

PayPal Giving Fund

Fundraising Guide on PayPal Giving Fund Partner Programs:

Practical information to boost your charity's fundraising potential.



What you'll find in this guide

Our aim is to help charities like yours raise more funds and connect with new supporters.

This guide provides an overview of PayPal Giving Fund and some of the partner platforms available to your charity, including:

- Find out how PayPal Giving Fund works
- Take action today using our practical tips
- Engage your supporters with ideas to get them involved in fundraising
- Hear from charities using these online platforms

This information is for everyone interested in digital fundraising for charity. Please share this guide with colleagues, leaders, and others you know who would benefit from learning about these opportunities. We hope it inspires your charity to maximize its digital fundraising impact.

Need help?

Contact the specialized support team for charity inquiries

[Online form](#) or Call 1-888-221-1161 and state "Giving Fund" as the reason for your call

About PayPal Giving Fund

PayPal Giving Fund enables some of the world's leading online platforms to create opportunities for everyday charitable giving. We ensure our programs are trustworthy, scalable and impactful, raising new funds and creating new connections for benefitting charities.

In Canada, we are a charity registered with the Canada Revenue Agency (CRA# 812867752RR0001). Since we launched in 2018 through 2024, we've raised over \$200M to benefit Canadian charities, engaging 3M+ unique donors.

**Over
\$200M
raised to
benefit
Canadian
charities**

Vision

**PayPal Giving Fund reimagines
everyday giving to help charities**

How PayPal Giving Fund works:

Step 1.

Individuals donate to us to support your charity through Facebook, Instagram, GoFundMe and other partner platforms

Step 2.

Donors receive receipts directly from us, helping reduce your charity's administration workload

Step 3.

We grant funds to donors' recommended charities without charging charities or donors for our services*

* Some partners may charge fees on donations made through their platforms which they will disclose on their websites.

Benefits of PayPal Giving Fund

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

How to enroll

It's free for Canadian registered charities to enroll with PayPal Giving Fund.

- 1 [Create](#) a PayPal business account
- 2 [Confirm](#) charity status with PayPal
- 3 Ensure your enrollment confirmation email was received.

Start here: www.paypal.ca/joinppgf →

Need help?

Contact the specialized support team for charity inquiries

[Online form](#) or Call 1-888-221-1161 and state "Giving Fund" as the reason for your call

It's easy to maximize your fundraising opportunities

If your charity is enrolled with PayPal Giving Fund, log in and complete this quick checklist regularly:

- ☐ Download reports and shared donor data to gain valuable insights
- ☐ Check your logo and description are up to date to help mission-aligned supporters discover your charity
- ☐ Review resources from partner programs to explore more ways to strengthen your digital fundraising impact

Log in here: www.paypal.com/givingfund/dashboard →

Need help?

Contact the specialized support team for charity inquiries

[Online form](#) or Call 1-888-221-1161 and state "Giving Fund" as the reason for your call



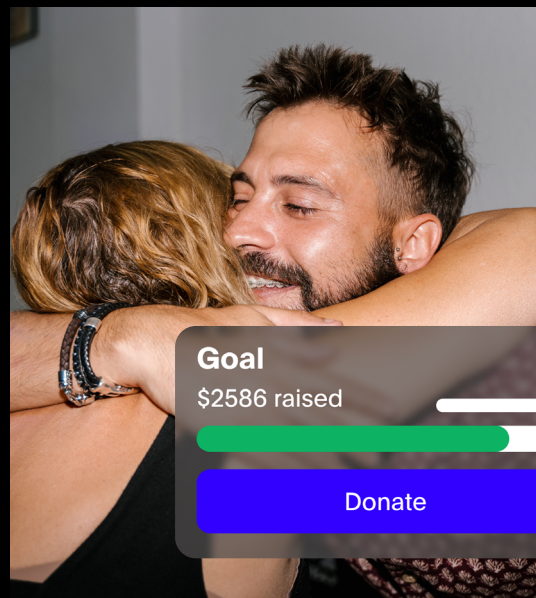
Facebook is one of the most established social media platforms, with millions of daily users. There are two ways users can donate on Facebook – through a Fundraiser or via a Donate Button.

How your charity can leverage Facebook fundraising tools:

- Create a Facebook Fundraiser and share it with your supporters
- Add a Facebook Fundraiser to your Facebook post or Live video
- Add a Donate Button* to your Facebook page, live videos and posts
- Access Fundraiser Insights Dashboard* to track campaign progress and download donation data

*Tools are only available for charities that have applied for Meta's fundraising tools.

Donor details can be accessed via Facebook's Insights Dashboard*



Top Tip: Apply for Meta's fundraising tools to unlock additional benefits such as adding a Donate Button on your Facebook page and accessing the Insights Dashboard.

Sign up here

Facebook is the most popular channel among Millennials who engage in generosity online.

Source: "The Future of Giving: Looking Beyond the Selfie," 2023

How supporters can help your charity on Facebook:

- Create a Facebook Fundraiser to support your charity (e.g., birthday fundraiser)
- Give to a Facebook Fundraiser or via a Donate Button to support your charity
- Engage with your charity's posts/page by sharing, commenting, liking

For more info:

<https://www.facebook.com/government-nonprofits/best-practices/nonprofits/tools-solutions?country=Canada>





“Movember’s mission is to change the face of men’s health, and we’ve always believed that meaningful impact starts with the individual, quite often for us, on their top lip. Fundraising via Meta donation tools has been a game-changer because it gives our individual supporters the chance to bring their support for men’s health in front of their personal networks in a quick and intuitive way.

We’ve integrated various ways for our incredible community of supporters to enhance their fundraising journey via these tools. Whether that’s synchronizing their Movember.com ‘Mo Space’ fundraising page with a mirrored Facebook fundraiser (so their support is maximized across both platforms), giving via the Donate button directly on our Facebook pages, or an organization using their brand’s Instagram page to raise funds from their followers directly - we’re seeing lots of creative ways people use these tools to get behind the cause.

We encourage our community to utilize these tools through carefully planned communication – an SMS, email reminder or an intuitive user experience on Mo Spaces makes all the difference in someone learning about and adopting these additional tools. Donors can then reach more people in a place where they’re most comfortable, and it often increases their propensity to fundraise significantly – which ultimately goes on to help Movember drive impact for the men we serve. Since Facebook donations are made to PayPal Giving Fund to support Movember, we have confidence in knowing our donors’ funds from around the world are being delivered successfully and securely.

We know that men’s health challenges don’t follow a calendar. Thanks to PayPal Giving Fund and Meta, we can keep the impact going year-round, not just in November and ultimately continue working towards our goal of changing the face of men’s health for our fathers, brothers, sons and friends.”

Tom D’Souza
Global Lead, Innovation
Movember Canada



Instagram is a highly popular social media platform, with millions of daily users. There are two ways to raise charitable funds on Instagram – creating a Fundraiser or giving via the Support Button.

How your charity can leverage Instagram fundraising tools:

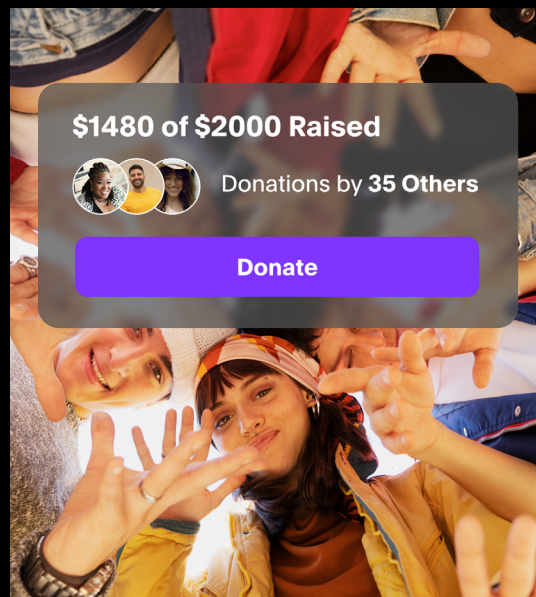
- Create an Instagram Fundraiser and share it with your supporters
- Add an Instagram Fundraiser to your Instagram post, profile, Story, Reel or Live video
- Add a Support Button* to your Instagram profile
- Add a Donate Button* to your Instagram post or Live video
- Add a Donation Sticker to your Instagram Story

*Tools are only available for charities that have applied for Meta's fundraising tools.

Instagram giving is only available via the Instagram app

How supporters can help your charity on Instagram:

- Create an Instagram Fundraiser to support your charity
- Add a Fundraiser to their Instagram post, profile, Story, Reel or Live video
- Add a Donation Sticker to their Instagram Story or a Donate Button to their Instagram Live video
- Give to an Instagram Fundraiser or via a Donate/Support Button
- Engage with your charity's posts/page by sharing, commenting, liking



Top Tip: Apply for Meta's fundraising tools to unlock additional benefits such as adding a Support Button on your Instagram profile and accessing the Insights Dashboard.

Sign up here

Instagram is the most popular channel among Gen Z who engage in generosity online.

Source: "The Future of Giving: Looking Beyond the Selfie," 2023

For more info:

<https://www.facebook.com/government-nonprofits/best-practices/nonprofits/tools-solutions?country=Canada>





Until we are all equal

“Plan International Canada is a leading global children’s charity that strives for a just world by advancing children’s rights and equality for girls. We want to share our mission with like-minded determined optimists who are also striving to make the world a more equal place, especially for girls.

One way we do this is through social media by building relationships with an audience that shares similar values. With over 19,000 followers on the platform, Instagram is one of our biggest and most active channels with our most engaged audience. We saw the potential of Instagram fundraising in other countries, and we wanted to tap into Instagram’s large user base. As soon as giving on Instagram launched in Canada, we jumped to action and focused on providing our IG audience with concrete ways for them to join and support our cause. Our goal was to develop our existing audience from social supporters to donors by enabling the giving tools on Instagram.

We soft-launched Instagram giving with our “Until We Are All Equal” campaign and immediately saw great interest from our staff for creating fundraisers. We were also pleasantly surprised to see fundraisers created by new followers and supporters with whom we were not previously in contact. Having the option for Instagram users to easily create fundraisers on the platform helps us reach new donors. Our first Instagram campaign not only achieved our fundraising goal, but surpassed it by 183%.

With this success, we’re now brainstorming ways to incorporate Instagram’s giving features into all our future fundraising campaign plans. Through these integrated giving features, PayPal Giving Fund enables charities to leverage a powerful platform like Instagram – and we are optimistic about the long term fundraising success we can have through this channel.”

Wajiha Suboor

Social Media Manager
Plan International Canada

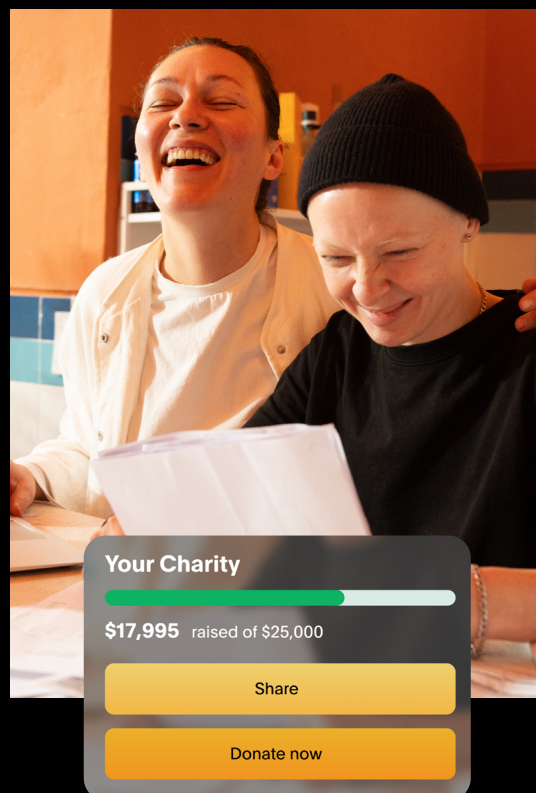


GoFundMe is a popular crowdfunding platform that enables both charities and donors to create and share Fundraisers with their community. GoFundMe's Certified Charity Fundraisers can be used to raise charitable funds.

How your charity can leverage GoFundMe tools:

- Create a Certified Charity Fundraiser and share it with your supporters
- Share your Charity Fundraiser across all your social media accounts
- Add photos and videos to your fundraiser; Share updates to increase engagement
- Access fundraiser and donor data from your [PayPal Giving Fund Dashboard](#), with additional reports available to charities signed up with GoFundMe
- Inquire about partnership with GoFundMe to amplify a planned campaign (canada@gofundme.com)

PayPal Giving Fund receives and grants donations from GoFundMe's Certified Charity Fundraisers (not Personal Fundraisers)



How supporters can help your charity on GoFundMe:

- Create a Certified Charity Fundraiser to support your charity
- Give to a Certified Charity Fundraiser and leave a comment
- Engage with your charity's social media posts on your fundraiser by sharing, commenting, liking

Top Tip: Claim your GoFundMe profile to unlock additional tools such as access to GoFundMe fundraiser and donor reports.

Sign up here

1 in 13 Canadians has donated on GoFundMe.

Source: GoFundMe

For more info: <https://www.gofundme.com/c/charity-fundraising> →



“At Calgary Wildlife, we care for thousands of injured and orphaned wild animals every year, and sometimes the needs are urgent—an unexpected influx of patients, a critical medical equipment breakdown, or a sudden rescue that demands immediate resources. For such events, we turn to GoFundMe. It’s a platform that not only makes fundraising easy for us to manage but also gives our supporters the transparency and confidence they need when donating.

Our primary use of GoFundMe is for emergency funding needs and special projects. When we face unexpected expenses that fall outside of our regular budget—such as much needed buildings or lifesaving medical tools—this tool allows us to act quickly. Instead of delaying critical purchases or diverting funds from other areas, we can create a campaign, share it widely, and start seeing support within hours. Since adopting GoFundMe, we’ve seen a measurable impact. Over the past two years, we’ve raised over \$38,000 through GoFundMe campaigns. These campaigns helped us reach not only our current supporters, but also donors who’ve not heard of us before.

What we value most is the way GoFundMe makes it simple for both charities and donors. The platform’s ease of use means we can focus less on the technicalities of fundraising and more on the lifesaving work at hand. Thanks to the integration with PayPal Giving Fund for Charity Fundraisers, it also reassures donors that their contributions are being tracked and directed to exactly where they’re needed most. I would encourage other charities to consider GoFundMe, especially for time-sensitive funding. It has given us the flexibility and responsiveness we need to continue delivering care without interruption. For us, it’s not just a fundraising tool—it’s a bridge between the community’s generosity and the animals that depend on us.”

Beki Hunt

Executive Director

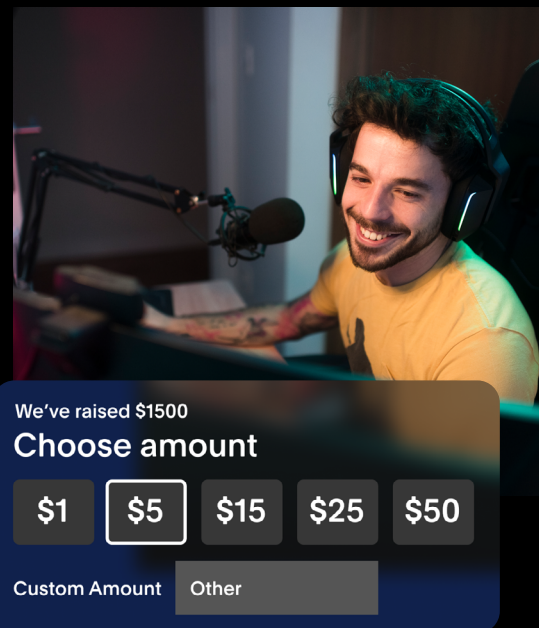
Calgary Wildlife Rehabilitation Society



Twitch is an interactive livestreaming service for content spanning gaming, entertainment, sports, music, and more. The Twitch Charity tool enables creators to set up charity fundraising streams and viewers to support causes.

How your charity can leverage Twitch tools:

- Partner with content creators to add a Donate Button to their profile that benefits your charity
- Host a livestream Fundraiser on Twitch



How supporters can help your charity on Twitch:

- Add a Donate button to their profile that benefits your charity
- Host a Fundraiser while livestreaming
- Give to a Twitch Fundraiser or via a Donate Button
- Help share livestreaming Fundraisers benefitting your charity with their social networks

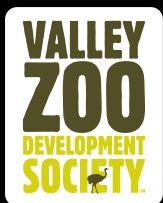
Top Tip: To be an eligible charity on Twitch, you must be enrolled and have a complete PayPal Giving Fund profile – including your name, logo, mission statement and other relevant details.

[Edit your profile here](#)

Millions of dollars are raised by the Twitch community each year.

Source: twitch

For more info: <https://help.twitch.tv/s/article/twitch-charity> →



“Edmonton Valley Zoo is dedicated to conservation, education, and fostering a deeper connection between the public and wildlife, we have always sought innovative ways to raise awareness and support for our animals. Our most recent success story was made possible by the dynamic partnership between Twitch and PayPal Giving Fund.

We are fortunate to care for a beloved family of red pandas. The arrival of baby pandas always captures the hearts of many, but in order to keep their environment as natural and stress-free as possible, we cannot allow public viewings at the zoo during the first few months. How can we share the joy of watching baby red pandas grow, protect their peaceful habitat, and get the public involved in supporting their care and our conservation work?

The solution was to launch a Twitch livestream to showcase the baby pandas through Nestbox cameras that we had already set up to monitor their well-being, offering an unobtrusive view into their daily lives. By using the integrated fundraising feature, we enabled a global audience of animal lovers, conservationists, and those simply looking for a heartwarming experience to support the work they were observing in real time. The interactive nature of Twitch also allowed us to further engage with viewers by answering questions, sharing insights about the pandas and their species, and telling the story of our zoo’s commitment to animal conservation.

Perhaps the most impactful part of this experience was the seamless integration with PayPal Giving Fund. As viewers tuned in to witness the adorable antics of our baby red pandas, they could easily support our cause within the platform. We were thrilled to see how quickly our community rallied around this initiative, showing their support through both their engagement on the livestream and their generous donations.

Thanks to Twitch and PayPal Giving Fund, we continue to raise essential funds for the ongoing care of our red pandas and other animals in our care. This program has been a game-changer for us, providing a platform to connect with our supporters in new and meaningful ways, and reach new audiences that support our mission.”

Tammy Wiebe

Executive Director

Valley Zoo Development Society

PayPal

The PayPal Fundraising Site is a hub where users can donate to support any registered charity of their choice. PayPal users can also create PayPal Fundraisers to support charities. PayPal waives the fees associated with these platforms, so your charity would receive 100% of donations made by donors.

How your charity can leverage PayPal's fundraising tools:

- Encourage supporters to donate online through your charity's personal fundraising page. You can access the link to your fundraising page via the [PayPal Giving Fund Dashboard](#)
- Inform supporters they can donate to support your charity in the PayPal mobile app
- Share PayPal Fundraisers created to benefit your charity across your communications channels

Users can also access these tools via the PayPal mobile app



How supporters can help your charity using PayPal's fundraising tools:

- Create a PayPal Fundraiser via the Fundraising Site or PayPal app to support your charity
- Donate on your charity's personal fundraising page via the PayPal Fundraising Site and on the PayPal app
- Share your charity's personal fundraising page and Fundraisers across social media channels

Top Tip: Log in to the [PayPal Giving Fund Dashboard](#) to complete your charity's profile with a logo, keywords and description, as this info helps make your personal fundraising page more discoverable to donors.

For more info: Visit the PayPal Fundraising Site and search for your charity. →



INDIAN
RESIDENTIAL
SCHOOL SURVIVORS
SOCIETY

“Since 1994, the Indian Residential School Survivors Society (IRSSS) has provided physical, emotional, intellectual, spiritual growth, development, and healing through culturally based values and guiding principles for survivors of the residential school system, as well as for their families and communities. Prior to 2021, IRSSS was a much smaller organization, receiving less than \$60,000 in donations annually. After unmarked remains of 215 students at the former Kamloops Indian Residential School were confirmed in May 2021, IRSSS received a considerable increase in public attention and awareness of our work, which led to more referrals and greater demand for our essential services. IRSSS leveraged the surge in donations we received – over \$17.7 million in the 2021/22 fiscal year alone – to grow and meet this programmatic demand.

In order for our small team to manage the unexpected influx of donations, we directed donors to give on IRSSS’s page on PayPal’s Fundraising site by linking to it from our website. Donors could give through a well-recognized and secure platform, while PayPal Giving Fund carried the burden of tax receipting and related financial administration. Plus, we could leverage their compliance monitoring and fraud mitigation which we couldn’t do on our own as a small charity.

During that challenging period for IRSSS, PayPal Giving Fund granted 100% of over \$2.8 million in individual and corporate donations, unrestricted, to IRSSS. Funds from PayPal Giving Fund was equivalent to about 15% of our total donations that fiscal year, making this channel one of the highest revenue-generating platforms we encouraged our donor community to use. We also used the shared donor information we accessed to develop ongoing relationships with our supporters.

Over the last few years, the IRSSS team has grown, and as our needs evolve so does the utility of PayPal Giving Fund. We know PayPal’s globally recognized brand instills confidence, and that many donors residing both in and outside Canada already have PayPal accounts. Our wonderful donor community is global, so when our team receives a question from a donor about how to give online, we recommend PayPal Giving Fund to them.”

Paul Plater

Chief Financial Officer

Indian Residential School Survivors Society

PayPal Giving Fund