

New Age Fundraising: Maximize Your Reach and Fundraise on Today's Top Platforms with PayPal Giving Fund Canada

October 2025

PayPal Giving Fund

Quick Overview

01

Intro to PayPal Giving Fund

02

Our Digital Fundraising Guide *NEW!*

03

Charity Panel and Live Q&A

Intro to PayPal Giving Fund

PayPal Giving Fund: A registered charity connecting people, businesses, and causes through trusted digital giving programs.

With PayPal and our partners, we enable online giving opportunities that help charities

Our vision:

**Reimagine
everyday
giving to help
charities.**

Our mission:

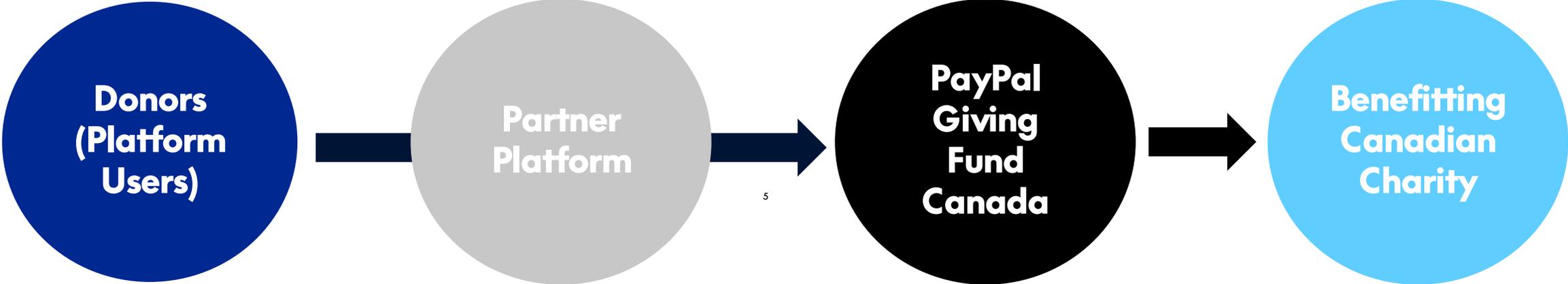
**Enable the world's
leading online
platforms to create
opportunities for
everyday
charitable giving.**

Our value prop:

**We ensure our programs
are trustworthy,
scalable and impactful,
raising new funds and
creating new
connections for the
benefitting charities.**

How PayPal Giving Fund works

PPGF enables customers to support their favourite charities through our partner programs



Supporters choose to donate on a PPGF partner platform (e.g., PayPal, Facebook, Instagram, GoFundMe, Twitch)

PayPal Giving Fund Canada receives the donations and provides donation receipts to donors

We then grant the funds to charities without charging a fee for our services*

***Some partners may charge fees on donations made through their platforms. See [FAQ](#) for details.**

Added comfort for donors and charities

\$200M+
raised in
Canada

3M+ unique
donors
engaged

PayPal Giving Fund leverages PayPal technology to ensure **transactions are secure and protected**, so donors and charities can feel confident that funds donated on platforms powered by PayPal Giving Fund will be delivered to charities.

Key functions of PPGF:

6

- ★ Maintain a directory of registered charities that is monitored for eligibility
- ★ Receive donations
- ★ Issue tax receipts to donors
- ★ Grant/gift 100% of funds we receive via our partner platforms to charities
- ★ Report to charity regulators and ensure compliance

Some of Our Partners



PayPal helps make it easy for donors to find and support their favourite charities. Giving opportunities embedded in the PayPal [web](#) and mobile app customer experience, and in checkout, are enhanced by seasonal campaigns and promotions that inspire people to give more - and give more often. PayPal customers can also create customized fundraisers within the PayPal app and share with other potential donors.



GoFundMe is a social fundraising platform that lets people raise funds to benefit their favourite charities through donations made to PayPal Giving Fund. Through the site, users can create their own unique fundraising campaigns to support a charity of their choosing and share their campaigns through social media to drive donations.



Meta's fundraising tools make it easy to create and share fundraisers and donate buttons that benefit charities on Facebook and Instagram. As with our other programs, donations from Meta users are made to PayPal Giving Fund, and we then grant the funds to charities in our monthly pay-outs, subject to our policies.



Humble Bundle is a digital store and membership service that partners with content providers and charities to develop and offer digital content and product bundles to the public, directing a portion of nearly every sale to charity. Through an innovative "pay what you want" pricing model, customers can not only choose what they want to pay, but also designate a portion of the sale to be donated by Humble Bundle to PayPal Giving Fund to benefit the charity of their choice.



Twitch is an interactive livestreaming service and global community that comes together every day to create unique, live, and unpredictable experiences from the interactions of millions. In partnership with PayPal Giving Fund, Twitch's charity tool makes it easier for streamers to raise money for causes they care about by removing the hassle from donation tracking and making it easier for viewers to donate to support a charitable cause.



Deed is an enterprise social impact platform that makes it fun and easy for 2.2M+ employees to share their time, money, and talent with causes they care about. Deed partners with PayPal Giving Fund to provide a seamless global giving experience while streamlining the funds disbursement process.

What is the difference between PayPal and PayPal Giving Fund?

PayPal Donate vs PayPal Giving Fund

PayPal

- **PayPal Donate button enables charities to receive donations on their own websites.**
- **Charities can set up recurring donations, use QR codes and other product features with PayPal.**
- **Donations received go directly into the charity's PayPal account and are subject to PayPal Canada's reduced charity transaction fee 1.6% + \$0.30 (if validated as a confirmed charity).**
- **Donations made via the PayPal Donate button are not collected by PayPal Giving Fund, they are received directly by the charity.**

PayPal Giving Fund

- **PayPal Giving Fund donations are funds raised through our partner's giving programs.**
- **PayPal Giving Fund receives all donations made on these platforms, issues donation receipts to donors, and grants the funds to charities according to our Donation Delivery Policy.**
- **As a CRA-registered charity, PayPal Giving Fund Canada maintains compliance with all regulatory and reporting requirements.**

Our Charity Database

There are two types of charities in our database – enrolled and unenrolled

Unenrolled

- We incorporate all registered charities from the charity directory of the Canada Revenue Agency (CRA). All charities are reviewed by PayPal compliance before entering our database, and we monitor charities' registration and eligibility statuses to keep our directory up to date and in good standing.
- After additional due diligence checks, funds are granted within 90 days via cheque mailed to the address on file with the CRA.
- Unenrolled charities do not have access to the PPGF Dashboard or donor data; they cannot update or personalize their profile information as this is pulled directly from the CRA.
- Certain programs are available to enrolled charities only.

Enrolled

- Have a PayPal Business account, are validated for “confirmed charity” status (by TechSoup), and enrolled with PayPal Giving Fund. www.paypal.ca/joinppgf
- Enrolled charities receive grants direct to their PayPal account on a monthly basis, between 15-45 days.
- Have access to program and donor information, payout data and useful resources via the PPGF Dashboard (www.paypal.com/givingfund/dashboard).
- Can personalize their profile information such as adding their logo, description, and key words – this info ports to our partner platforms and makes it easier for donors to find the charity they want to support.
- Accounts with confirmed charity status also benefit from PayPal's discounted charity rate to use other PayPal products.

What are the benefits of becoming an enrolled charity?

Charities receive donated funds faster so they can do more sooner

- + Receive funds securely and electronically, with donation receipts managed for you**
- + Access shared donor data securely to thank supporters for their generosity**
- + Track funds and access resources for multiple programs, all in one place through your dashboard**

Access the [PayPal Giving Fund Dashboard](#)

- + Reach millions of supporters on platforms they already use with a custom profile that highlights your logo and mission**

Only one profile will update info across all our partner platforms

- + Tap into new audiences through fundraising programs with all our partners**

Certain programs are available to enrolled charities only (e.g., Twitch)

How can charities enroll?

Over 11.4K Canadian charities have enrolled with us!

www.paypal.ca/joinppgf

PayPal

1. Charities create a PayPal Business Account

Ensure profile is complete, including correct organization type and CRA# is entered.



PayPal

2. Confirm your charity status with TechSoup

PayPal partners with TechSoup to do charity validations in Canada.
(Verified charities also get discounted pricing applied to their PayPal account if they want to use other PayPal services.)



PayPal Giving Fund

3. Eligible charities that have completed the above steps will be automatically enrolled with PayPal Giving Fund Canada

Charities receive an email confirming that they have been enrolled with PayPal Giving Fund.

Enrolled charities should visit their [dashboard](#) to update their profile, access donation data and resources, and track payments.

Our Digital Fundraising Guide

What you'll learn from this Guide

- How charities can leverage fundraising tools on our partner platforms
- How supporters can leverage fundraising tools on our partner platforms
- How to activate and optimize your charity's presence on our platforms to expand your donor base
- Top topics to drive donor engagement on these platforms

ACCESS THE GUIDE



Charity Panel

Meet our Panelists!

Ned's Wish
www.nedswish.com

Stacey Talbot



Plan International Canada
www.plancanada.ca

Padraig Attlee Howard



Calgary Wildlife Rehabilitation Society
www.calgarywildlife.org

Beki Hunt



Q&A

Thank You

ACCESS THE GUIDE



PayPal Giving Fund