

# IMPACT REPORT

JULY 2019 TO JUNE 2020





Give a little. See the good.™

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# MESSAGE FROM THE CEO OF GMI



**SUE WIGSTON**  
CEO,  
Givesome Management Inc.

What a difference one word can make. A word that shaped my life in 2019 was 'impact.' The realization that I had the ability to choose the impact I wanted to have on the world led me to transition from the role of advisor to CEO of Givesome. My hope is simple. I want to introduce more people to the joy of giving. I want people to experience the impact of their giving and I want to see people not just respond to the needs in front of them, but intentionally look for needs and then give.

Joining Givesome at the beginning of a pandemic was not something that I anticipated, but who could have imagined what this season would look like? I believe this is a moment in time that we will all look back to and have incredible stories to tell.

Some of the stories that I want to remember are the ones that have encouraged me during these past few months. Organizations repurposing to supply the necessary resources to front-line workers, professional athletes using their platform to raise money for those continuing to work on the front lines, business leaders encouraging their employees with Givecards at a time where there is so much fear and need, and enabling them to make a difference and then experience the impact.

This is going to be an amazing year! We have used our time during the disruption of Covid-19 to reevaluate our purpose, priorities, processes and platform and I am excited about the direction we are moving in. We have an amazing team, fantastic partners and renewed energy and focus to achieve our mission. My hope is that we see more and more people think about the impact they are having and choose to make a difference by giving a little and seeing the good.

Thank you for sharing in the Givesome story, the next chapter is going to be a good one!

# MESSAGE FROM THE BOARD CHAIR



**M.J. D'ELIA**  
Board Chair,  
Givesome Foundation

I have been with Givesome since the beginning, so it is a unique privilege to reflect on the statistics and stories in this report that give voice to our growing impact. We continue to reach communities around the globe. We continue to onboard new charities. And we continue to develop giving solutions with our corporate partners. Each new conversation, connection, and campaign pushes us closer to delivering on our compelling vision.

As Chair of the Board, I am encouraged by the growth behind-the-scenes too. The directors are more engaged than ever, asking tough questions, debating policy decisions, and challenging assumptions. We are aligned on the long-term vision and strategy, with clear priorities to invest in our infrastructure, design new features, and focus on partnerships - and we make sure to have some fun along the way too!

On a personal note, I've started inviting my kids to choose which projects we support. Unsurprisingly, they choose projects that focus on improving life for children. I know they're hooked because they keep asking to see the videos of completed projects. Givesome is showing them the difference a few dollars can make.

Thank you for being part of the Givesome story - we're just getting started.



## YEAR IN REVIEW

The past year can be characterized as a year of growth and firsts. No one could have anticipated the onset and vast impact of the Covid-19 pandemic. Not only were we able to pivot to contribute to the great need that Covid-19 created, but we were also able to deliver on a number of key fronts that drove significant growth for Givesome. We launched a web version to substantially improve ease and accessibility for our users. We also introduced customizable Brand and Charity Pages on the platform and drove alignment with the United Nations' Sustainable Development Goals (SDGs). It was advancements like these that put us in a position

to secure and launch our first major international, multi-year corporate campaign. In addition, we had the privilege of partnering with important influencers like Mitch Marner of the Toronto Maple Leafs to raise over \$26,000 with the Marner Assist Fund in support of pandemic relief work. All of these achievements contributed to doubling our previous life-to-date numbers in many of our key metrics. With disbursements to charities of nearly \$113,000, and over 17,700 Givecard® campaign recipients, we were able to impact almost 11,000 lives, and that is something to celebrate. We look forward to building upon this accelerated growth in the year to come.

# WHAT'S NEW

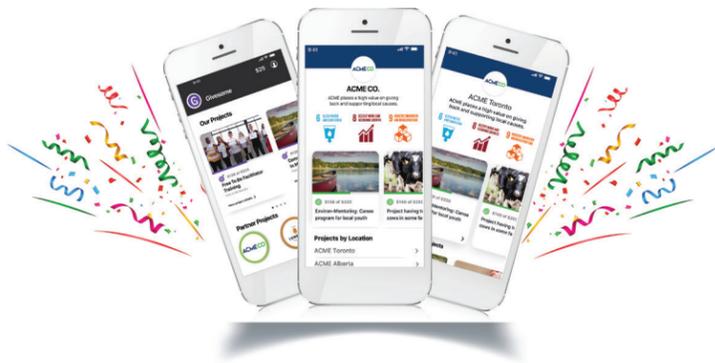
## WEB PLATFORM

On March 9th, 2020 we launched perhaps our most significant feature to date- our web platform. While our apps are still available for both iPhone and Android, Givesome.org provides new benefits for users, charities and companies. You no longer need to download an app in order to give, making it easier to use Givesome for events and much easier to share on social media. Brand and Charity Pages can now be shared via a web link for quick and easy access. If you haven't already, check out our web platform at [www.givesome.org](http://www.givesome.org)



## BRAND AND CHARITY PAGES

The most consistent request we have received from companies and charities has been for a customizable page where they can post their own content and projects. So in September of 2019, we launched our Brand and Charity Pages, complete with their own project carousels and customizable content. We even linked Givecard® PINs to those pages directly so that Givecard recipients can automatically be directed to a page after entering their PIN. This year we launched 30 Brand and Charity Pages and have designs for adding more content and value in the year to come.



## NEW CAMPAIGNS

We love helping our corporate partners do more with their giving dollars by driving engagement and awareness, inspiring further giving, creating connection points with customers and ultimately creating more impact. We are continually impressed with the new and creative ways that companies are using Givesome to engage their audiences. This year we launched 42 new campaigns involving 17,717 recipients. Our partners launched campaigns at corporate and community events, conferences, during recruitment, at ribbon-cutting ceremonies, and even used Givecards as thank-yous and Christmas presents. For those that place a high value on giving, the ideas are endless for how organizations can incorporate generosity into their everyday experiences.



## RESPONSE TO COVID-19

Unsure of what the pandemic would ultimately mean for Givesome, we pivoted from large corporate giving initiatives to featuring a host of pandemic-related initiatives being driven by concerned citizens and existing charity partners. We launched a page with **Mitch Marner** of the Toronto Maple Leafs and ran our first influencer campaign helping raise \$26,322 for his Martner Assist Fund. We partnered with **Covidhealth** to help fund PPE and sanitizer for hospitals and the indigenous community; we teamed up with **The Sewing Army** and musician **Jay Smith** to support pandemic related needs; and we even launched our own Covid-19 page to support the work that our charity partners were undertaking.



# THIS YEAR'S IMPACT

## RECIPIENT IMPACT

### LIVES IMPACTED



10,868 | 36,568

Bringing our life-to-date total to

## SDG IMPACT

### SUSTAINABLE DEVELOPMENT GOALS FUNDED



Bringing life-to-date  
SDGs funded to

11

## CHARITABLE IMPACT

### PAID TO CHARITY PARTNERS



\$112,865

More than  
**DOUBLE**  
our previous life-to-date total

## CORPORATE IMPACT

### NEW CAMPAIGNS

42 **17%**  
Increase



### GIVECARD® RECIPIENTS

17,717  
Bringing the life-to-date total to  
**35,680**

### NUMBER OF PROJECTS

52

Bringing the total to

**278**

### NUMBER OF DONATIONS

7,473



**44%** More  
than last year

## GIVERS IMPACT

### NUMBER OF NEW GIVERS ON THE PLATFORM

2,624

iOS/Android  
app downloads



Growth

**69%**



Total

**7,727**

Growth

**398%**

5,103

New unique  
web users



in **4** months

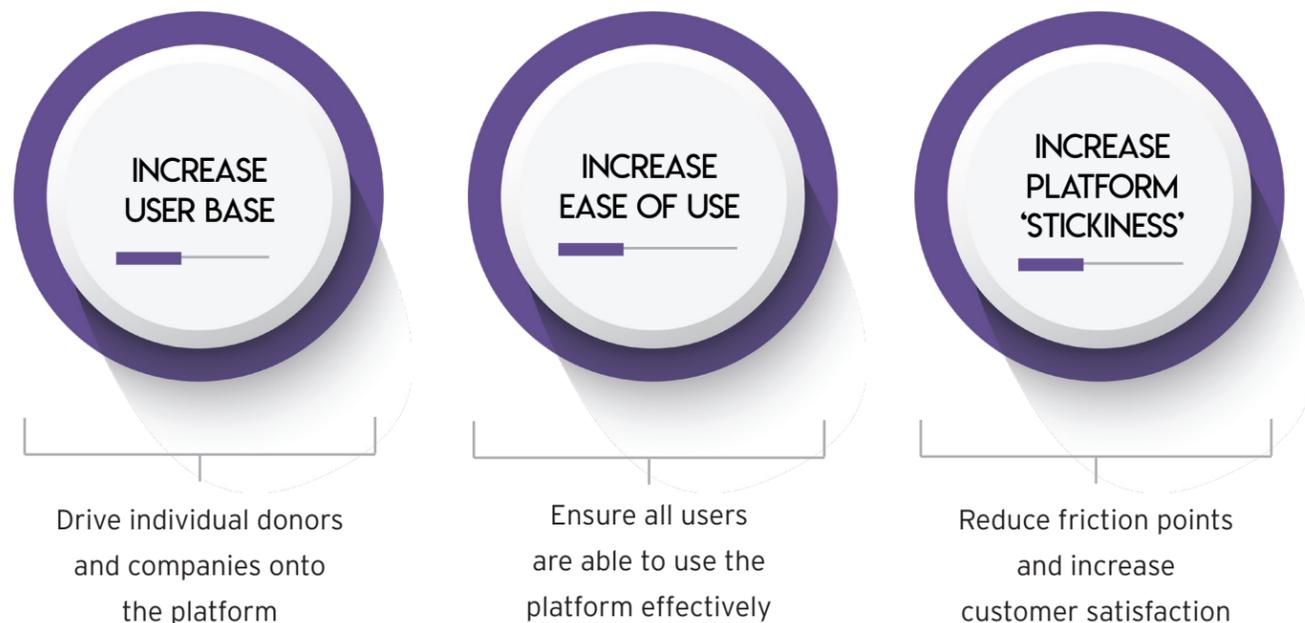
# OUR IMMEDIATE FUTURE

This year, the Covid-19 pandemic gave us the space to stop and reflect and determine what we should start doing, stop doing and keep doing. Instead of launching new corporate products and rollouts we began to use the unexpected break to strategically rethink our platform.

We focused on 3 major questions:

- What can we do to offer more value to our corporate customers?
- What can we do to make the platform more engaging for our users?
- What steps can we take to make our model more sustainable and create more growth?

Out of these discussions, we determined our primary focuses for the next 12 months:



# NEXT STEPS

As a result, we are committed to the following actions this year:

- 01 PLATFORM UPGRADES**  
Add more features and opportunities for companies, charities and users.
- 02 GREATER CORPORATE FOCUS**  
Deliver more outcome-driven services, provide marketing opportunities within the platform, develop a digital conference package solution.
- 03 ENHANCE THE USER JOURNEY**  
Redesign the platform to be more intuitive and engaging for new and current users.
- 04 MORE DATA POINTS**  
Create and share more data for our partner charities and companies.
- 05 IDENTIFY PARTNERSHIPS**  
Identify which partnerships will help further our mission and grow the platform over the next 12 months.

# FOUNDING PARTNERS

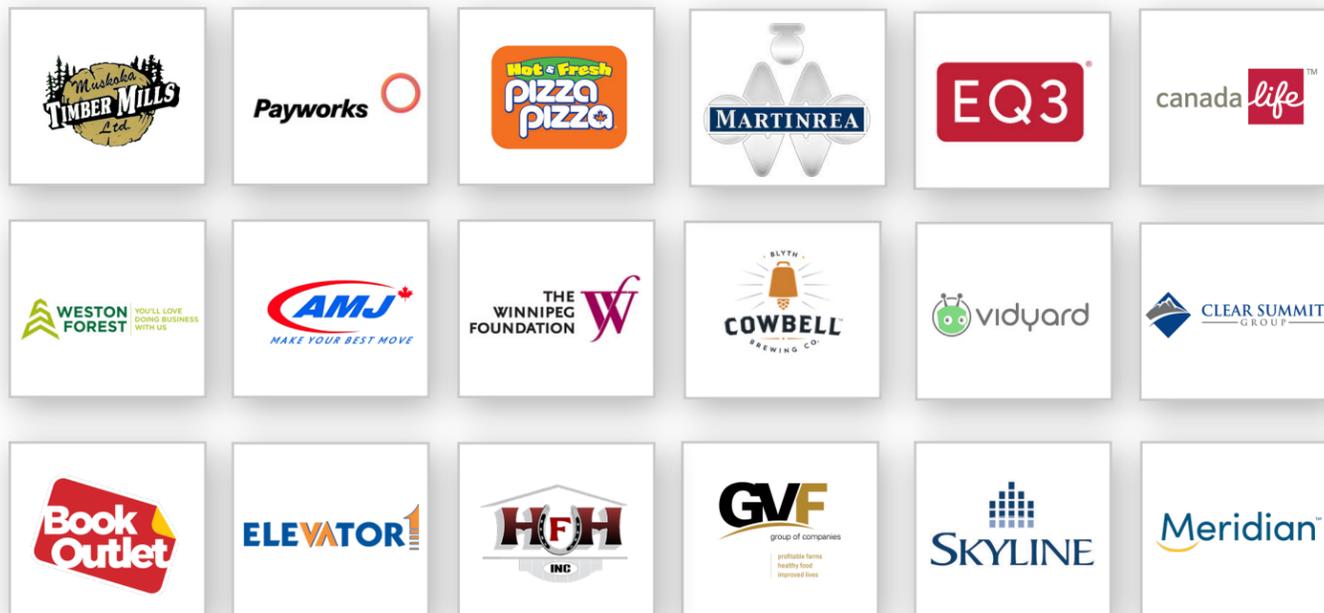
We are pleased to welcome our two newest Founding Partners, Skyline and Meridian. Both companies place a high value on charitable giving and actively invest in doing good work in their respective communities. We are thrilled to feature Skyline and Meridian on our platform, and we are thankful to all of our Founding Partners who enable us to continue providing value to our partner charities and users.



JULY 1, 2019



SEPT 1, 2019



It's always nice to be on the receiving end of giving. However being able to experience the same joy and fulfillment by giving has been awesome - and Givesome has made that possible for us. We launched to our entire management team of over 100 people with each person in the same room at the same time giving to two very specific needs all using the app. The energy in the room was infectious and we were able to hit our giving goal right there with everyone. I've found the app incredibly easy to use and it's been great to launch community giving campaigns in the various districts that we serve. The great thing about Givesome and being "the giver" is that you get to see a video of the other side of your efforts and that's powerful. We looking forward to many more opportunities to give with the help of Givesome, their platform and their amazing team.

*Fabio Marrama | Director,  
Community Experience Meridian™*



# BOARD OF DIRECTORS

Welcome to the team Melanie and Lenny



**MELANIE LANG**

Executive Director, John F Wood Centre for Business and Student Enterprise at the University of Guelph

*"I love that Givesome is changing the narrative of giving by keeping donors connected to the story and making it accessible for everyone."*



**LENNY MALLEY**

Partner at AMJ Campbell

*"Why Givesome? People need hope and hope can come in 2's, 5's or 10's. Easy giving."*



**M.J. D'ELIA**

Associate Chief Librarian,  
University of British Columbia



**KEVIN KIRK** CPA, CMA

Startup & Scale-up Advisor



**PAUL GOYETTE**

EVP of Culture and Global Performance at  
Eagle's Flight Creative Training, Inc.



**MICHAEL HECKTUS**

Owner, CVO at Jump Marketing &  
Consulting Group



**ANNIE KNIGHT**

Marketing and Development Lead at Community  
Living Guelph Wellington, Consultant

# ADVISORS



**MURRAY TAYLOR**

Retired, Former President and  
CEO of Investors Group



**DAN MONAGHAN**

Managing Partner at  
Clear Summit Group



**MARISSA TEETER**

Senior Vice-President, Financial  
Services at IG Wealth Management



**PHILLIP HAID**

Co-Founder and CEO  
of Public Inc.



**EILEEN GREEN**

Vice President and Partner  
of Hub International



**DAVID FEDY**

Associate with McCarter  
Grespan Lawyers



**SHAUNA ARNOTT**

Producer of Haste and Hustle



**JACK READ**

Senior Product Group Lead,  
Shopify Plus

# PERSPECTIVES



People want to know that their life has impact and meaning. Givesome gives them the tools and opportunity to explore that by offering a low-risk entry point into the world of giving. That is one of my favourite parts of the platform. In the hundreds of conversations I've had about Givesome, the response I get from people is contagious. They can't wait to try it, and they consistently think of someone else they want to share it with. I think it taps into one of the deeper parts of human nature.

- Phil S., Long-Time Giver



Having our projects highlighted on Givesome means we not only receive funding but also access to a new audience that might resonate with the work we do. Especially when featured during a Givecard® campaign our charity benefits, the recipients benefit, and the givers benefit by seeing the outcome that they were a part of. It is truly a winning scenario for everyone!

- Kim Lester, Associate Executive Director, MCC Ontario



Book Outlet recently ran a consumer promotion where we donated a \$5 Givecard® with every order that was placed within a 24 hour time-frame. We didn't know what to expect with this type of promotion, but it definitely resonated with our consumers, delivering a redemption rate of close to 20%. We also invited our employees to participate and received a lot of great feedback! Combined, Book Outlet donated over \$2,000 to literacy projects in North America.

- Shannon Vermeer Marketing Director,  
Book Depot



# MEET THE TEAM



**Jay Whitelaw**

*Founder, Executive Director*



**Adam Pender**

*Founder, Captain of the Ship*



**Sue Wigston**

*CEO of GMI*



**Brent Mountford**

*Chief Financial Officer*



**Matt King**

*Charity Coordinator, Editor*



**Franchesca Weeks**

*Design Lead, Charity Coordinator*

While the months of dealing with the pandemic have not been easy, we are very encouraged and excited to have laid the foundation to prepare us for the year ahead. We look forward to providing you—our users, charities and companies—a more immersive experience as we come together to support important charitable work and experience the power of generosity in our lives.