

IMPACT REPORT

JULY 2020 TO JUNE 2021





Give a little. See the good.™

CONTENTS

| | |
|--|----|
| Message from the CEO and the BOD Chair | 3 |
| Year in Review | 5 |
| What's New | 7 |
| This Year's Impact | 9 |
| Board of Directors | 11 |
| Meet the Team | 13 |

MESSAGE FROM THE CEO OF GMI



SUE WIGSTON
CEO,
Givesome Management Inc.

The spirit of generosity has become a lifeline for many this last year. For some, the opportunity to meet the very real needs of others has given them purpose. For others who felt like there was little hope or good news, the generosity of others became a gift that sustained them and provided comfort.

Givesome's vision and mission has not changed. We want to launch and support more people on *the generosity journey™* by helping them experience the impact of their giving. We are so thankful for the many people and organizations that have supported this mission and encouraged us to stay the course.

I believe this next year will settle into a 'new normal'. While I am sure that some things will seem just as they were before, I also believe that there are opportunities for new habits to emerge. Habits that focus on seeing the needs of others in our communities, and around the world and getting excited to do something about it.

MESSAGE FROM THE BOARD CHAIR



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

Everything feels different. Everything is different. The global pandemic has interrupted our lives and disrupted our plans. Our physical health is at risk and our mental health is suffering. We do not remember what normal is, or was, or if it's ever coming back. So we hold our breath. We sit tight. We play it safe. We isolate ourselves from the world and wait for the uncertainty to subside.

Unfortunately, our instinct to retreat only leaves us more lost. Isolation is not the solution. We need each other – now more than ever. We need to be known. We need to belong. We need to be part of something bigger than ourselves. We need to stop focusing on ourselves and begin looking out for each other. We need community.

Building a strong community requires two simple things: a warm invitation to join, and a compelling reason to stay. For me, Givesome offers both. Each day, Givesome extends an invitation to help people in our neighbourhoods and around the world. Small acts like donating a few dollars, sacrificing a little time, or taking a small risk to reach out, can make a huge impact. The numbers in this report demonstrate what we can do when we are united by a shared vision and possess a readiness to give.

Join us in this generosity journey. I promise it will change you – and that's the whole point.



YEAR IN REVIEW

Like most other non-profits and charities, this past year was about navigating the uncertain waters of the pandemic and was chaulked full of challenges, opportunities and a few milestones. In October, November and December 2020 we saw a break in the corporate giving holding pattern that many companies seemed be following which resulted in a record setting quarter. Givesome was part of AMJ Campbells' customer appreciation 'give back' where throughout the month of October every customer received a Givesome PIN and an opportunity to give to one of three charitable projects featured on their brand page. In lieu of cancelling their Christmas party, RCR Realty redirected their funds, through Givesome PINs, to their network of employees and agents and invited them to give to any number of the selected charities they featured during their initiative.

The largest campaign was through Meridian Credit Union, who designed a month-long initiative that culminated on Giving Tuesday. They invited over 800 of their employees and 3400+ of their customers to join them in supporting tangible projects from within the communities in which they live. In those three months alone, over \$168,000 was donated and nearly 20,000 lives were impacted.

In the second half of our fiscal year we hired two new team members and continued to invest in our web-based platform to offer more features and functionality to our users, companies and charities. By the end of the year we were able to celebrate a 68% increase in money donated, 63 different charitable projects funded and over 25,000 lives impacted.

We are thankful for the generous donors and corporate partners who stepped up in a difficult year to make a real difference a few bucks at a time.

Jay Whitelaw,
Executive Director

WHAT'S NEW

PLATFORM ADVANCEMENTS

After transitioning to an entirely web-based platform (Givesome.org) we continued to enhance the features we offer. Among the notable upgrades this year was adding the ability for French translations, providing the option for Givecard funds to be restricted to use on a particular page and the launch of the "other" button. In addition to the traditional \$2, \$5 and \$10 donation options, users can now chose "other" and give whatever custom amount they would like to donate, allowing for much larger donations for those who wish to do so.



CHARITY SPONSORSHIP PACKAGE

For companies who want to support one or more of their favourite charities and/or create alignment with the charities and causes they work with, we launched the ability for a company to sponsor a charity page. This sponsorship is a win for both charity and company. The charity receives a new page for funding where they keep 100% of the funds they raise and the company receives a banner on the bottom of the charity page aligning their brand with that charity.



US ROLLOUT WITH MARTINREA

While we have been working with a handful of charities and companies in the US, this year marked the first time that we launched a multi-site US based rollout. The initiative will involve nearly 3,900 employees at all 11 of Martinrea's US sites and will provide each employee with \$20 and the ability to donate to local and national charities featured on their custom page. Through this initiative 21 more charities will receive funding and visibility through Givesome.



Making People's Lives **Better**

RECORD SETTING QUARTER

With the pandemic in full swing we were deeply encouraged by the generosity and impact of several companies over the course of 3 record setting months for Givesome. From October to December 2020, through companies like Meridian, RCR Realty and AMJ Campbell we raised over \$168,000 in donations for 45 charities, impacting nearly 20,000 lives. This was the most impact that we've seen created through our platform in any consecutive 3 month period, ever.



THIS YEAR'S IMPACT

RECIPIENT IMPACT

LIVES IMPACTED



25,676 | 62,461

Bringing our life-to-date total to

CHARITABLE IMPACT

PAID TO CHARITY PARTNERS



\$189,786

68%
higher than
last year

NUMBER OF PROJECTS

63

Bringing our life-to-date total to

379

NUMBER OF DONATIONS

8,822



18%

MORE
than last year

CORPORATE IMPACT

NEW CAMPAIGNS

27 | 155

Life-to-date

GIVECARD® RECIPIENTS

20,085

13% **MORE**
than last year

GIVERS IMPACT

NUMBER OF NEW GIVERS ON THE PLATFORM

7,736



55%

GROWTH
over previous
life-to-date total

PEOPLE INVITED INTO THE JOURNEY

50,000+

Life-to-date

SUSTAINABLE DEVELOPMENT GOALS FUNDED

SDG IMPACT



Total SDGs
funded

11

BOARD OF DIRECTORS

A SPECIAL WELCOME TO OUR NEWEST BOARD MEMBERS



JEAN CAPILI MBA

**SR. ADVISOR AT INNOVATION, SCIENCE
AND ECONOMIC DEVELOPMENT CANADA**

Jean has extensive experience working with local communities, NGOs, multi-national corporations, governments, international agencies and academia. She believes in a world where every individual can prosper and live well. Jean loves to learn, as much as do, and has a post-grad in International Development and an MBA from Cornell University and Queens University. She loves exploring new cultures – she has had the privilege to travel to over 50 countries so far. Jean also tries to golf and enjoys stand-up paddle boarding and cross-country skiing.



BEENETA STABLES

PRESALES DIRECTOR, ONESTREAM SOFTWARE

Beeneta Stables is the Presales Director for the North American Central Region at OneStream Software. She leads a team of Solution Consultants who are the best in the industry. Starting her career as a CPA, Beeneta quickly realized she was passionate about technology. She has combined her background in accounting and love for technology with a career in Corporate Performance Management software. While living in the US and Canada Beeneta has worked for leading companies like PepsiCo, GE, Oracle and Microsoft. When not working Beeneta enjoys running, staying fit and DIY projects around the house.



M.J. D'ELIA
ASSOCIATE CHIEF LIBRARIAN,
UNIVERSITY OF BRITISH COLUMBIA



KEVIN KIRK
DIRECTOR, FINANCE & OPERATIONS, DIPLY



PAUL GOYETTE
EVP OF CULTURE AND GLOBAL
PERFORMANCE AT EAGLE'S FLIGHT
CREATIVE TRAINING, INC.



MICHAEL HECKTUS
OWNER, CVO AT JUMP MARKETING &
CONSULTING GROUP



MELANIE LANG
PRINCIPAL OF MELANIE LANG CONSULTING



LENNY MALLEY
PARTNER AT AMJ CAMPBELL

MEET THE TEAM



JAY WHITELAW
Co-Founder, Executive Director



ADAM PENDER
Co-Founder, President



BRENT MOUNTFORD
Chief Financial Officer



SUE WIGSTON
Chief Executive Officer



CLAIRE VEENSTRA
Charity Coordinator



ALEX DEJONG
Project Coordinator