CanadaHelps

GivingTuesday 2026: Canadian Trends, Emotional Storytelling, and Supporter-Powered Giving



SPEAKERS:

VICTORIA LEONHARDT
DIRECTOR OF COMMUNITIES, US & CANADA HUB

LIZZ BRYCE
SENIOR VP, COMMUNITY & STRATEGIC INITIATIVES

Land Acknowledgement

Our team at CanadaHelps is grateful to live, work, and collaborate across the diverse Indigenous homelands of this land we share, Canada.

We acknowledge that our headquarters are located on the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation (known today as Toronto).

We express deep respect for these territories and honour the Indigenous Peoples who have stewarded them since time immemorial. For CanadaHelps, reconciliation is an active, evolving responsibility. We are dedicated to listening, amplifying Indigenous voices, and taking measurable steps to support Indigenous self-determination and community-led solutions. We are working towards implementing calls to action that were outlined in the Final Report of the Truth and Reconciliation Commission of Canada.

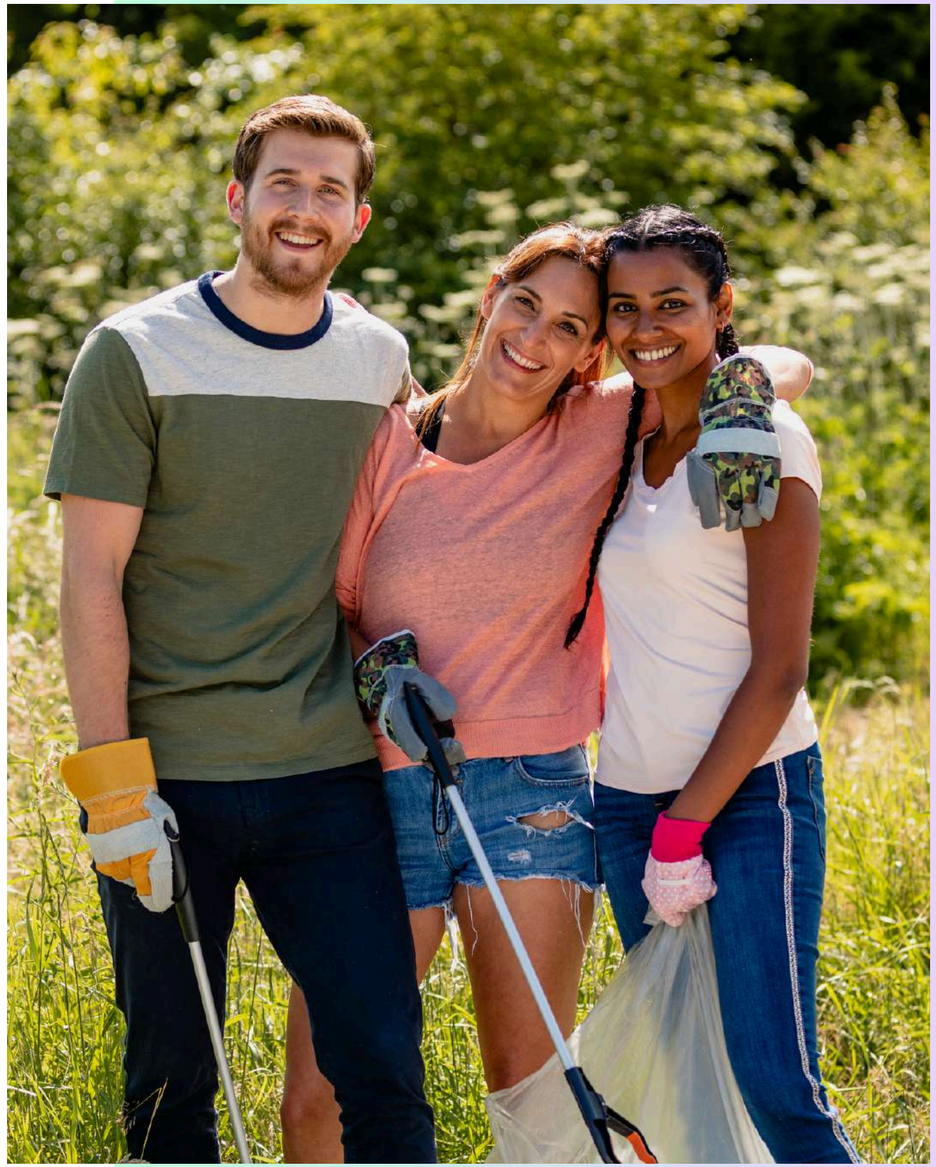


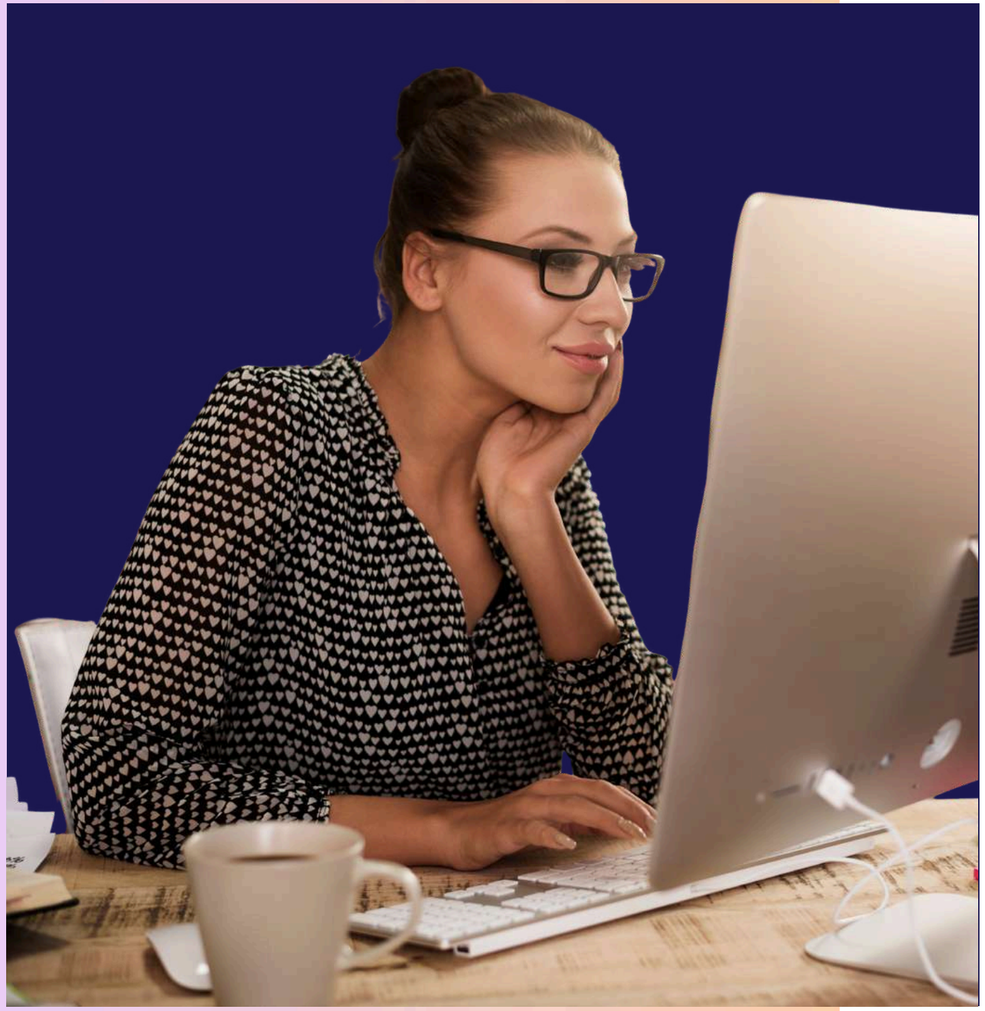
Source: #BeadYourProvince, Kooteen Creations

About CanadaHelps

- CanadaHelps is a charitable foundation increasing giving in Canada through technology. Our mission is to spark generosity and power positive change.
- **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 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 $4 billion** to charities using CanadaHelps.





Housekeeping

- A recording and the slidedeck will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.

- Type your questions in at anytime for Q&A Session at the end

About The Presenters



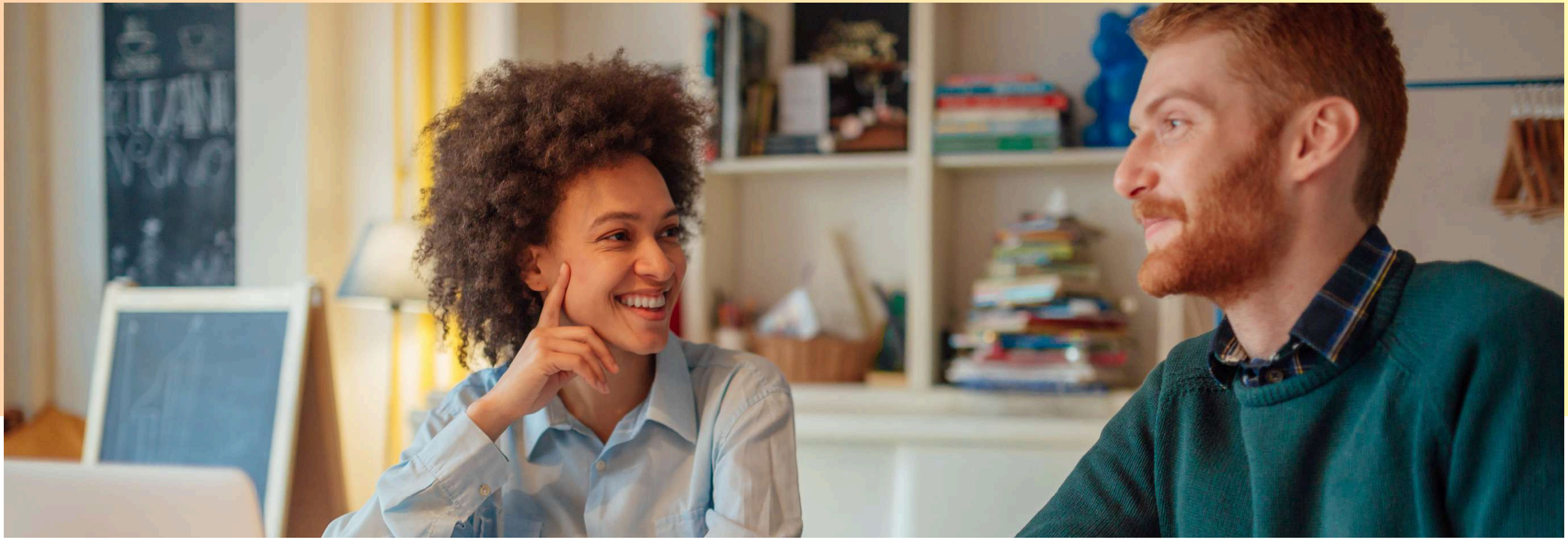
Victoria Leonhardt
Director, Communities, US and Canada Hub, GivingTuesday Global

Victoria supports Community Campaign Leaders in the GivingTuesday movement, helping them collaborate, mobilize networks, and drive local impact. Before joining GivingTuesday in 2022, she coordinated the regional Give906 campaign at Grow & Lead: Community and Youth Development. Victoria has over a decade of nonprofit experience, and specializes in capacity building, strategic planning, civic engagement, and volunteer recruitment. She was born and raised in Sault Ste. Marie and is a member of Batchewana First Nation.



Lizz Bryce
Senior VP, Community & Strategic Initiatives, CanadaHelps

Lizz has spent more than a decade at CanadaHelps as a key part of its leadership team. She’s helped launch mission-focused initiatives including GivingTuesday Canada, Charity Growth Academy, a series of generosity-focused videos, and the children’s book Violet’s Song. Lizz is especially passionate about the role smaller charities play in the everyday lives of Canadians, having volunteered with several and benefited from the work of nonprofits throughout her life.



Agenda

- GivingTuesday impact and donation trends
- How Canadians gave in 2025
- What the data means for engagement
- GivingTuesday supporter strategies
- Practical campaign tools and donation forms
- Q&A and next steps

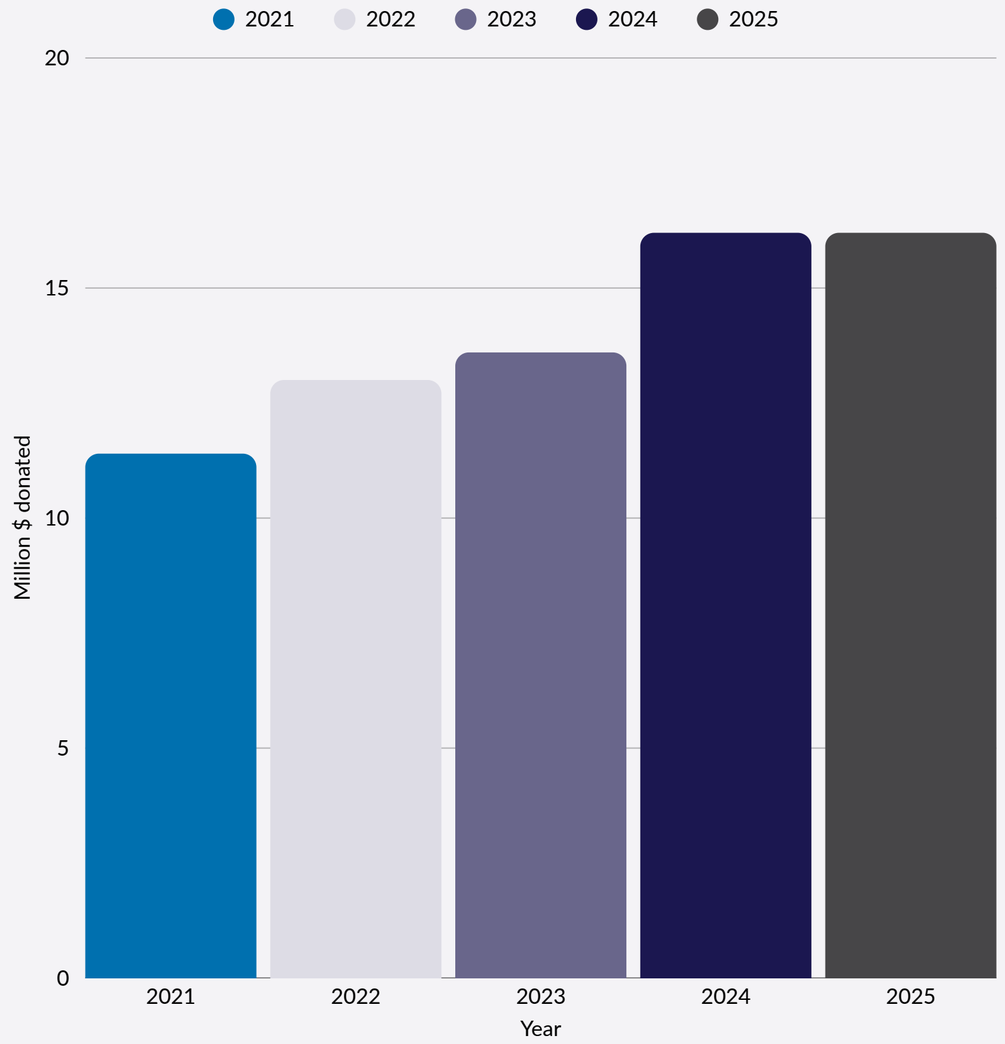
The Importance of GivingTuesday

Donations on GivingTuesday through CanadaHelps have increased steadily **+59% since 2020.**

Contends with December 31st as the biggest day of giving in the year representing **3.5% of annual giving.**

Participation from charities has increased from **1 in 4 to almost half.**

Source: The Giving Report 2026

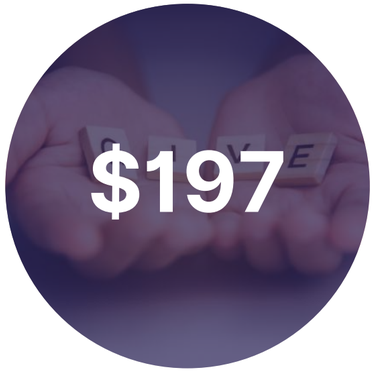


GIVING TUESDAY 2025

Co-founded by CanadaHelps



Donation revenue



Average gift size



Number of donors

Participation by province/territory



Canadian Province	Donation Count	Donation Revenue	Avg. Gift Size	Growth (YoY)
Ontario	44,069	$8.2M	$187	6%
Alberta	12,269	$3.2M	$258	3%
British Columbia	10,565	$2.3M	$215	6%
Nova Scotia	5,168	$1M	$187	4%
Quebec	4,358	$746k	$171	-7%
Manitoba	4,139	$674k	$163	0%
New Brunswick	1,768	$307k	$174	-10%
Saskatchewan	1,300	$245k	$189	11%
Newfoundland & Labrador	975	$122k	$125	27%
Prince Edward Island	527	$71k	$134	62%
Yukon	168	$41k	$246	18%
Northwest Territories	105	$30k	$289	30%
Nunavut	27	$7k	$271	143%

How data can inform your GivingTuesday engagement



There are two peaks in giving on the day, between 11AM -1PM and 6-8PM. This pattern has repeated multiple years.



The most popular causes on CanadaHelps:

- Social Services
- Health
- Animal Charities



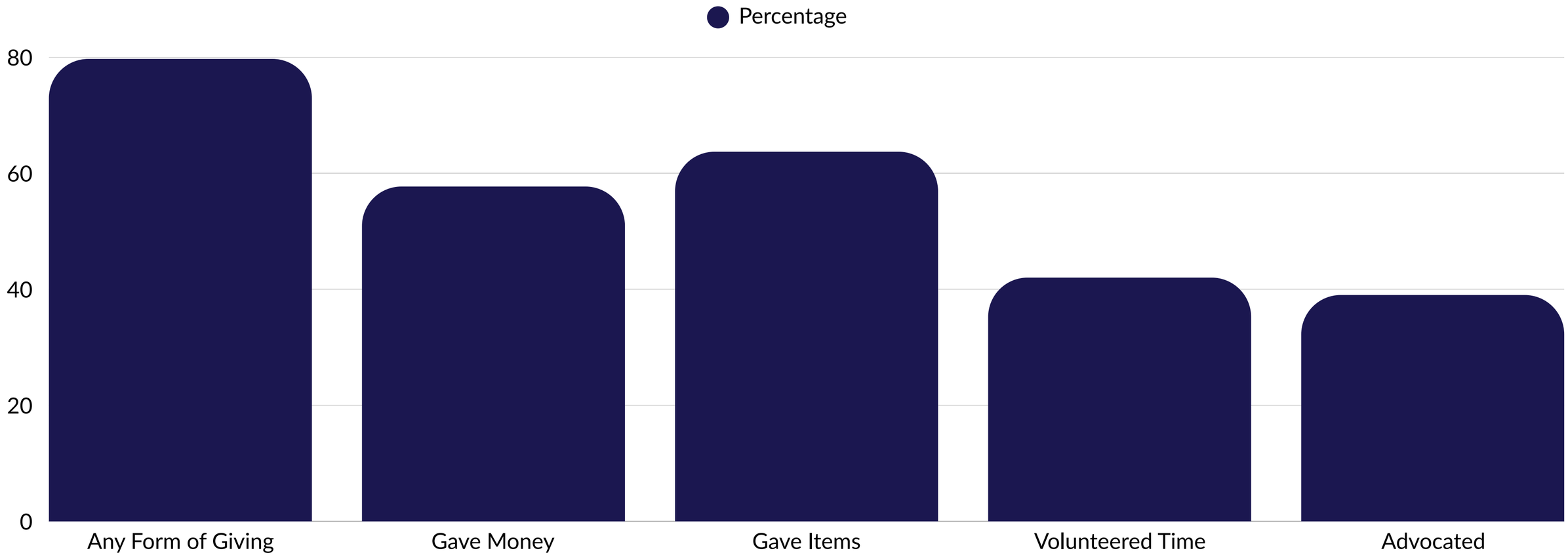
Don’t forget about other forms of giving

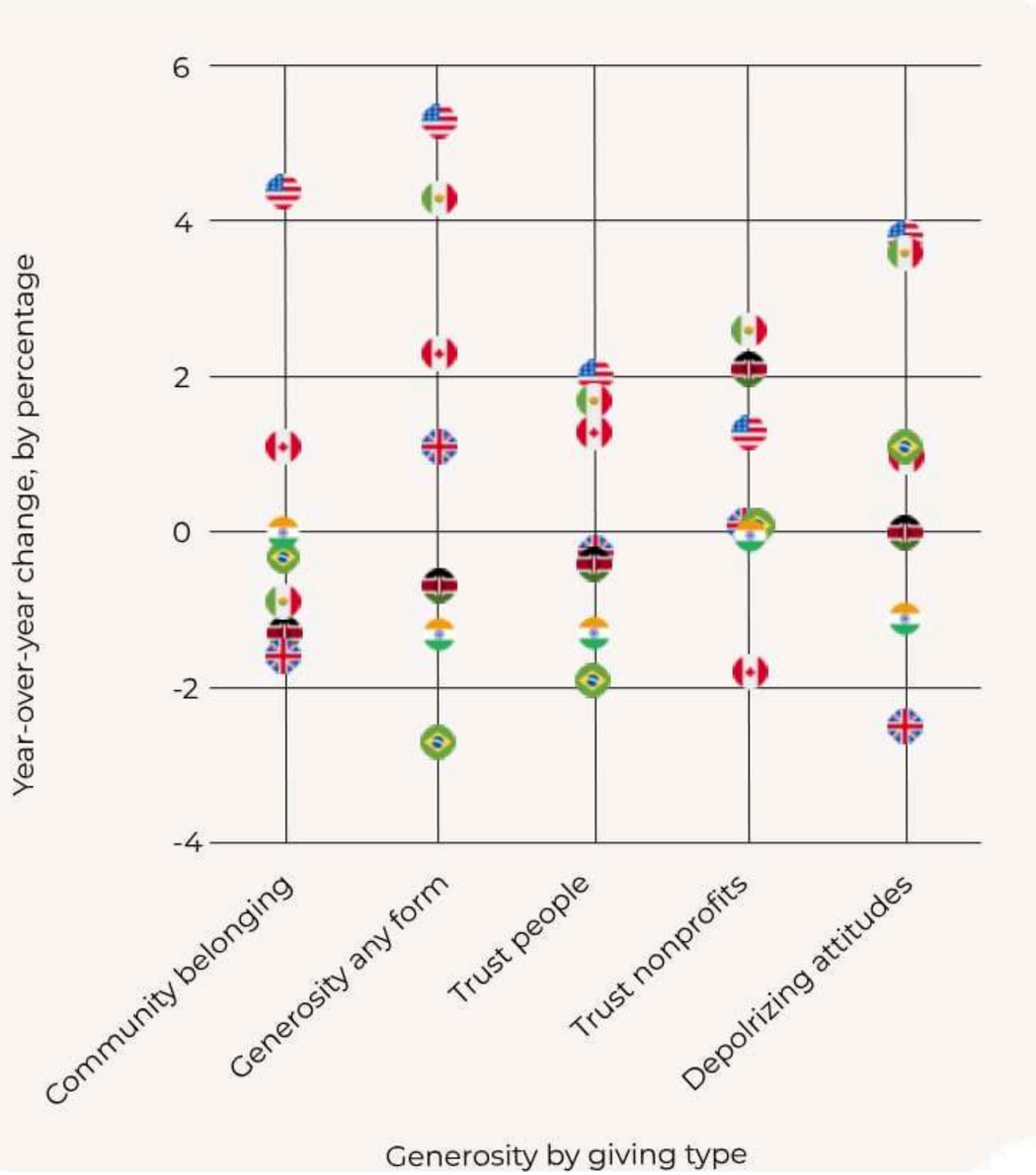
- Monthly Giving
- Tribute or memorial gifts
- In-kind support or volunteering



Roughly **a third of donors are first-time donors**. Make sure you have a strategy to nurture them going forward.

How Canadians Gave in 2025





Canada is the only country surveyed where trust in nonprofits declined.

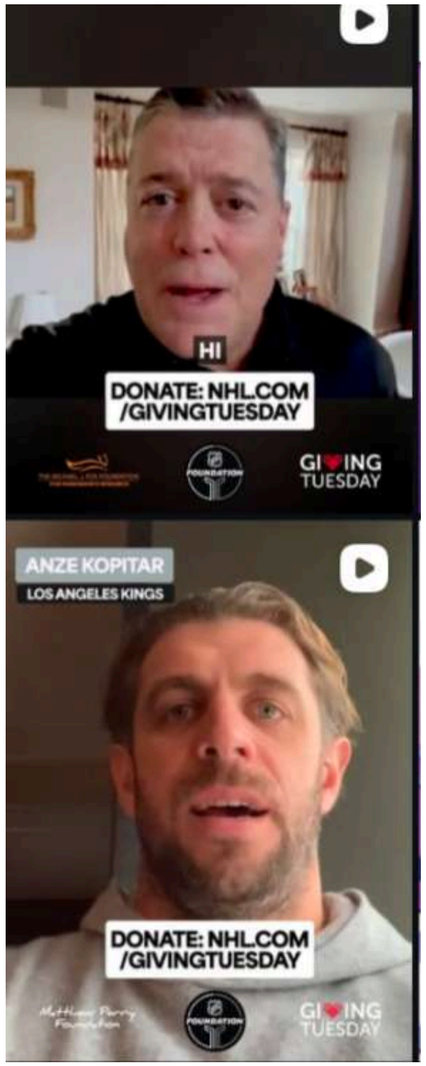
GivingTuesday Tip - Leverage Your Supporters

NHL Foundation's GivingTuesday 2025 Campaign

- *"For the Love of the Game. For the Power of Hope."*
- Benefit the Christopher & Dana Reeve Foundation, The Michael J. Fox Foundation for Parkinson's Research and the Matthew Perry Foundation



GivingTuesday Tip - Leverage Your Supporters



- Start with shared values.
- Choose causes with a real connection.
- Give it a name and a story.
- Make giving simple.
- Set a clear window.
- Amplify with voices people trust.
- Invite supporters to give and share.

GivingTuesday Tip - Engage Corporate Partners



Czech Republic

- Invite employees into decision-making
- Create multiple ways to participate
- Connect GivingTuesday to existing initiatives
- Empower local action
- Think beyond one day

GivingTuesday Tip - Have Others Organize

Hadley, Age 16

Impacted 195 people by organizing blood drives

- Be ready for the ask
- Pick a point person
- Have a simple “yes, and here’s how”
- Share your brand basics
- Make giving easy
- Say thank you and celebrate



Ready-made GivingTuesday Assets



GIVINGTUESDAY
Co-founded by CanadaHelps

IGNITE YOUR YEAR-END GIVING SEASON

Join Canada's Largest Generosity Movement

This year, GivingTuesday is happening on December 1st.

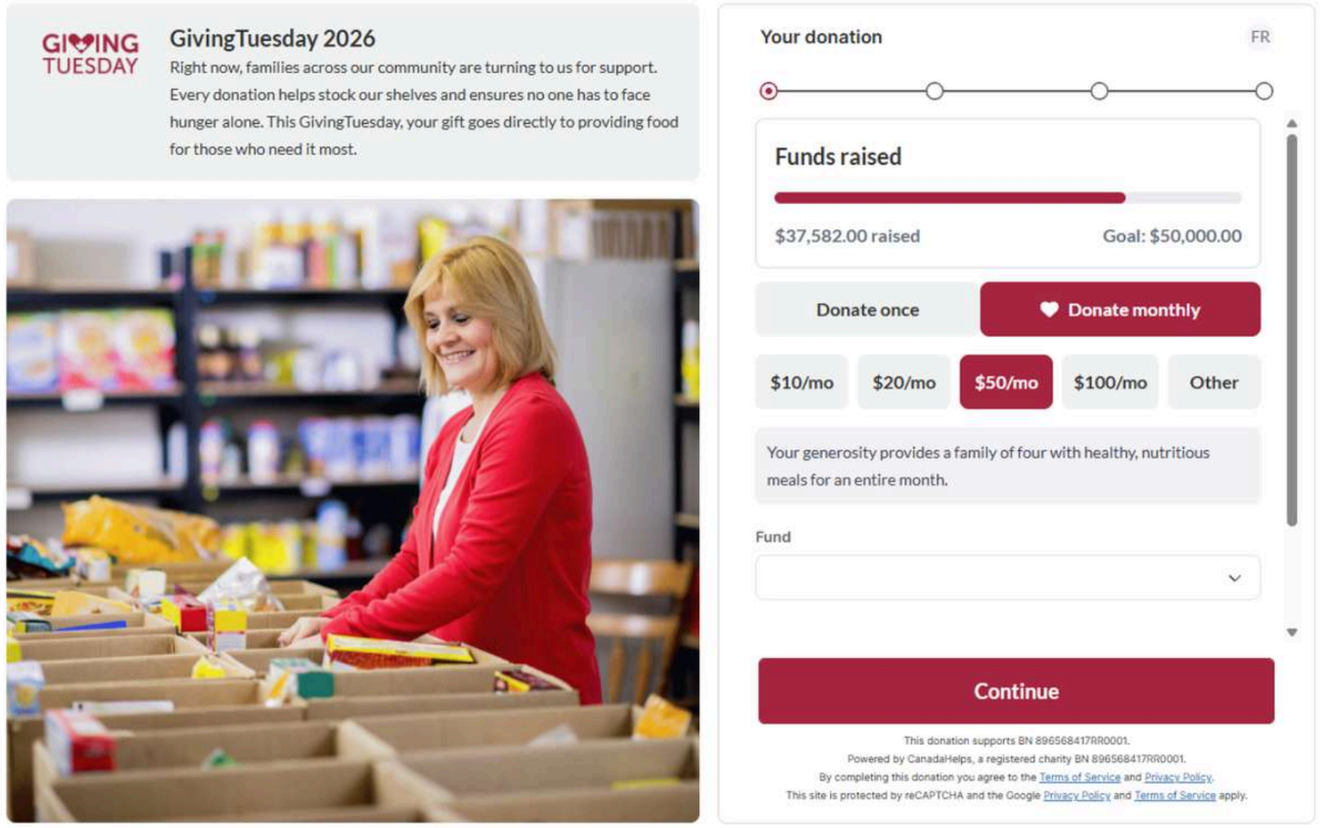
GivingTuesday is a crucial moment for online giving and community generosity, when Canadians actively look for ways to support the causes they care about. Use this national movement to reach more donors, raise more money, and make a bigger impact for your charity.

GIVINGTUESDAY





Make Your Donation Form GivingTuesday Specific



- A GivingTuesday-specific headline.
- Your fundraising goal or campaign theme.
- A short explanation of the need.
- Suggested donation amounts.
- The impact associated with each gift.
- A monthly-giving option.
- A campaign image or background.
- A thank-you message that references GivingTuesday.



Q&A

Book a Time with CanadaHelps' Team
to discuss your fundraising





CanadaHelps

Generosity is right here.

@CanadaHelps

charitylife@canadahelps.org