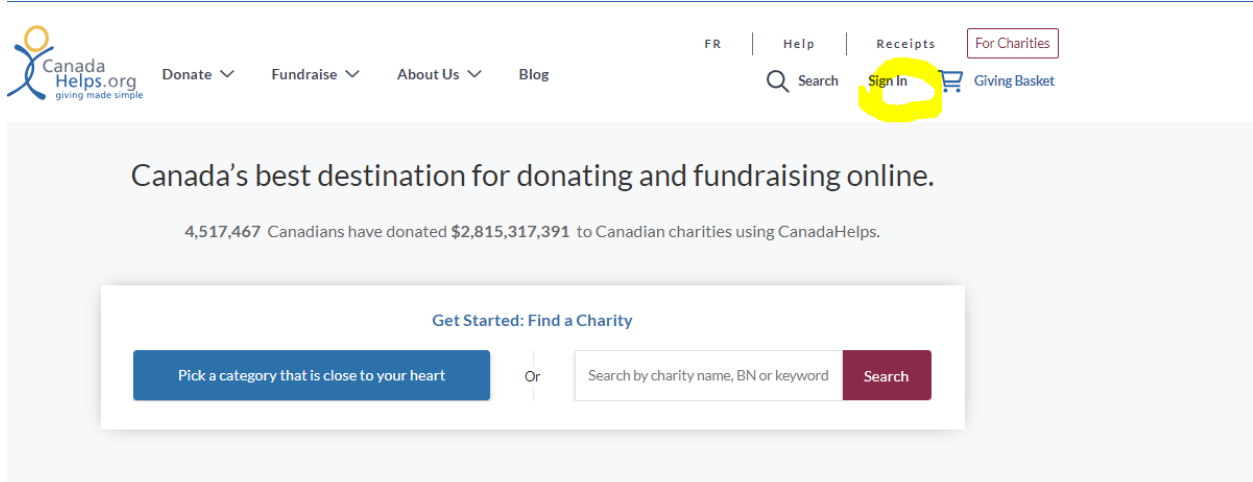


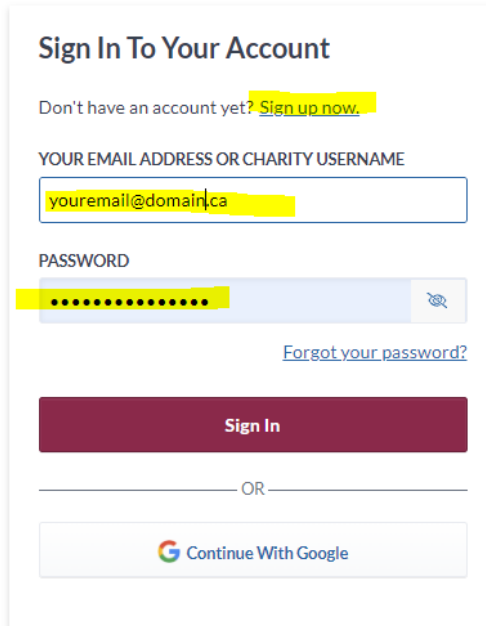
A quick guide to setting up a fundraising page for Birchway Niagara on CanadaHelps.org

Step 1. – Log in to CanadaHelps.org and click on “Sign In”



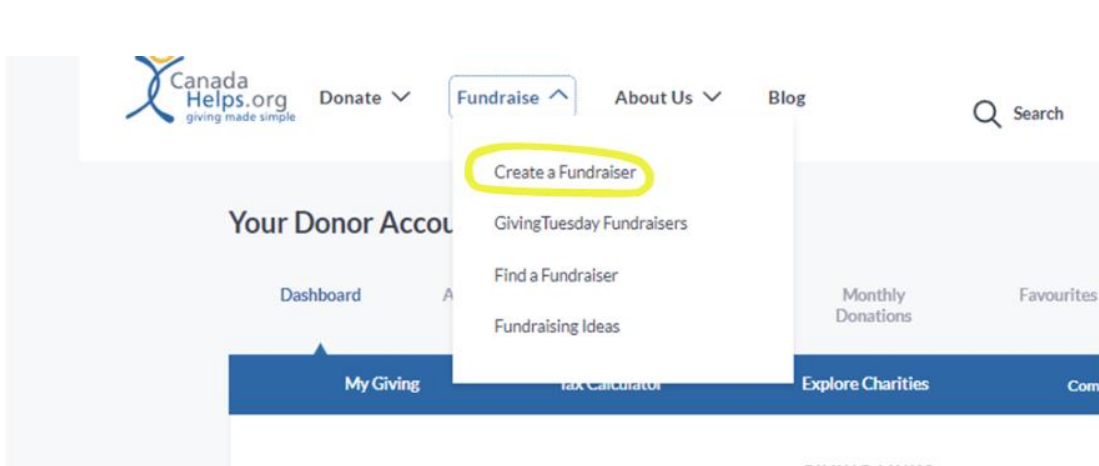
The screenshot shows the top navigation bar of the CanadaHelps.org website. On the left is the logo with the tagline "giving made simple". Navigation links include "Donate", "Fundraise", "About Us", and "Blog". On the right, there are links for "FR", "Help", "Receipts", "For Charities", "Search", "Sign In" (highlighted with a yellow circle), and "Giving Basket". Below the navigation bar, the main heading reads "Canada's best destination for donating and fundraising online." followed by a statistic: "4,517,467 Canadians have donated \$2,815,317,391 to Canadian charities using CanadaHelps." A central box titled "Get Started: Find a Charity" contains two options: "Pick a category that is close to your heart" and "Search by charity name, BN or keyword" with a "Search" button.

Step 2. – Enter your log-in information or choose “Sign up now” to create a new account.

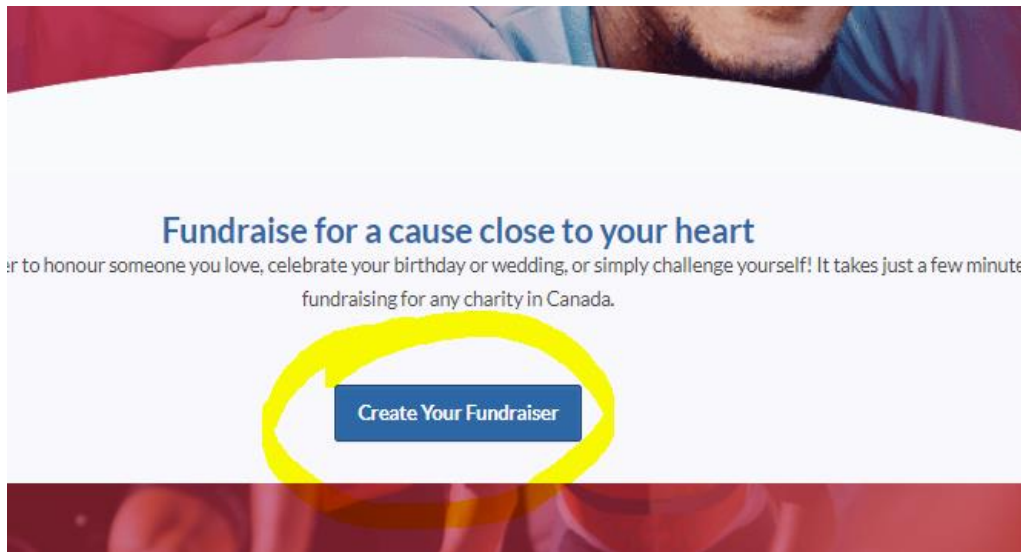


The screenshot shows the "Sign In To Your Account" form. It includes a link for "Sign up now" for users without an account. The form fields are: "YOUR EMAIL ADDRESS OR CHARITY USERNAME" with the example "youremail@domain.ca", and "PASSWORD" with a masked field of dots and a visibility toggle icon. A "Forgot your password?" link is located below the password field. A prominent "Sign In" button is at the bottom of the form. Below the button, there is an "OR" separator and a "Continue With Google" button.

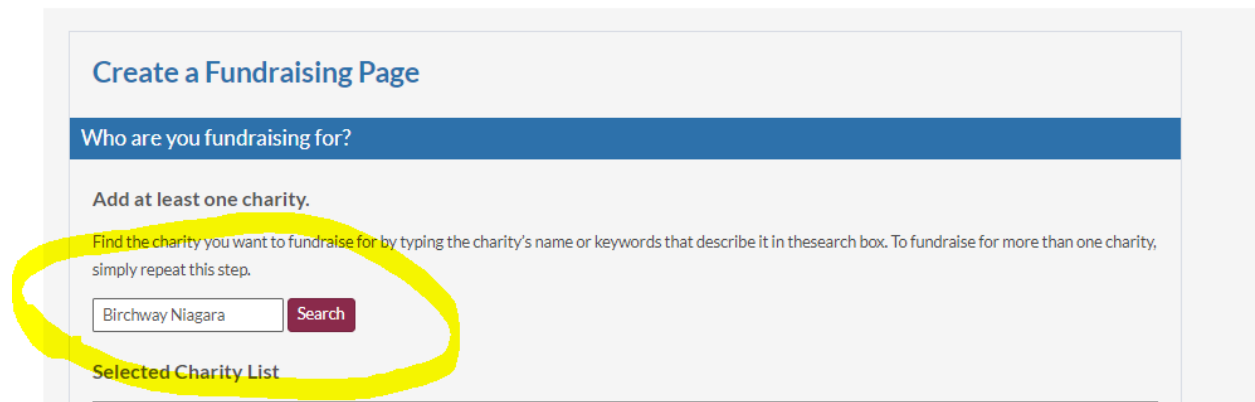
Step 3. – In the “Fundraise” menu, choose “Create a Fundraiser”



Step 4. – Then click “Create Your Fundraiser”



Step 5. – Search for Birchway Niagara.




Step 6. – Click on the “Add Charity” button next to Birchway Niagara.

Charity Search Results

Narrow Your Results by Category

- None
- Animal Charities
- Arts & Culture
- Education
- Environment
- Health

Name	Location
Birchway Niagara	Niagara Falls, ON



Birchway Niagara protects and empowers women and children by providing shelter, support and programs to end abuse.

Add Charity

Step 7. – Enter all the information about your fundraising page in the fields provided.


Create a Fundraising Page

Who are you fundraising for?

Add at least one charity.

Find the charity you want to fundraise for by typing the charity's name or keywords that describe it in this search box. To fundraise for more than one charity, simply repeat this step.

Selected Charity List

 Birchway Niagara
General Fund

About Your Fundraiser

Select the type of fundraiser

This field is required.

Enter the name of the person celebrating a birthday

Enter the title of your fundraiser

Set your fundraising period

Start Date: End Date:

The fundraiser end time will be set to 3am EST of the date you choose.

Set your fundraising goal

Goal Amount:

Enter the name of the page owner

In emails we refer to the page owner. Enter your name if you are fundraising as an individual. Otherwise, enter the name of the group or organization.

Make the list of received donations visible to all visitors to my page.

Send me an email each time someone makes a donation to my fundraiser.

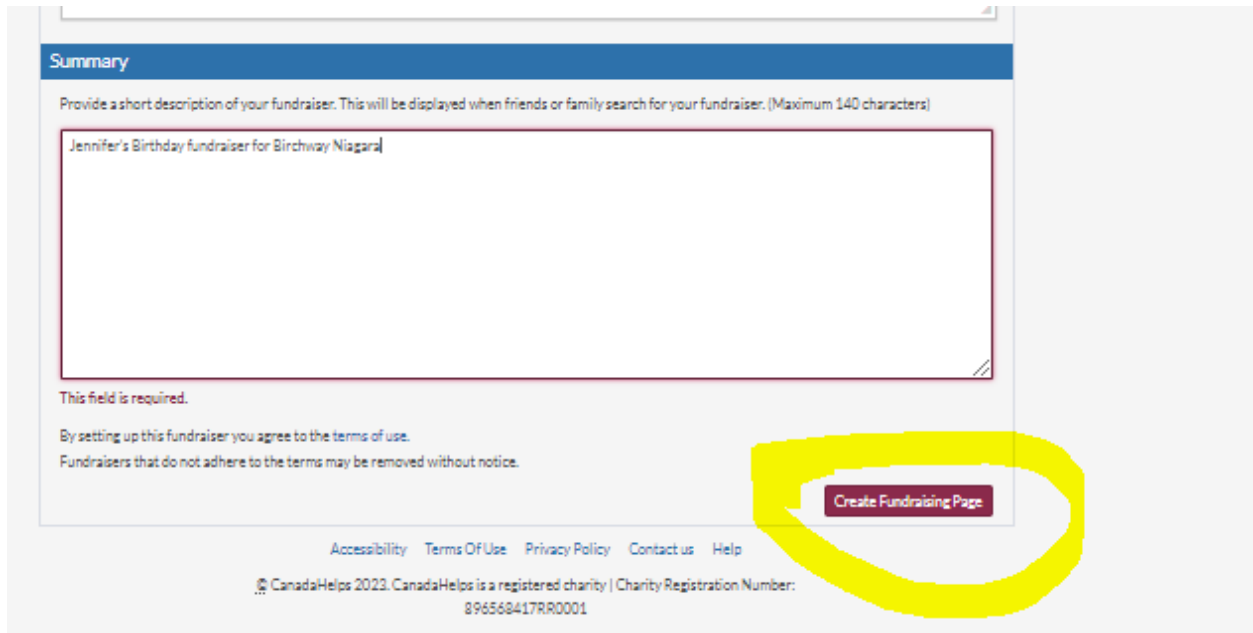
Your Fundraising Story

Inspire your friends, family and co-workers to support the cause through your fundraising story. The better they connect with your story, the more likely they will make a donation. Be sure to not just tell them what the cause is, but why the cause is important to you.

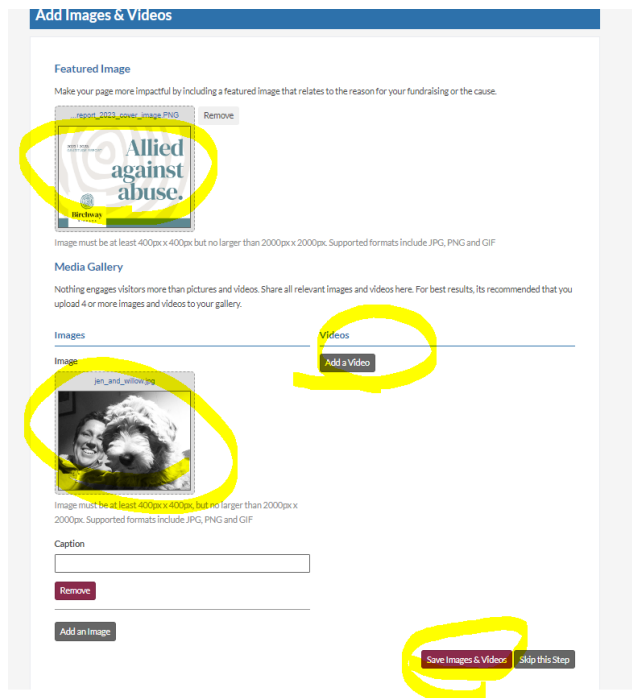
Your Fundraising Story (English)

Personal Message

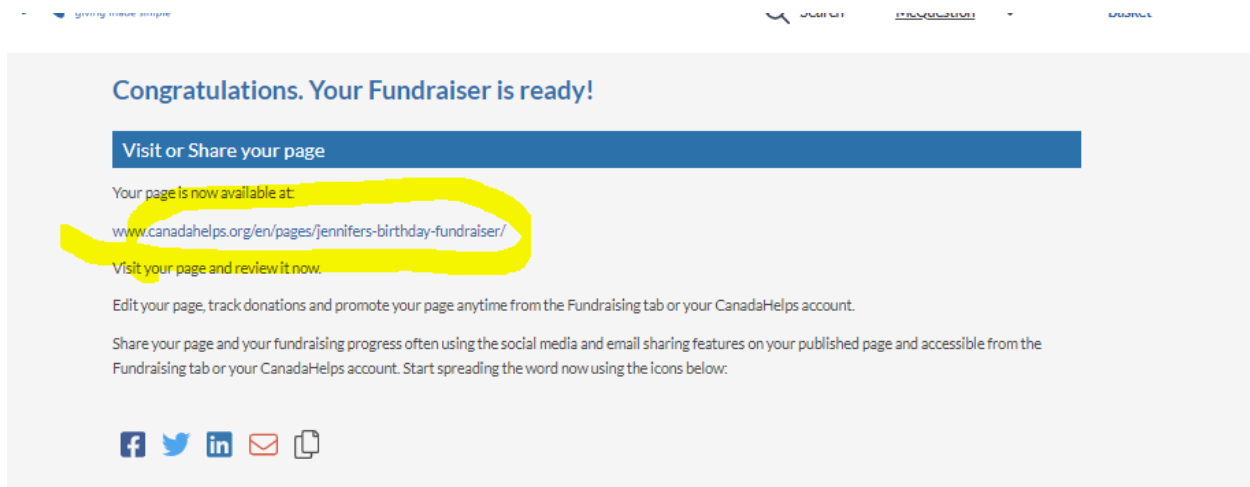
Step 8. – Once you have filled in all of the fields, click on the “Create Fundraising Page” button



Step 9. – Optional: Add images and videos to your page to add impact then save!



Step 10. – Copy and paste the link provided and share it with your friends, family and colleagues to start your fundraising campaign!



The screenshot shows a confirmation page from CanadaHelps. At the top, it says "Congratulations. Your Fundraiser is ready!". Below this is a blue button that says "Visit or Share your page". Underneath the button, the text "Your page is now available at:" is followed by a yellow highlight around the URL "www.canadahelps.org/en/pages/jennifers-birthday-fundraiser/". Below the URL, it says "Visit your page and review it now." There are two paragraphs of instructions: "Edit your page, track donations and promote your page anytime from the Fundraising tab or your CanadaHelps account." and "Share your page and your fundraising progress often using the social media and email sharing features on your published page and accessible from the Fundraising tab or your CanadaHelps account. Start spreading the word now using the icons below:". At the bottom, there are icons for Facebook, Twitter, LinkedIn, Email, and a share icon.

Thank you for setting up a fundraiser in support of Birchway Niagara! If you need support, feel free to reach out to Birchway Niagara's Communications Manager, Jennifer, at jenniferm@birchway.ca or 905-356-3933 ext. 239.