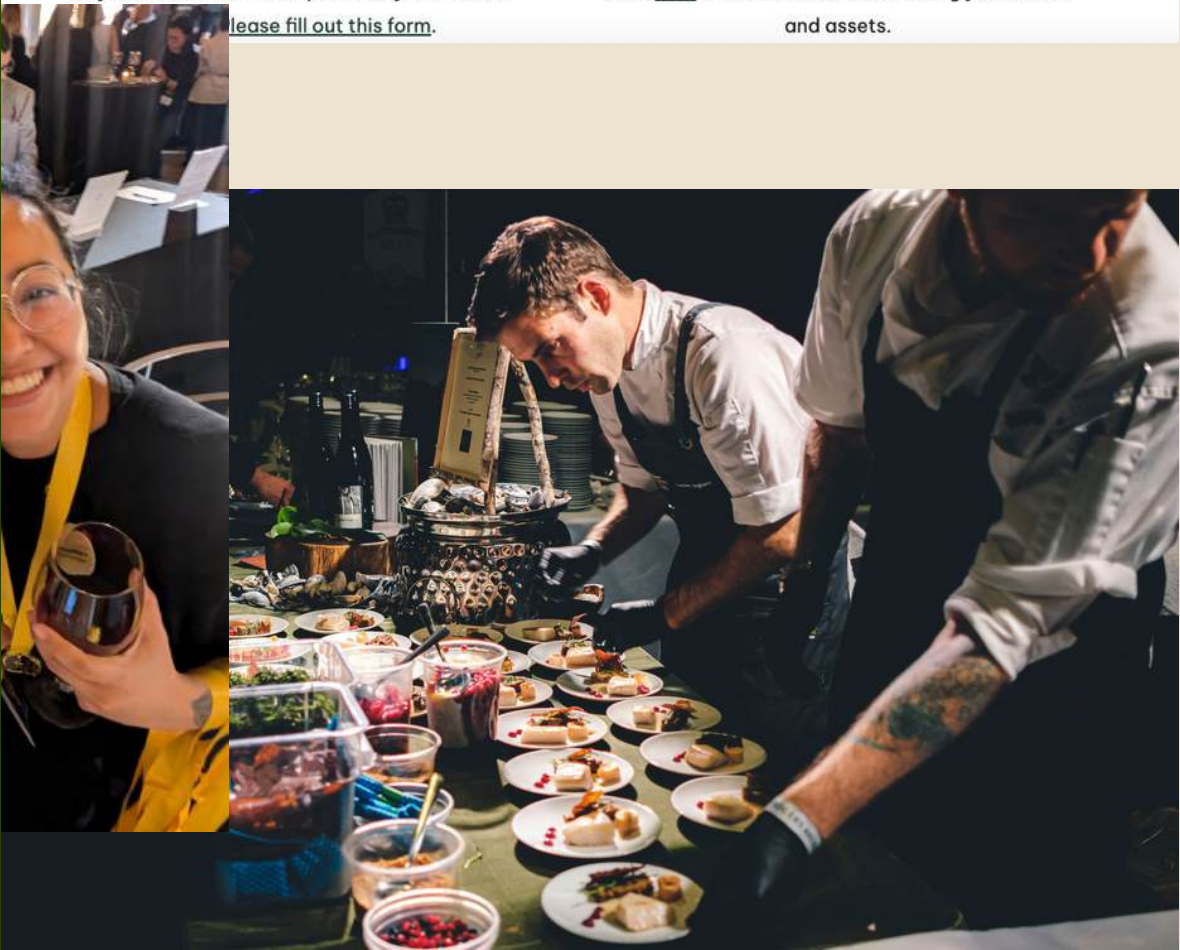
Do you have an item or experience you'd like to donate? [Please fill out this form.](#)



Donate stocks and assets

Donate your securities, stocks, mutual funds or other assets to FoodShare. You'll benefit from a tax receipt, no capital gains tax owed and an opportunity to create a lasting charitable legacy.

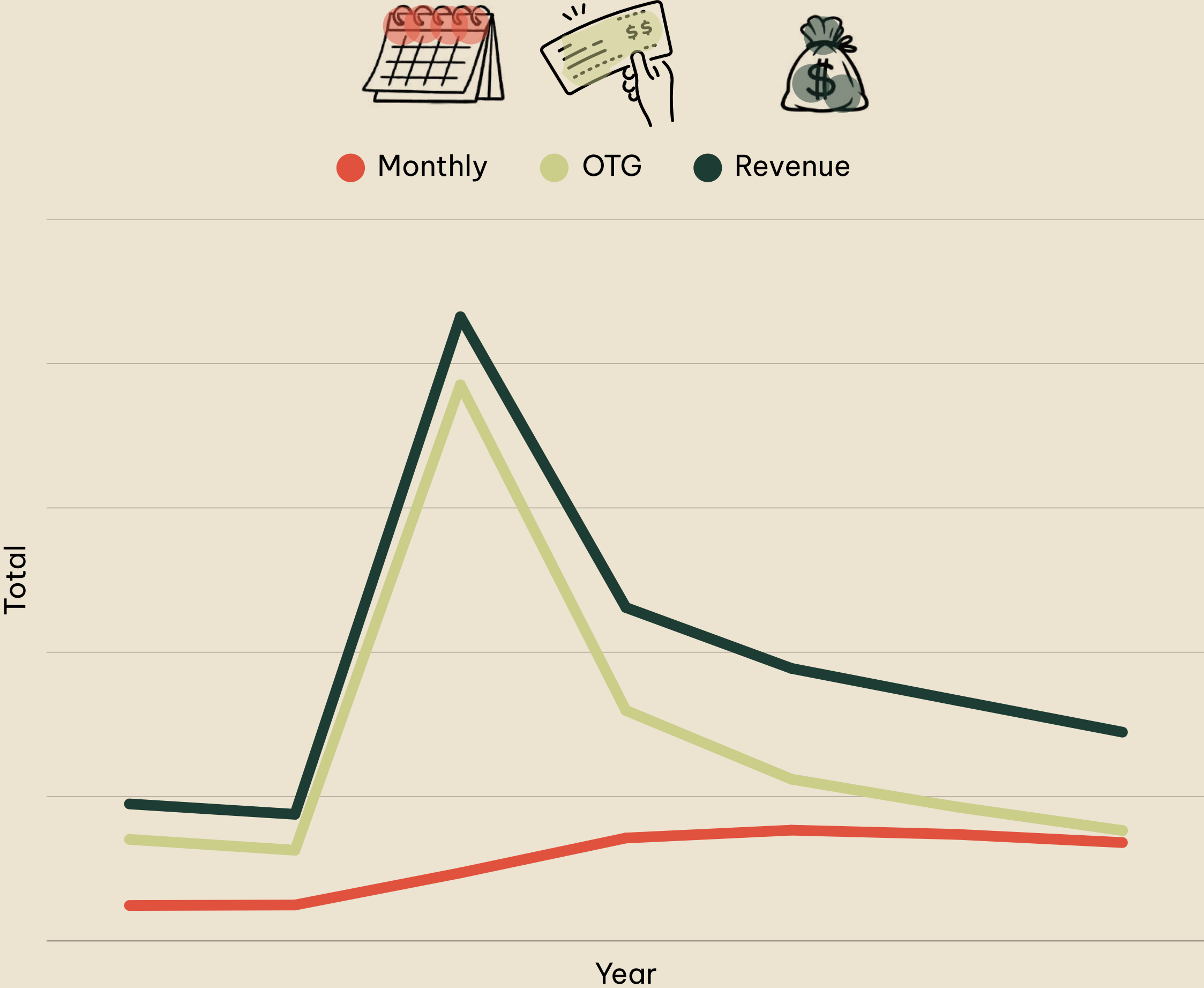
Click [here](#) to learn more about sharing your stocks and assets.



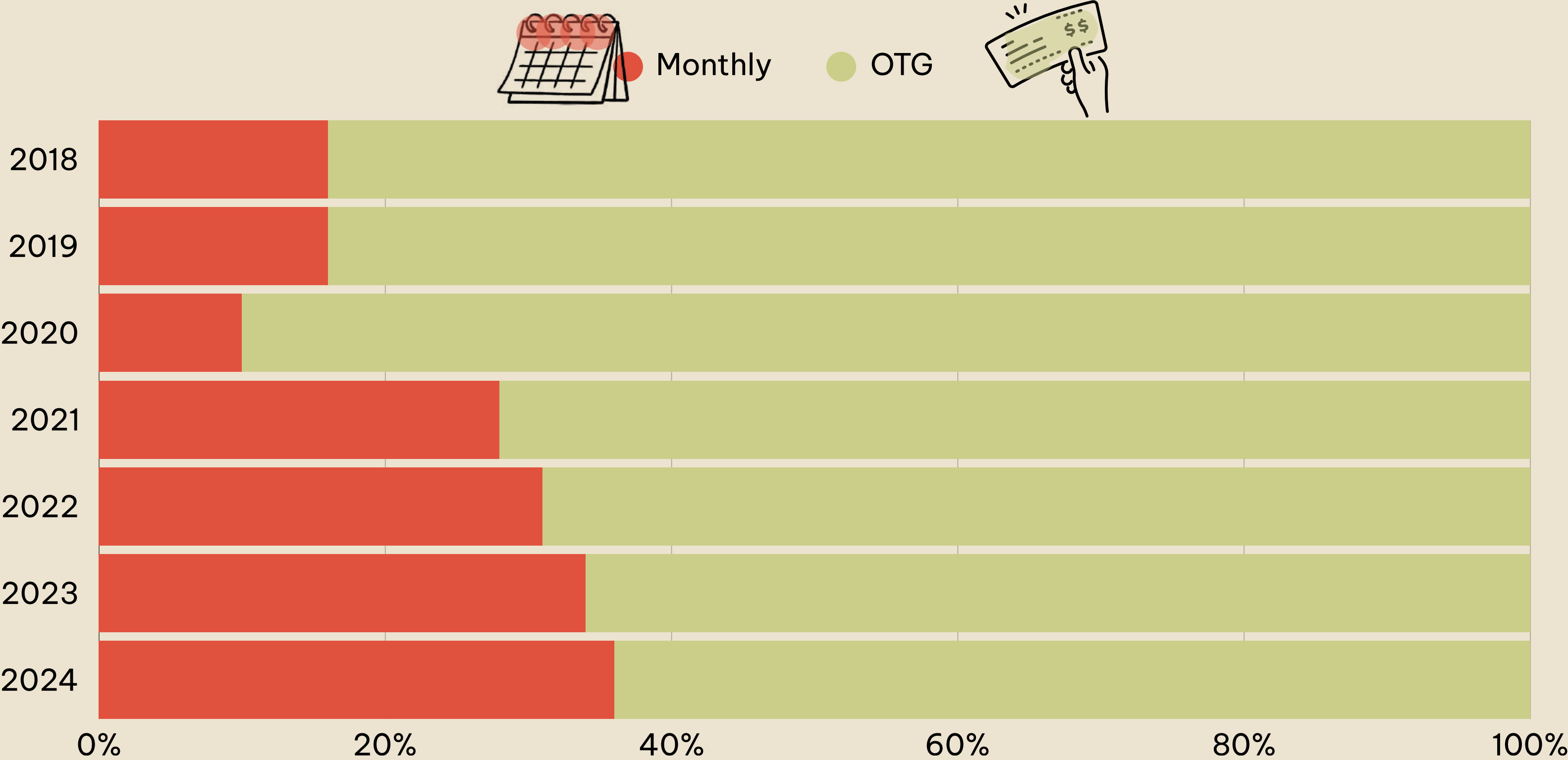


the numbers

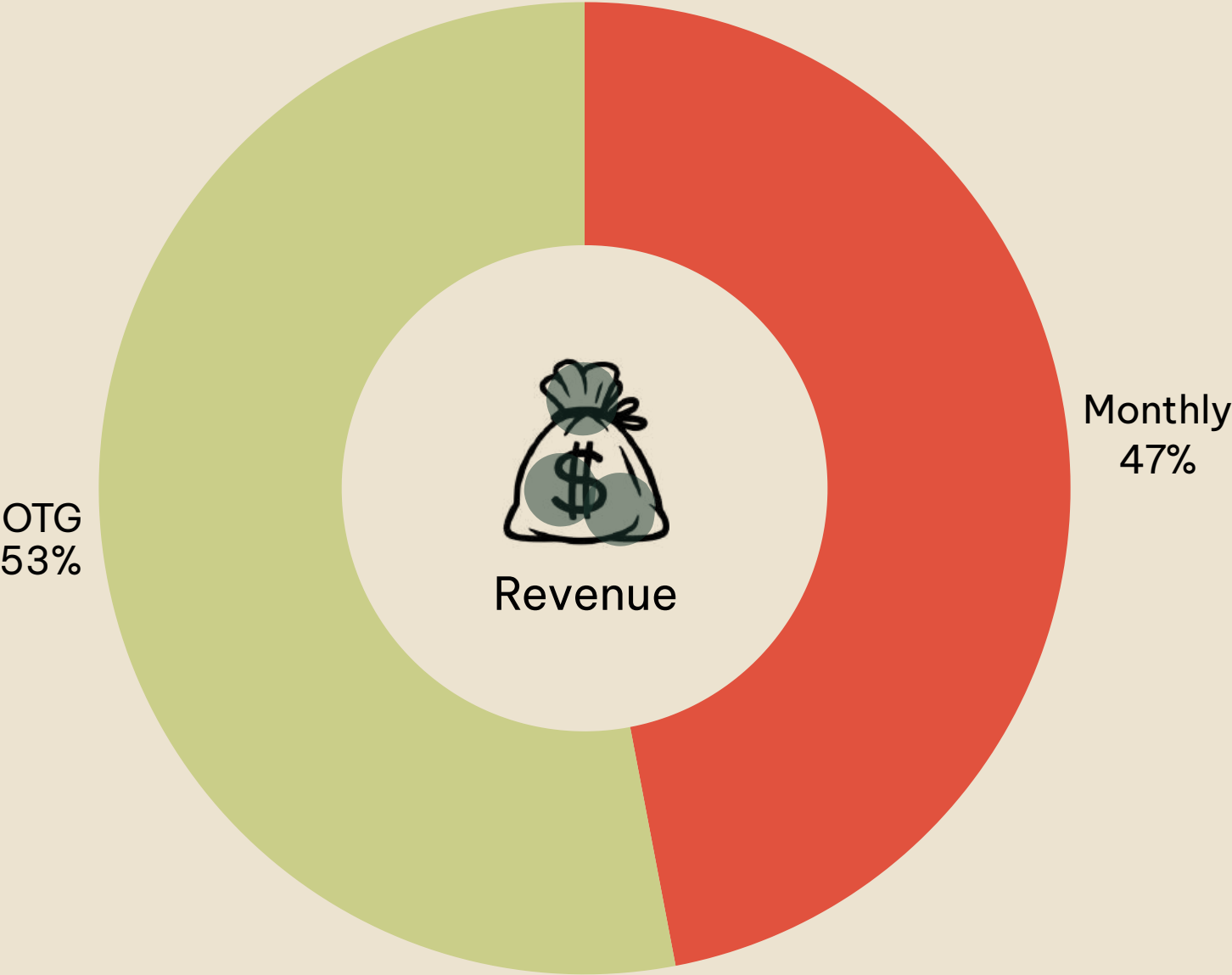
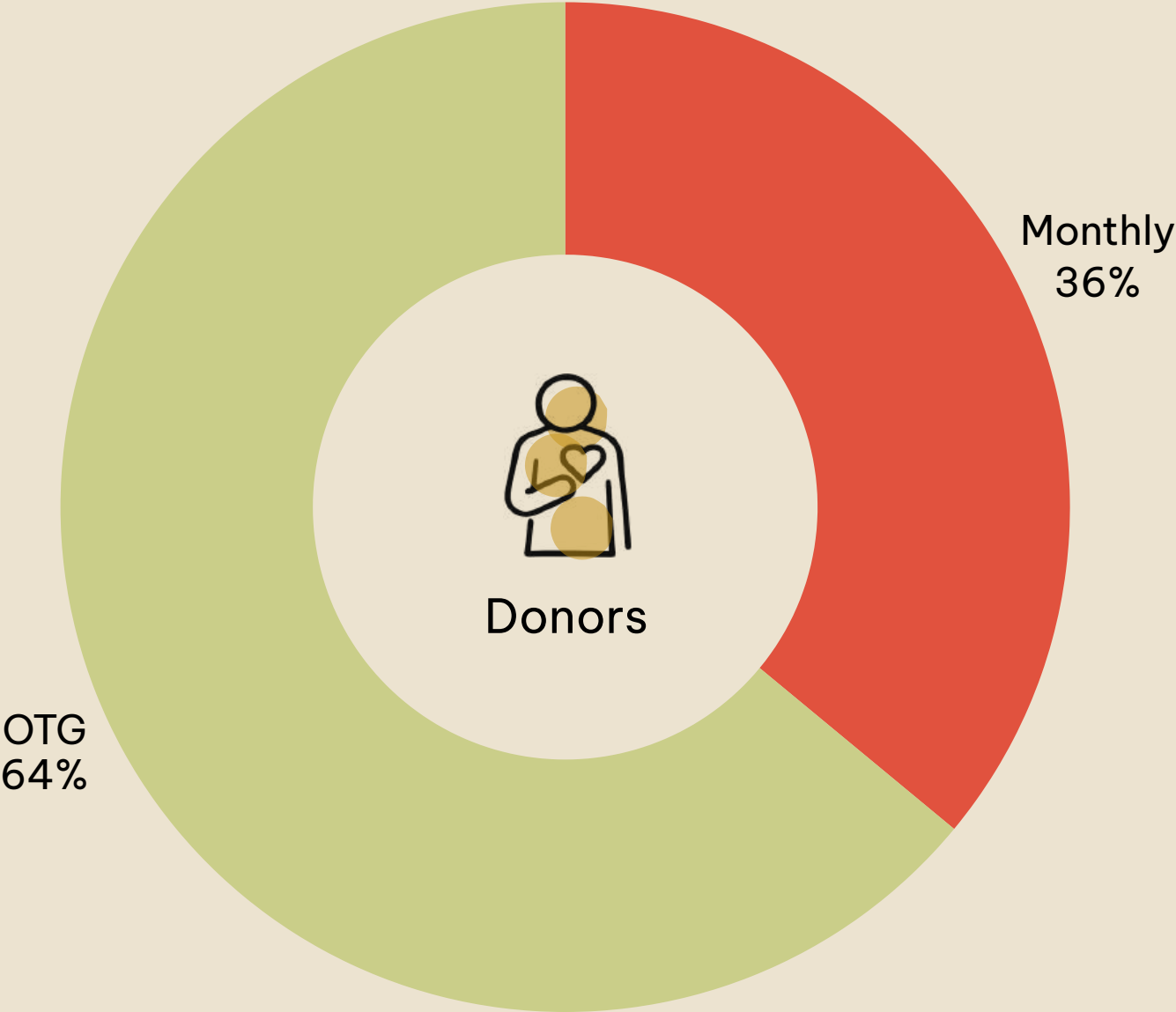
SEVEN-YEAR ANALYSIS 2018-2024



Proportion of OTG vs Monthly Donors from 2018-2024



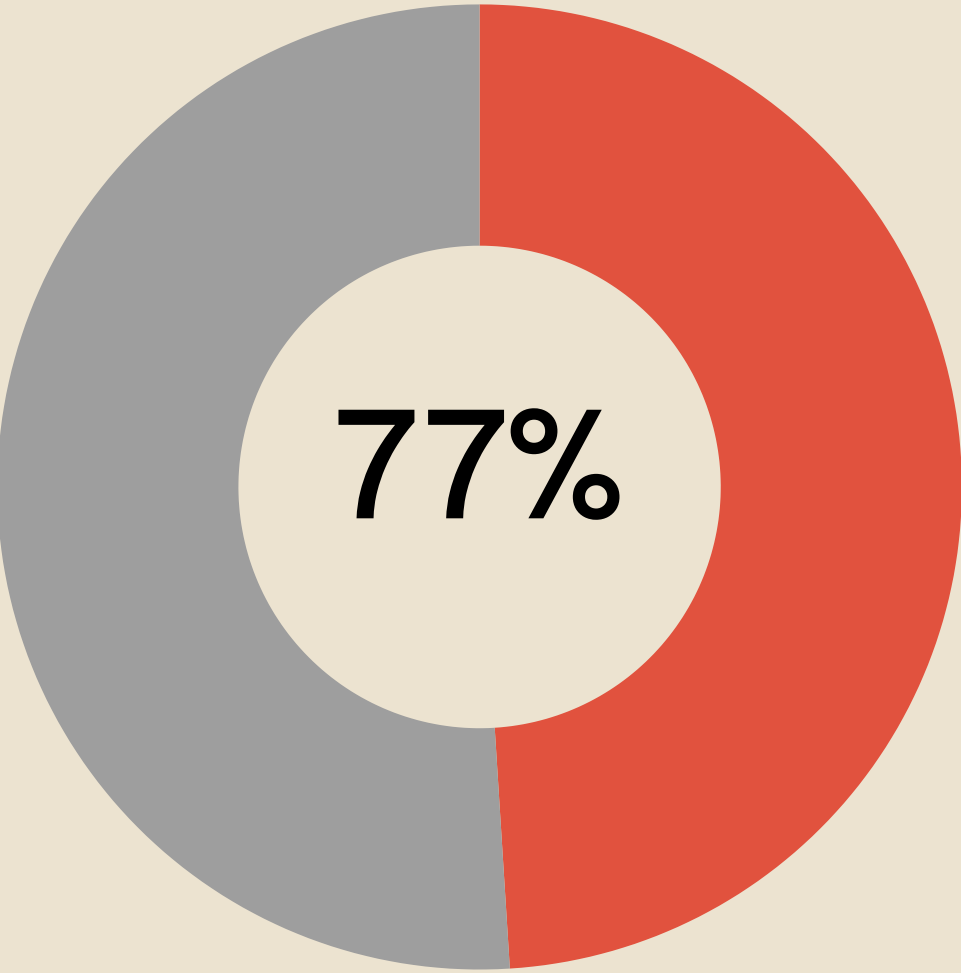
2024 BREAKDOWN



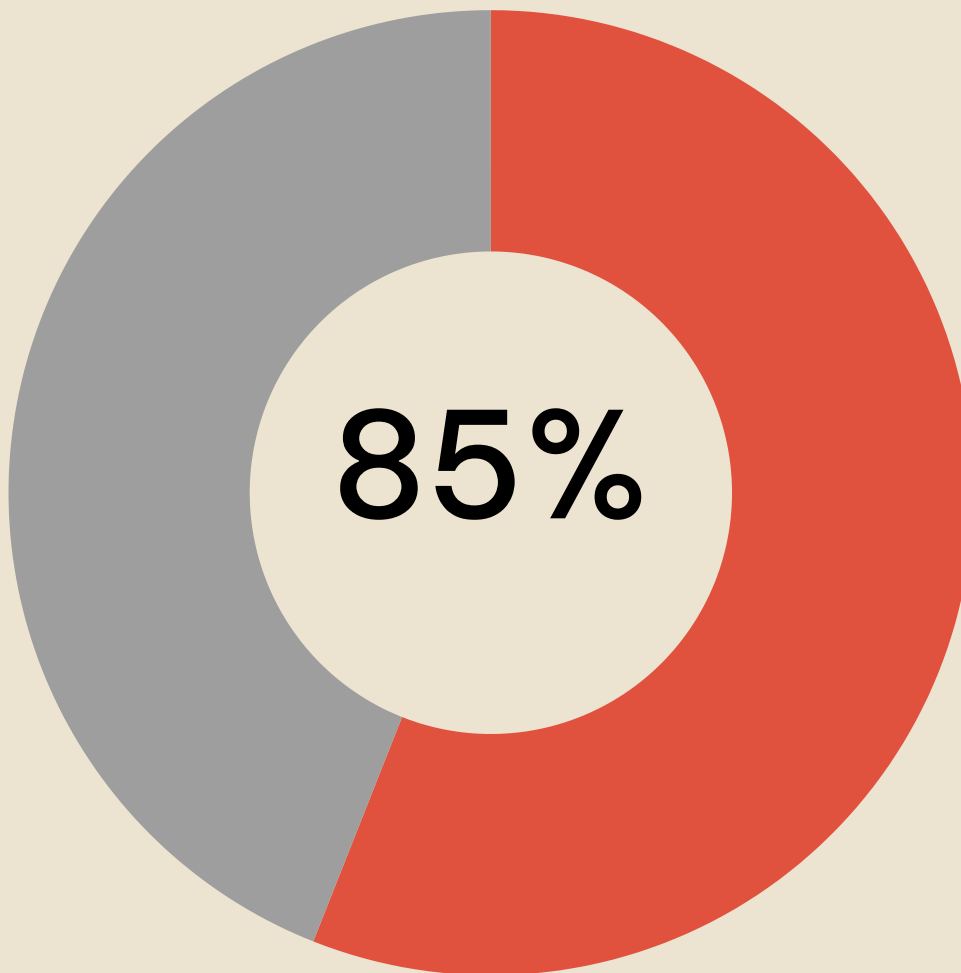
MONTHLY DONOR RETENTION YOY



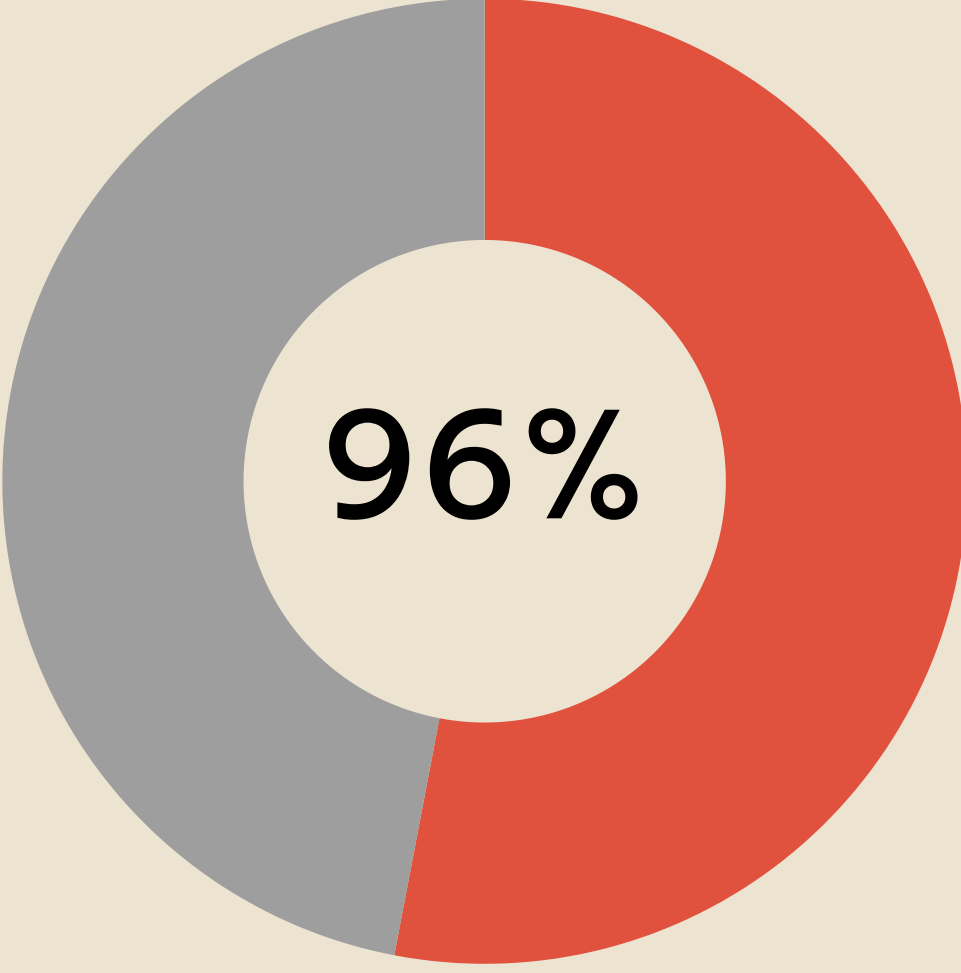
2022



2023



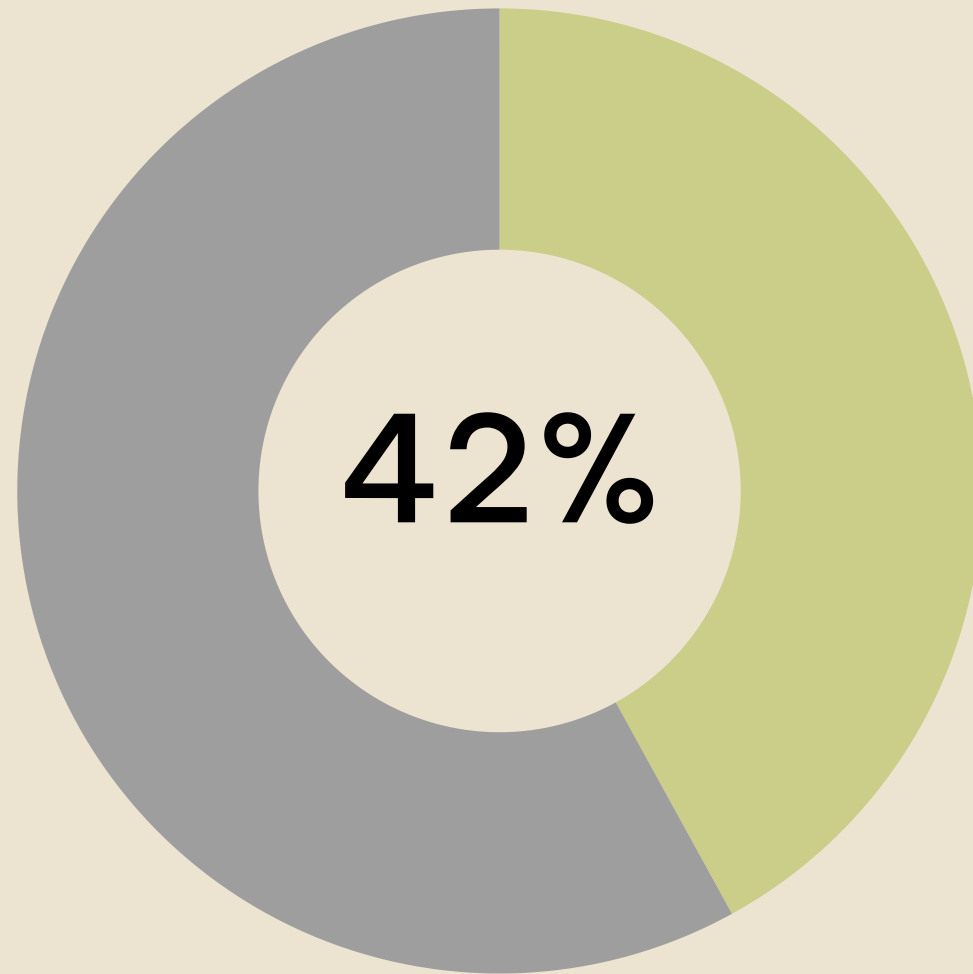
2024



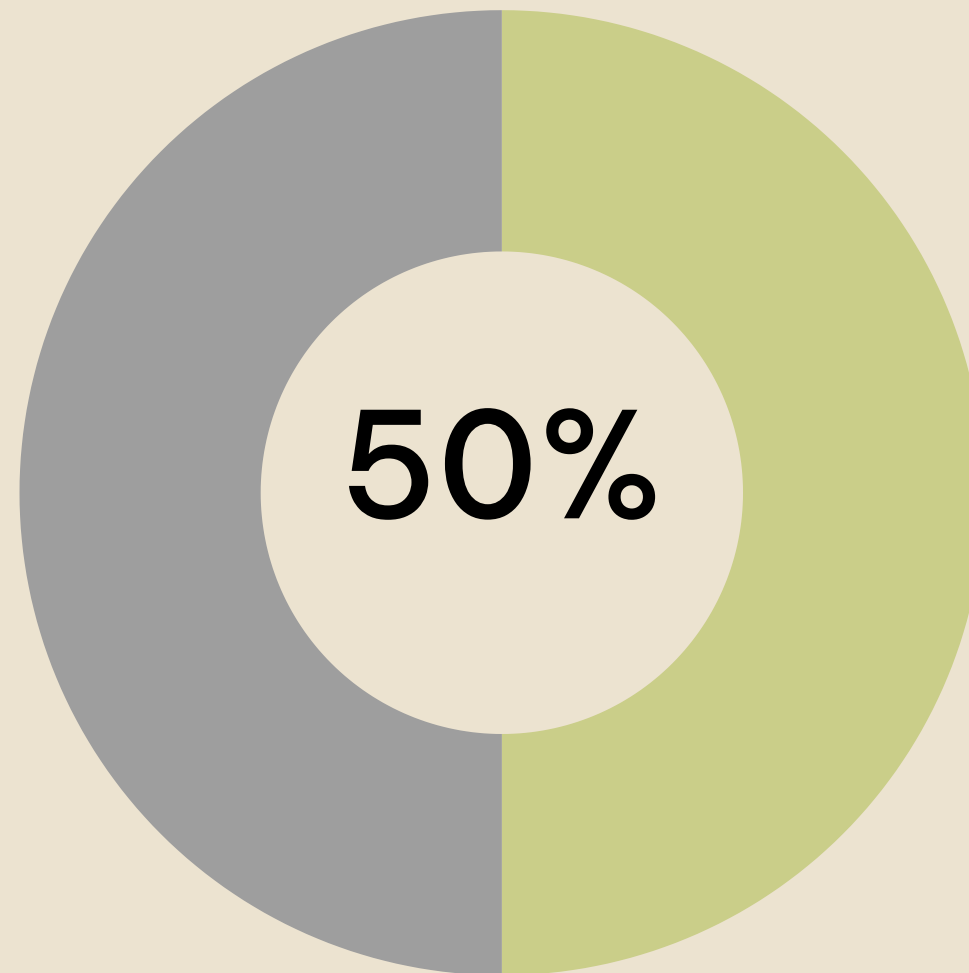
OTG DONOR RETENTION YOY



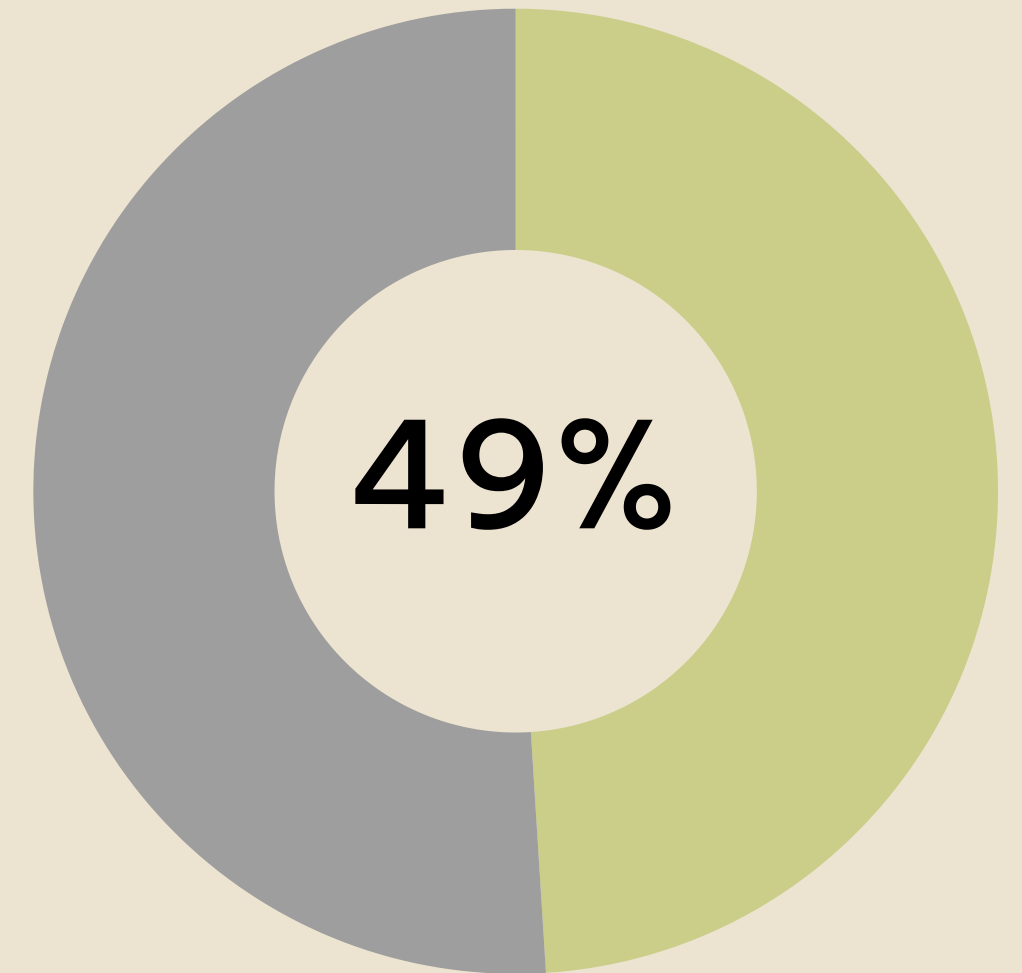
2022



2023



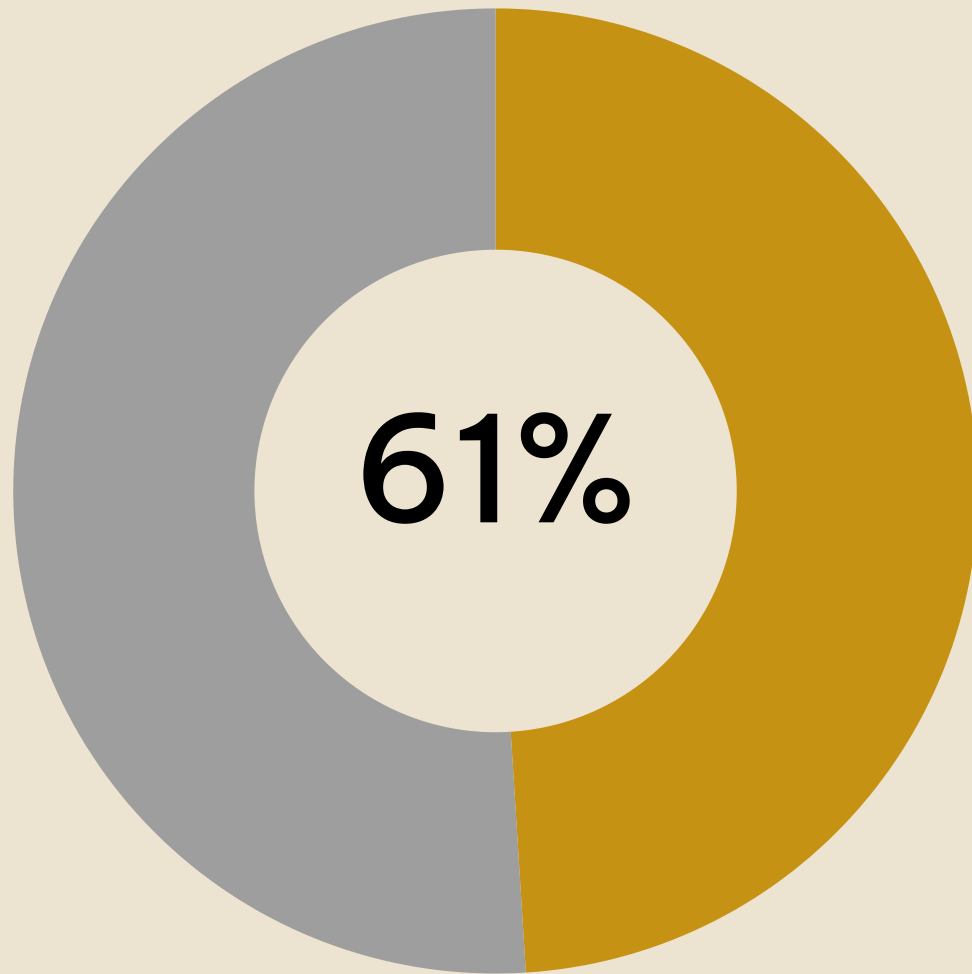
2024



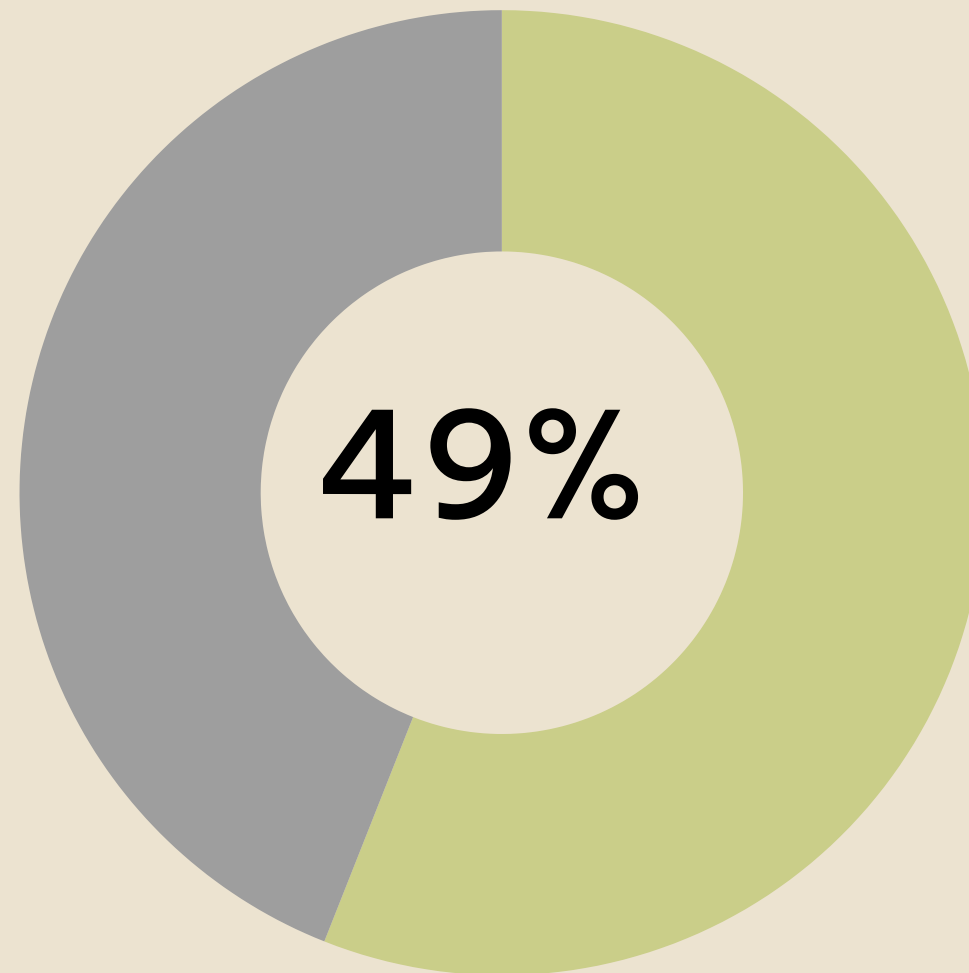
2024 DONOR RETENTION



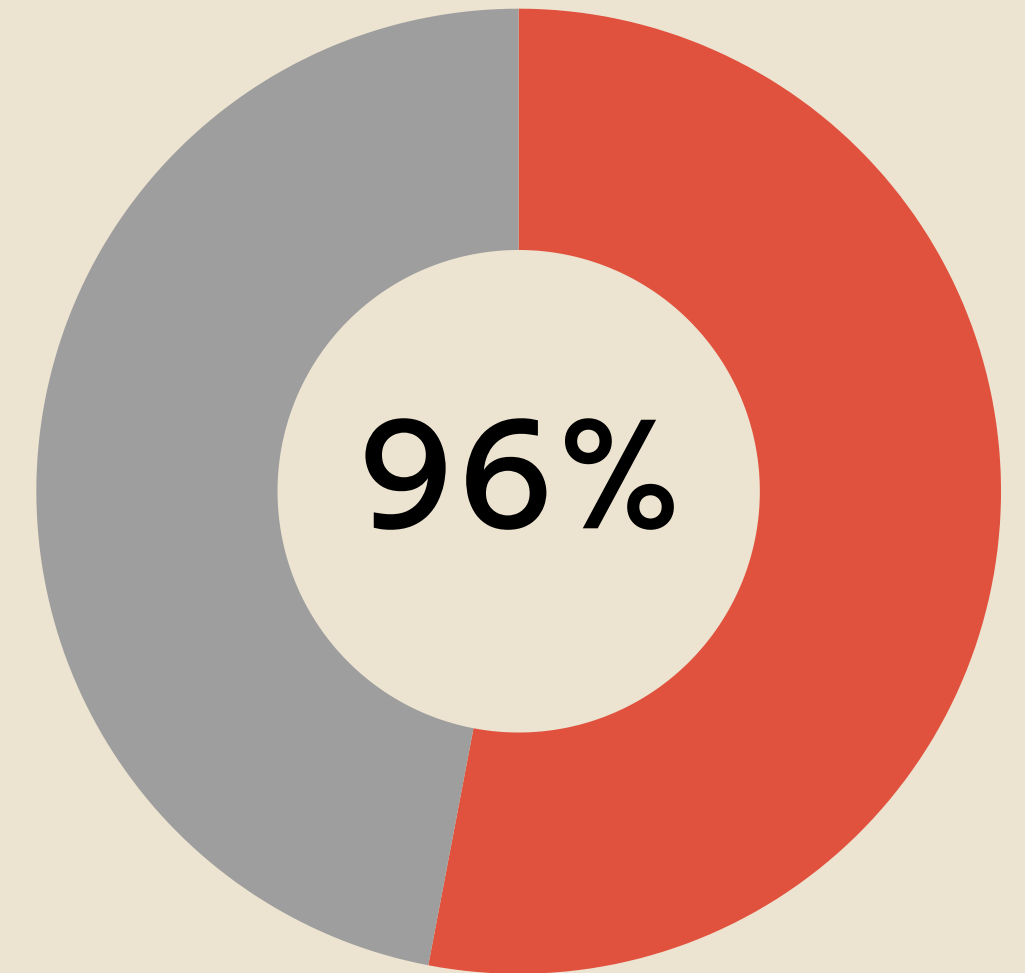
All Donors Overall



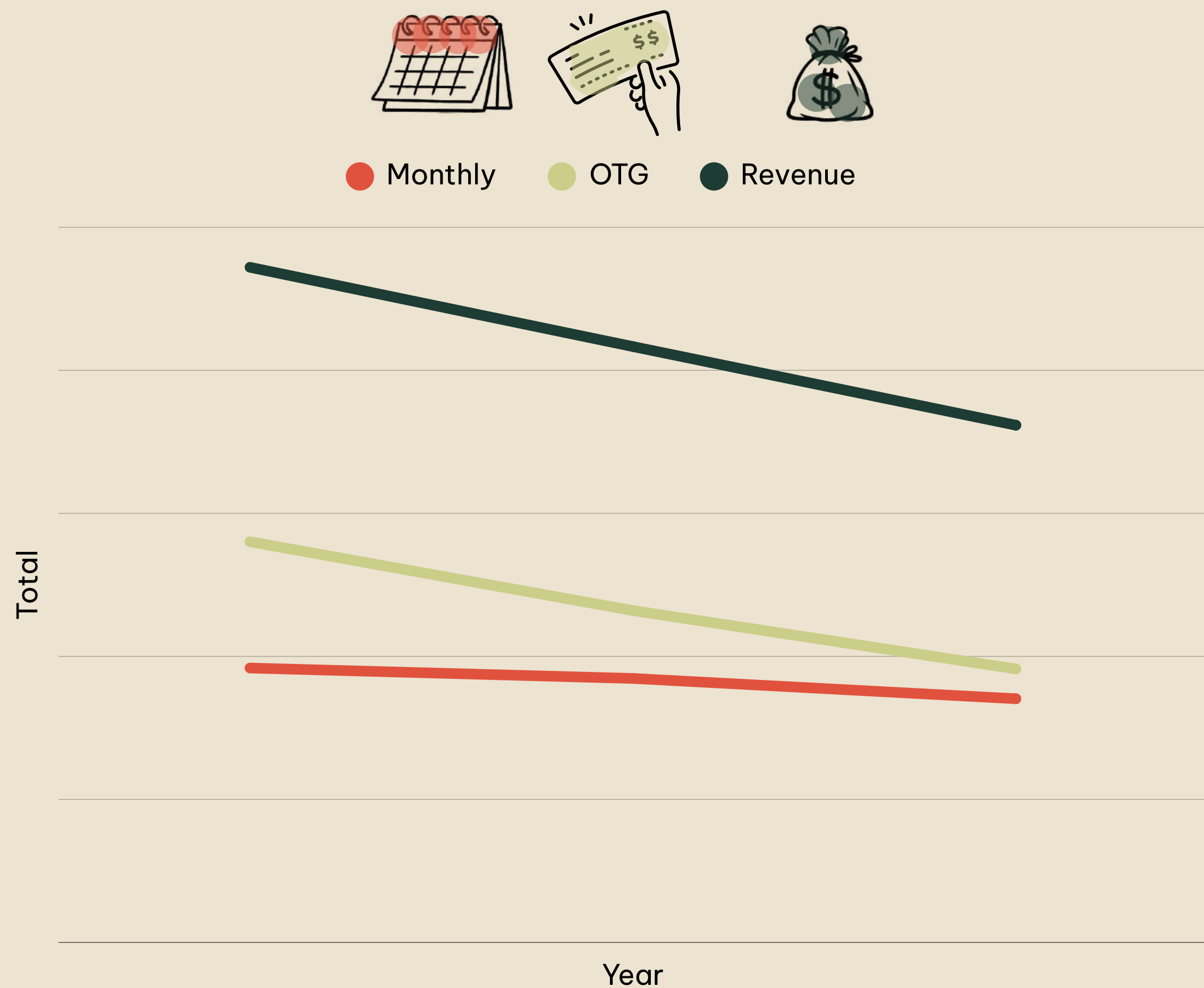
OTG



Monthly



THREE-YEAR ANALYSIS 2022-2024



considerations



I moved to Toronto in 2010 and FoodShare was the first organization I became familiar with. Since then, you have proven over and over again your commitment to supporting the people of the city and your own staff.

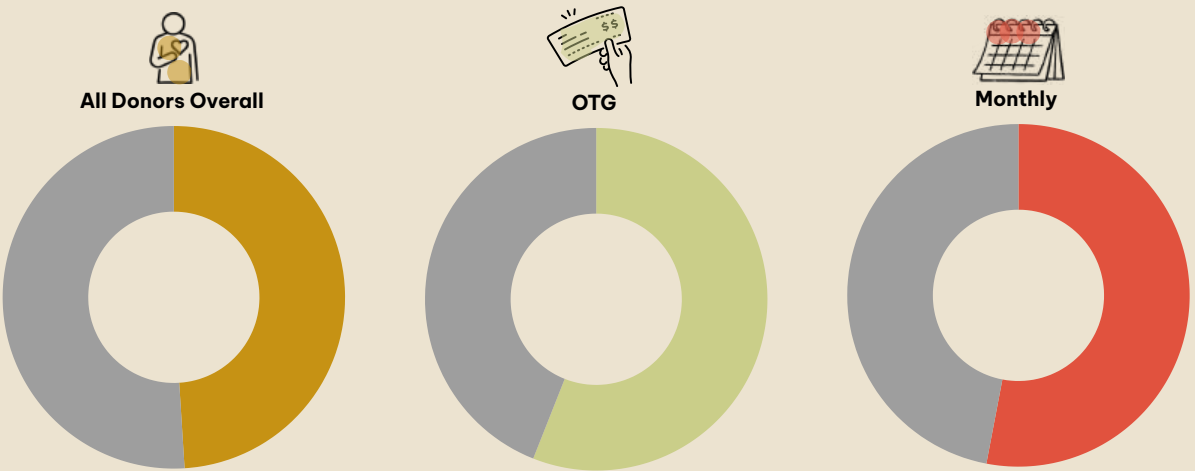


“

I didn't know monthly donations were a thing, I will do some research and see how I can become a monthly donor so that I can spread some hope all year long!

Just moved to the city and wanted to support a local food justice organization. Keep up the great work <3

what's next...



Real life connections
Advocacy on shared values
Cleaner, smarter data



COMMUNITY SAFETY & **Food-Just Futures**

SOME PROMPTS...
(USE AS MANY AS YOU WANT)

WHAT SIGNIFICANCE DOES FOOD PLAY IN YOUR CULTURE OR COMMUNITY?

WHAT IS THE IMPORTANCE OF GROWING, PREPARING AND EATING FOOD IN YOUR OWN LIFE?

WHAT IS THE RELATIONSHIP BETWEEN FOOD AND YOUR BODY?

WHAT IS YOUR RELATIONSHIP WITH FOOD ACCESS AND HOW HAS IT CHANGED ACROSS VARIOUS POINTS OF YOUR LIFE?

WHAT IS THE HISTORICAL RELATIONSHIP BETWEEN FOOD, LAND AND LABOUR IN NORTH AMERICA?

HOW IS FOOD USED AS A WEAPON? HOW IS FOOD USED FOR GOOD?

WHAT IS THE RELATIONSHIP BETWEEN ACCESS TO FOOD AND COMMUNITY SAFETY?

WHAT IS THE RIGHT TO FOOD?

WHAT STANDS IN THE WAY OF YOU AND A FOOD - JUST - FUTURE? WHAT CONTRADICTIONS ARE YOU HOLDING?

IMAGINE A WORLD WHERE EVERYONE HAS ACCESS TO THE FOOD THEY NEED + WANT. WHAT WOULD THAT LOOK LIKE?

**CanadaHelps fundraising tools can help you
grow your Monthly Donor Base**

87% average monthly retention rates

\$50 average monthly recurring donation

\$1016 lifetime value of average monthly donors

How can CanadaHelps support your monthly giving?

- **Prompt for Monthly:** monthly transaction conversion rates and monthly gift amounts **grew by 15%** when implemented
- **Monthly First Forms:** dedicated donation forms that put monthly giving first can help increase your conversion rate.

The screenshot shows the 'Make a donation' form on the CanadaHelps website. At the top, the logo for 'Wellness Avenue' is displayed next to the business number 'BN: 896568417RR0001' and a language selector for 'FR'. The main heading is 'Make a donation'. Below this, there are two buttons: 'DONATE ONCE' and 'DONATE MONTHLY', with the latter being highlighted with a heart icon. The 'DONATION AMOUNT' section includes four preset buttons: '\$30', '\$75', '\$100', and '\$200', along with a 'Custom Amount' field. The 'FUND' section features a dropdown menu currently set to 'Area of Greatest Need' and a text area for 'Write a private message to us (optional)'. There are also checkboxes for 'Dedicate your donation' and radio buttons for 'In memory of' and 'In honour of'. A large yellow 'Donate' button is at the bottom.

Q&A



Book a Time with CanadaHelps' Team
to discuss your fundraising





Generosity is right here.



@CanadaHelps

charitylife@canadahelps.org