

IMPACT REPORT

JULY 2021 TO JUNE 2022





Give a little. See the good.™

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MESSAGE FROM THE BOARD CHAIR



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

After over two years of staying close to home, our family decided to take a short summer road trip. We loaded up on snacks. We made our playlists. We wedged our suitcases in the trunk, set the GPS, and hit the road.

The best thing about road trips is how they disrupt normal routines and rhythms. Once you get far enough away from home, your surroundings start to change. You begin to notice different things, and you have the space and time for meaningful conversations.

For me, Givesome's generosity journey provides a similar experience. Maybe you've spent the last few years operating in standby mode, hoping for life to return to normal. But the waiting and wondering actually made your world feel smaller. You need to discover fresh perspectives and pursue new possibilities.

This impact report shows what can happen when you leave your comfort zone in the rear view, and explore new surroundings. The stories and statistics in this report demonstrate the impact of our collective generosity journey. But this road trip is not over. There are many more adventures ahead, so get in, buckle up, and let's go.

MESSAGE FROM THE CEO OF GMI



SUE WIGSTON
CEO,
Givesome Management Inc.

What a year! Most of us found ourselves in a place where we had moments of hope, followed by moments of fear and isolation. Today, things feel different. We have been able to experience community and get back to more personal connections. It has been a refreshing change to feel back to 'normal'.

This year, we revisited our vision, mission and values and refined them to reflect much more than a desire to see more people giving, but to focus on initiatives that result in more generous people. We have an opportunity in every interaction we have with companies, charities, and donors to inspire a life of generosity and generosity has come to mean so much more to us than giving. It includes our time, influence, expertise, encouragement and empathy. As we shifted our vision from giving to generosity, it has created many new opportunities in the way in which we can partner with companies. We are helping companies define their social purpose, create awareness and engagement with their customers and employees and leverage their existing giving into opportunities for corporate growth.

We have learned so much about what it means to be generous through our experiences with amazing people. We have been encouraged by others who have offered their time, expertise, encouragement and support as we continue to grow.

Our dreams and plans for the coming year are not small. We are building the team with expertise to leverage all of the opportunities that have been created. We are thankful for your support in our journey!



We are excited to share our new Vision, Mission, Purpose and Values. They are a strong reflection of our growth and plans for the future.

VISION

More Generous People

MISSION

To inspire a life of generosity

PURPOSE

To make the world a better place, for everyone

CORE VALUES

WE ARE:

- Authentically ourselves
- Courageously creative
- Generous
- Inclusive
- Trusted partners

WHAT'S NEW

NEW PLATFORM FEATURES

It is important for us to continue to develop new features and functionality that make the user experience more enjoyable, accessible and secure. Perhaps the most significant new feature to date was launched in November of this year - the ability to receive a charitable tax receipt for donations made to registered charities on Givesome.org. Tax receipt icons inform users which projects provide tax receipts should they opt to receive one. Receipts are provided directly by the charity receiving the funds for cumulative annual donations over \$20.



BIG JUMP IN CREDIT CARD DONATIONS

This past year was by far our most significant year for individual credit card donations - both in average size and total giving. Before launching the tax receipting capability and the "other" donation amount button our average donation was \$7. After launching those features, the average donation jumped to \$42. This led to a significant increase in the total overall donations we received from individuals, which jumped an incredible 570% from our historical average.



SUPPORT FOR UKRAINE

The devastation of the war in Ukraine led so many companies and individuals to join together and support relief efforts for Ukrainians inside and outside of their country. We had the privilege of responding with several charities and companies who used our platform to feature and fund a variety of Ukrainian relief efforts. Thanks to the generous contributions from companies like Grand Valley Fortifiers and Faithlife Financial we were able to help facilitate over \$26,000 in donations to important relief efforts.



NATIONAL SKYLINE CAMPAIGN

In April we launched an initiative with Skyline to support Food Banks Canada. The goal was to create a friendly competition among their employees, tenants and investors across the country to support Food Banks Canada through both physical and monetary donations. The response was incredible. 1,437 lbs of food was donated along with \$48,000 in donations in a span of 14 days, demonstrating the power of a workforce and customer base that is bought into accomplishing a measure of good, together.



THIS YEAR'S IMPACT

RECIPIENT IMPACT

LIVES IMPACTED



55,881

118%
higher than last year

SDG IMPACT

SUSTAINABLE DEVELOPMENT GOALS FUNDED

Total SDGs funded

11



CHARITABLE IMPACT

PAID TO CHARITY PARTNERS



\$234,144

23%
higher than last year

NUMBER OF PROJECTS

82

30% GROWTH
over the last year

NUMBER OF DONATIONS

2,691



28,184 TOTAL
life-to-date

GIVERS IMPACT

NUMBER OF NEW GIVERS ON THE PLATFORM

8,007 → 29,721 Life-to-date

PEOPLE INVITED INTO THE JOURNEY

75,000+ Life-to-date

CORPORATE IMPACT

NEW CAMPAIGNS

17 172
Life-to-date

GIVECARD® RECIPIENTS

5,274
61,039 TOTAL
life-to-date

BOARD OF DIRECTORS



BEENETA STABLES
PRESALES DIRECTOR, ONESTREAM
SOFTWARE



JEAN CAPILI
SR. ADVISOR AT INNOVATION, SCIENCE
AND ECONOMIC DEVELOPMENT CANADA



KEVIN KIRK
DIRECTOR, FINANCE & OPERATIONS, DIPLY



MELANIE LANG
PRINCIPAL OF MELANIE LANG CONSULTING

*TERM COMPLETED AS OF SEPTEMBER 2022



MICHAEL HECKTUS
OWNER, CVO AT JUMP MARKETING &
CONSULTING GROUP



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



LENNY MALLEY
PARTNER AT AMJ CAMPBELL



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

MEET THE TEAM



JAY WHITELAW
Co-Founder, Executive Director



ADAM PENDER
Co-Founder, President



SUE WIGSTON
Chief Executive Officer



BRENT MOUNTFORD
Chief Financial Officer



GRAHAM SHARKEY
Vice President,
Strategy and Partnerships



CLAIRE VEENSTRA
Charity Coordinator



ALEX DEJONG
Project Coordinator