

# 8 Tips to Maximize the 2024 Charitable Donation Tax Deadline Extension

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# Land Acknowledgment

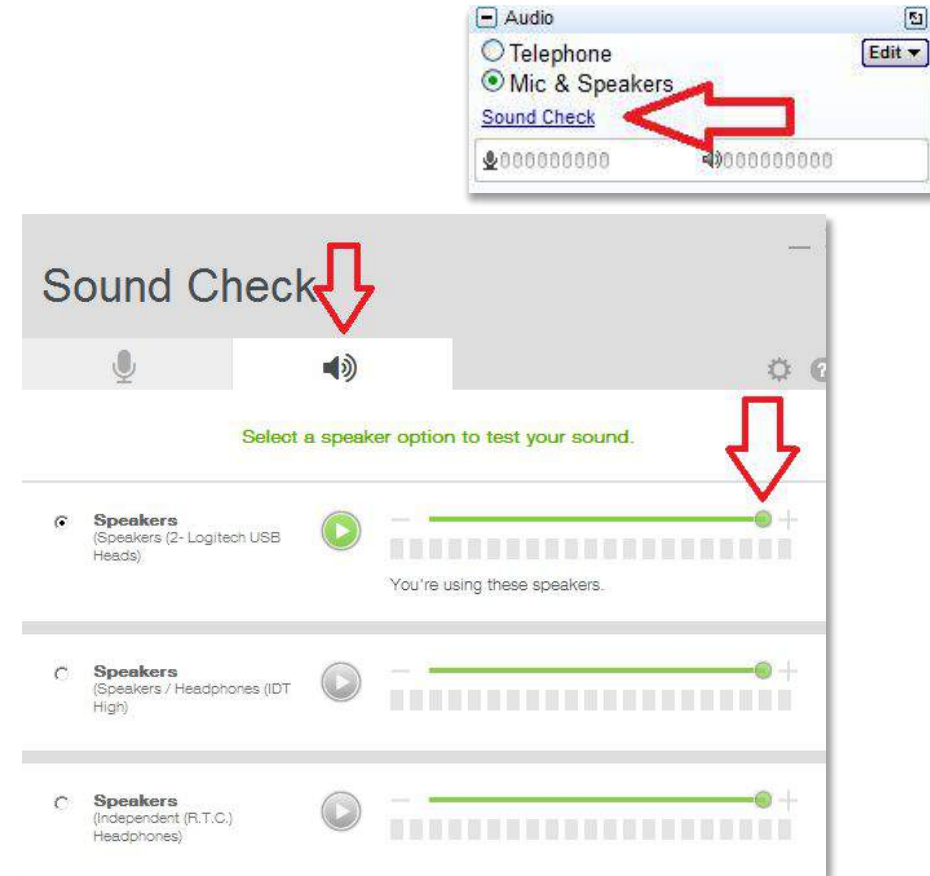
Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

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 Peoples 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.

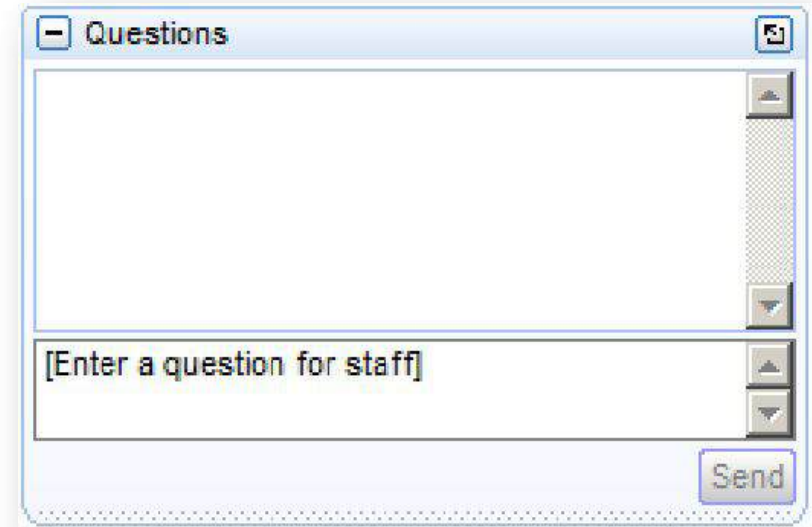
# Trouble Hearing Us?

- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



# You can hear us, we can't hear you.

Have questions? Type them into the Questions Log at anytime.

A screenshot of a web-based interface titled "Questions". It features a large, empty text area for input. Below the text area is a smaller input field containing the placeholder text "[Enter a question for staff]". To the right of the input fields are vertical scrollbars. At the bottom right of the interface is a "Send" button.

THANK YOU



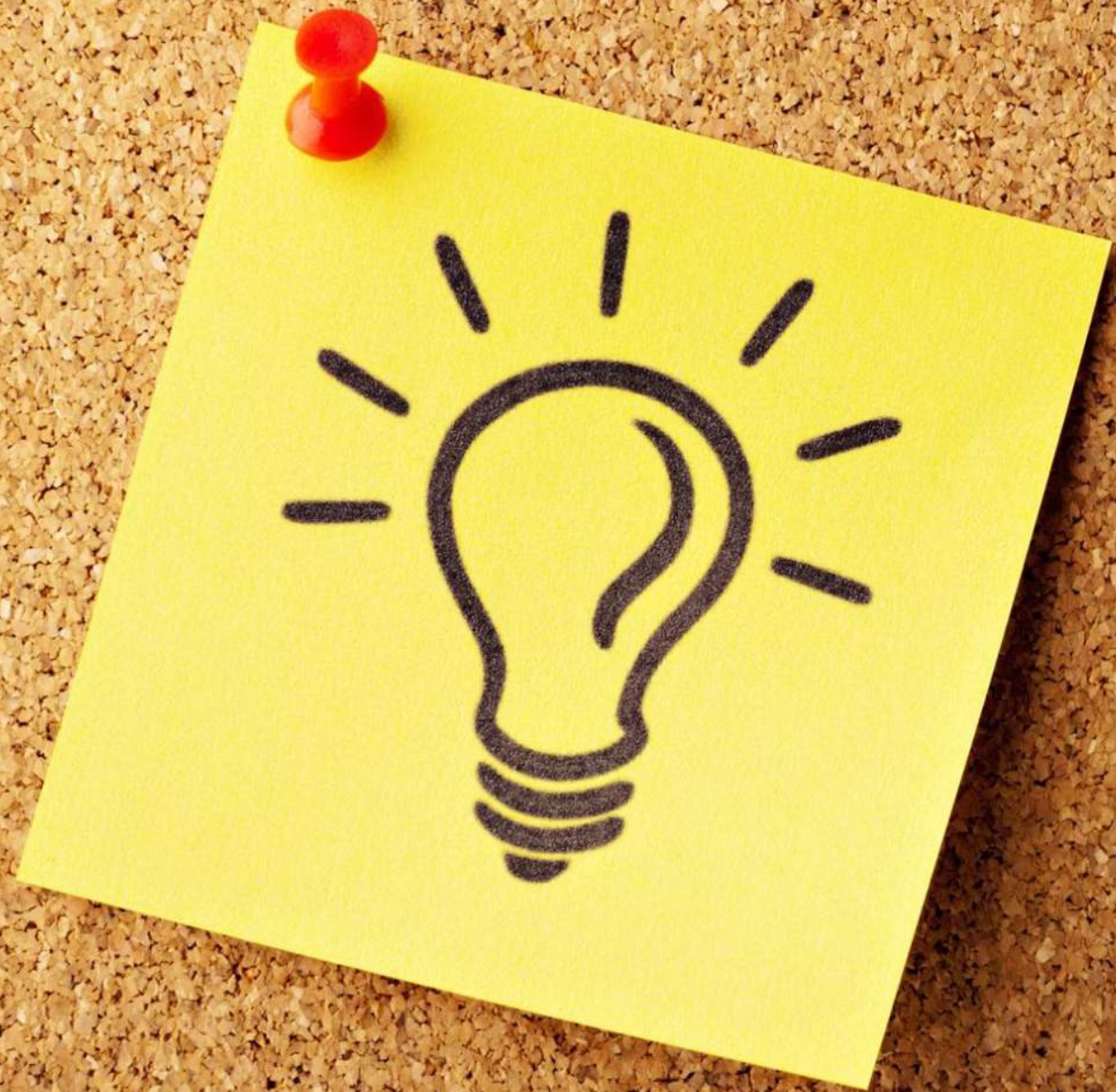




# The Fine Print

- New 2024 Charitable Tax Deadline: February 28th, 2025.
- Donors choose to apply eligible receipts to 2024 or 2025 income tax.
- “Cash” donations or those transferred by cheque, credit card, money order, or electronic payment.
- Securities, gifts in kind, payroll deductions, or bequests from individuals who dies after 2024 are **not** included.
- Visit the [Canada Revenue Agency’s website](#) for more details.







# Tip 1: Inform Supporters

- Canadians can get as much as 49% back on their donation at tax time.\*
- Share information via newsletter, social media, website, and other channels.
- Share [CanadaHelps' tax calculator](#).
- 2024 Ipsos Poll: Only 56% of Canadians planned to claim charitable donations on their 2023 personal income tax return.

*\* Dependant on location, taxes owed, and other financial circumstances.*



## Help Feed Calgary

Over the last couple of years the Calgary Food Bank has seen unprecedented demand. 30% of those needing food support are working; they list employment as their major source of income, but their paychecks just aren't stretching. With the rising cost of living, more and more people are struggling to make ends meet, the community's help is needed now more than ever.

The Calgary Food Bank is truly by community, for community. In partnership with the food industry and people like you, for every \$1 received, we can distribute \$3.50 worth of food. We invite you to help by contributing online, by [phone](#), [mail](#), or [in person](#). All donations over \$25 made online, phone, mail, or in person will receive a tax receipt.

If you are donating funds from a raffle, lottery or 50/50, or if the donation has been collected from other people, please do not use the online donation link, but rather, contact our Community Engagement Team at 403-253-2059 Option 3 or by [email](#).

### Calgary Food Bank

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For every \$1 donated, the Calgary Food Bank can distribute \$3.50 worth of quality food

[DONATE ONCE](#)

[DONATE MONTHLY](#)

#### DONATION AMOUNT

\$

Fund

A General Donation 

500 characters remaining

☐ Dedicate your donation



## Tip 2: Communicate Impact

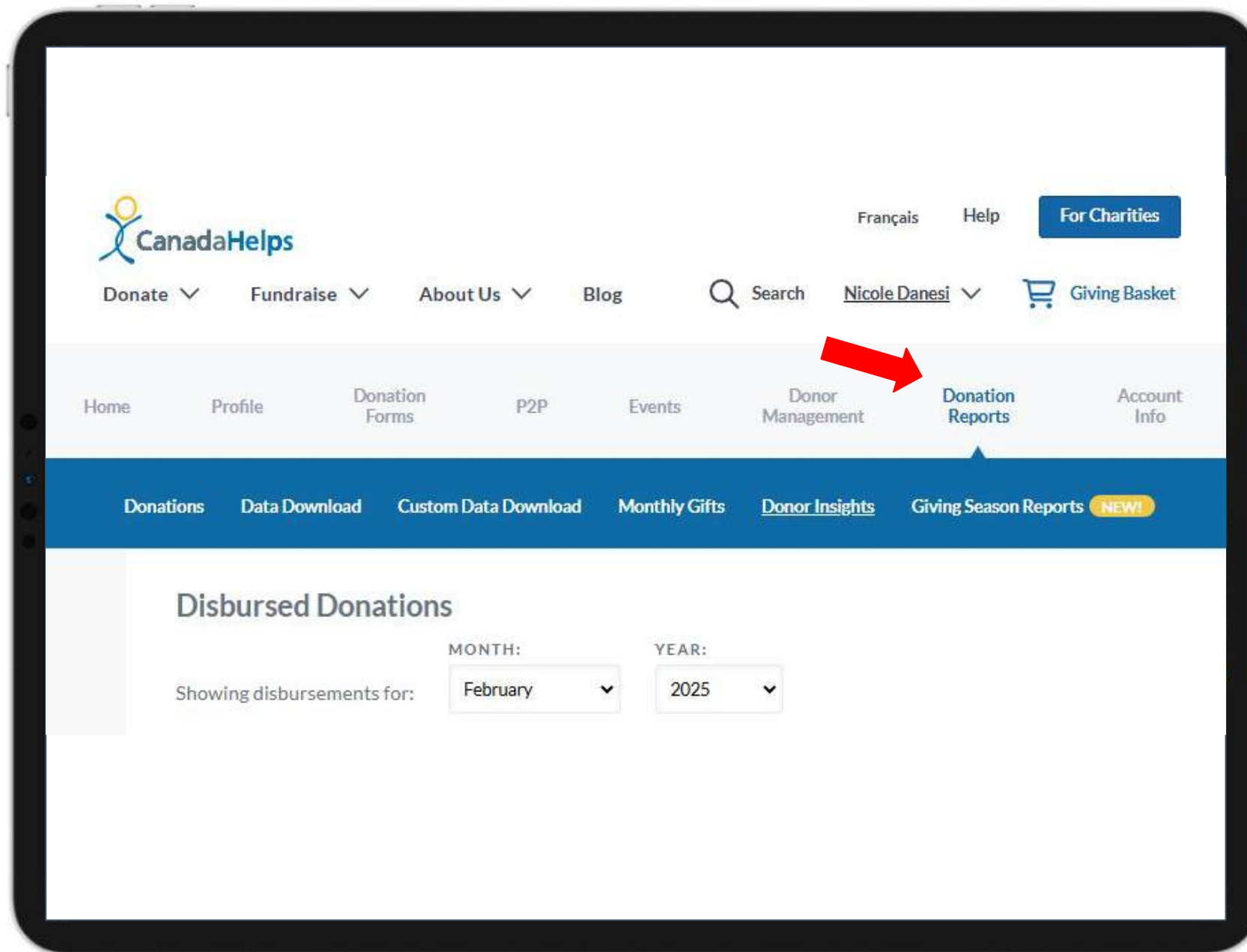
- Share impact of Canada Post strike with donors.
- Share your vision of impact.
- [The Giving Report 2024](#): 20% of former environment charity donors said they stopped giving because they doubted effectiveness.
- We want to hear from you! Tell us how the Canada Post strike has impacted your charity. [Fill out our survey](#).





## Tip 3: Targeted Campaign

- Target donors who gave to your charity in November/December 2023, but didn't give during your 2024 holiday campaign.
- Develop a quick "we missed you" campaign.
- Inform supporters of the extended charitable tax deadline to drive donations.





## Tip 4: Email Campaign

- Set a realistic, yet ambitious fundraising goal.
- Use a fundraising thermometer to share progress in your email campaigns.
- Increase email urgency as the deadline nears.
- Monitor open rates, click through rates, revenue performance, etc.
- Don't forget to add a clear call to action!

[Français](#) | [View in browser](#)



**MEDECINS SANS FRONTIERES**  
**DOCTORS WITHOUT BORDERS**

**11**

**HOURS**

**58**

**MINUTES**

**56**

**SECONDS**

**MATCHING GIFT GOAL: \$130,000**

Deadline: Dec. 31, 2024, 11:59 p.m.

**LAST CHANCE FOR A 2X MATCH**





## Tip 5: Contact Information

- Target donors to collect donor contact information to establish redundancies.
- Plan a personalized survey to collect information.
- Survey can include donation preferences or reasons they give to understand intention.
- Consider offering a prize for completion.

**Dear Nicole,**

What makes Sunnybrook special?

It's the people like you who make up our strong and supportive community.

Today we'd like to learn more about you and what got you interested in Sunnybrook.

[Please take a moment to fill out our short survey.](#) Your responses will help us understand your interest in Sunnybrook, and how we can tailor our content and initiatives to better serve you and our community.

**TAKE THE SURVEY**

On behalf of all of us at Sunnybrook, thank you. And we look forward to learning more about you!

Warmest regards.


*Team Sunnybrook*

Address line 1\*

Address line 2 (optional)

City\*

Select Province


 +1

Phone Number (Optional)

Select Country

Postal code

PAYMENT INFORMATION

 SECURE PAYMENT OPTIONS


☒ Credit Card

☐ PayPal

☐ Google Pay

☐ Gift Card

Credit card number\*



Expiry (MM/YY)\*

CVV\*

Name on card\*

DEDICATION INFORMATION

In Memory Of

In Honour Of

No dedication

Complete Donation Now

## Tip 6: Phone Campaign

- Call donors who gave in November or December 2024 to thank them for their donation and make them aware of the new 2024 charitable tax deadline.
- Leverage support from board members, staff, volunteers, advisory committees, etc.
- Call donors who typically support your holiday campaign and didn't give in November and December to make them aware of the extended deadline.





# Tip 7: Diversify Revenue



- Assess your fundraising pie. Where are you getting funds? What would happen if you lost a source of funding?
- Canada Revenue Agency tax filer data highlights a decline from 23.4 percent in 2010 to 17.7 percent in 2021 (among those Canadians claiming tax receipts).
- Monthly giving revenue grew ~6% on CanadaHelps in 2024.
  - Popular among younger Canadians.
  - Share the benefits to your supporters and how it helps your organization.

# There are many ways to help

It's time to close the gap in our care of young adults with serious mental illness. Effective treatments are available around the world. It's time to make them available in Canada through Eli's Place.



## Make a one-time gift

Take us one step closer to open doors at Eli's Place. It's time to fill the treatment gap and bring this proven-effective treatment program to young Canadians with serious mental illness.

[Make a one-time gift →](#)



## Become a monthly donor

Plant seeds of hope each month for those living with serious mental illness. Your monthly gift provides reliable funding so we can best realize our vision.

[Give monthly →](#)



## Make a tribute gift

Donate in honour or in memory of someone special to you and announce your life-changing gift to Eli's Place with a beautiful, personalized eCard. Your donation amount will remain confidential.

[Make a tribute gift →](#)



## Donate securities

Donate securities or mutual funds that have appreciated in value, rather than cash, and eliminate the capital gains tax. It's the most cost-effective way to give: Eli's Place will receive a larger gift and you'll benefit from a larger tax credit.

[Donate securities →](#)



## Start a fundraiser

Fundraise for Eli's Place for your next birthday, holiday party, or personal challenge, or for any or no reason at all! Your fundraiser will help young adults move from mental illness to hopeful futures.

[Start a fundraiser →](#)



## Leave a gift in your will

Leave a gift in your will. Choosing to remember Eli's Place in your will is the perfect way to make a meaningful difference and bring recovery and resiliency to the lives of young Canadians with serious mental illness today and in the years to come.

[Learn more →](#)

## Plant seeds of hope each month



Your monthly gift provides reliable funding so we can best realize our vision. Together, we can create hopeful futures for young adults with serious mental illness.

## Boost Your Impact!

FR

Make a Monthly Donation to Eli's Place

MONTHLY DONATION

\$15

\$25

\$50

\$100

\$

Custom amount

You can also make a [one-time donation](#)

Write a private message to us (optional)

500 characters remaining

☐ Dedicate your donation

☐ In Memory Of ☐ In Honour Of

1 2 3 4

Donate





START  
HERE...





## BONUS TIP: Securities

- Securities are NOT included in the 2024 charitable tax deadline, but this should be part of your futureproof strategy.
- Securities revenue grew by 39% on CanadaHelps in 2024!
- Embed your securities donation form in seconds.



# BONUS TIP: SWOT

- Conduct a SWOT analysis.
- Assess your charity's **strengths**, **weaknesses**, **opportunities**, and **threats** to understand and reduce risk to ensure your organization is ready for anything!



# Get In Touch

Want to chat fundraising? Book time!  
Matthew Fitch

[matthewf@canadahelps.org](mailto:matthewf@canadahelps.org)

[Calendar Link](#)



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# Questions?