

Taxpayer.com

Canada



Pop: 35 Million

GDP: \$1.821 Trillion (OECD) 10th

World Freedom Index: 6th (Heritage)

Taxes as a Percent of GDP: 35.8% (OECD) 12th

Canadian Taxpayers Federation at a Glance

Federally incorporated not-for-profit (1990)

Mission: Lower taxes. Less waste. Accountable government.

2014/15 Supporters: 89,163

2014/15 Revenues: \$4.7 million

2014/15 Donations: 30,552

Staff: 20 Field Service: 70

Represented in Regina (Admin Office), Ottawa, Toronto, Montreal, Halifax, Edmonton, Calgary, Vancouver and Victoria

Ten Things I've Learned About Fundraising

1.

1. Ask

2. Diversify

3. Small Dollars More Important than Big Dollars

4. Donations Enrich
the Donor as Much
as They Enrich You

5. Never Sacrifice Mission for Dollars

6.

6. Not Just About Dollars

7.

7. Pick a Fight

8. Under Promise, Over Achieve

9.

9. Take Risks

“If you’re not prepared to be wrong, you’ll never be creative.”

“The best experiments are experiments on purpose, They are done with rigor and intent. They probe. They measure. They fail on purpose. And when they find something that works, they hand the knowledge off to operators and executors who can scale their work.”

-Seth Godin

10. Stewardship

Indiana University Centre of Philanthropy: “Why Donor’s Quit?”

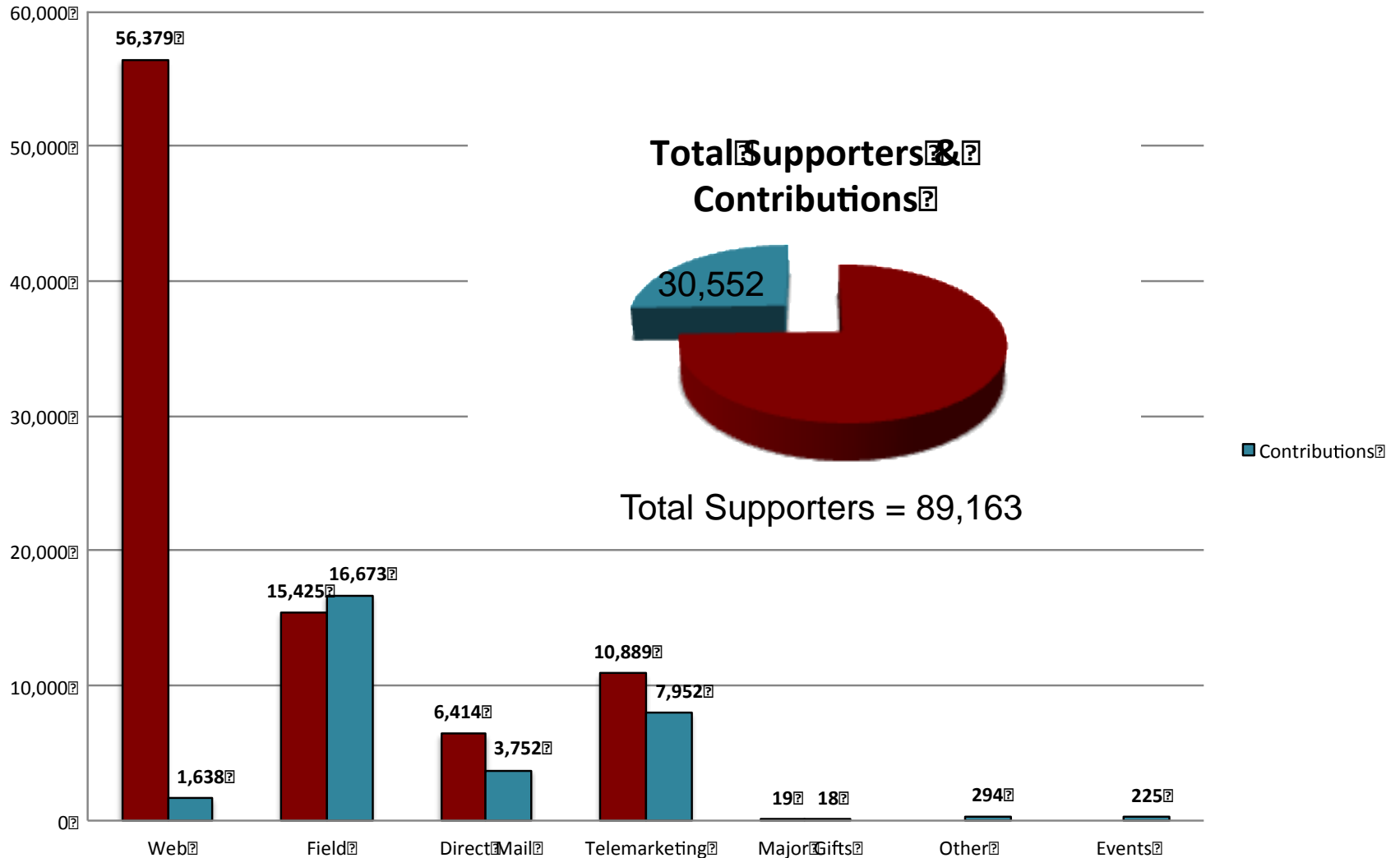
- 5% Organization doesn't need their money
- 8% Can't afford
- 8% No information on how donation was used
- 9% Don't remember giving (donors not differentiating)
- 16% Death
- 18% Poor service/communication
- 36% Other organizations are more deserving

Indiana University Centre of Philanthropy: “Why Donor’s Quit?”

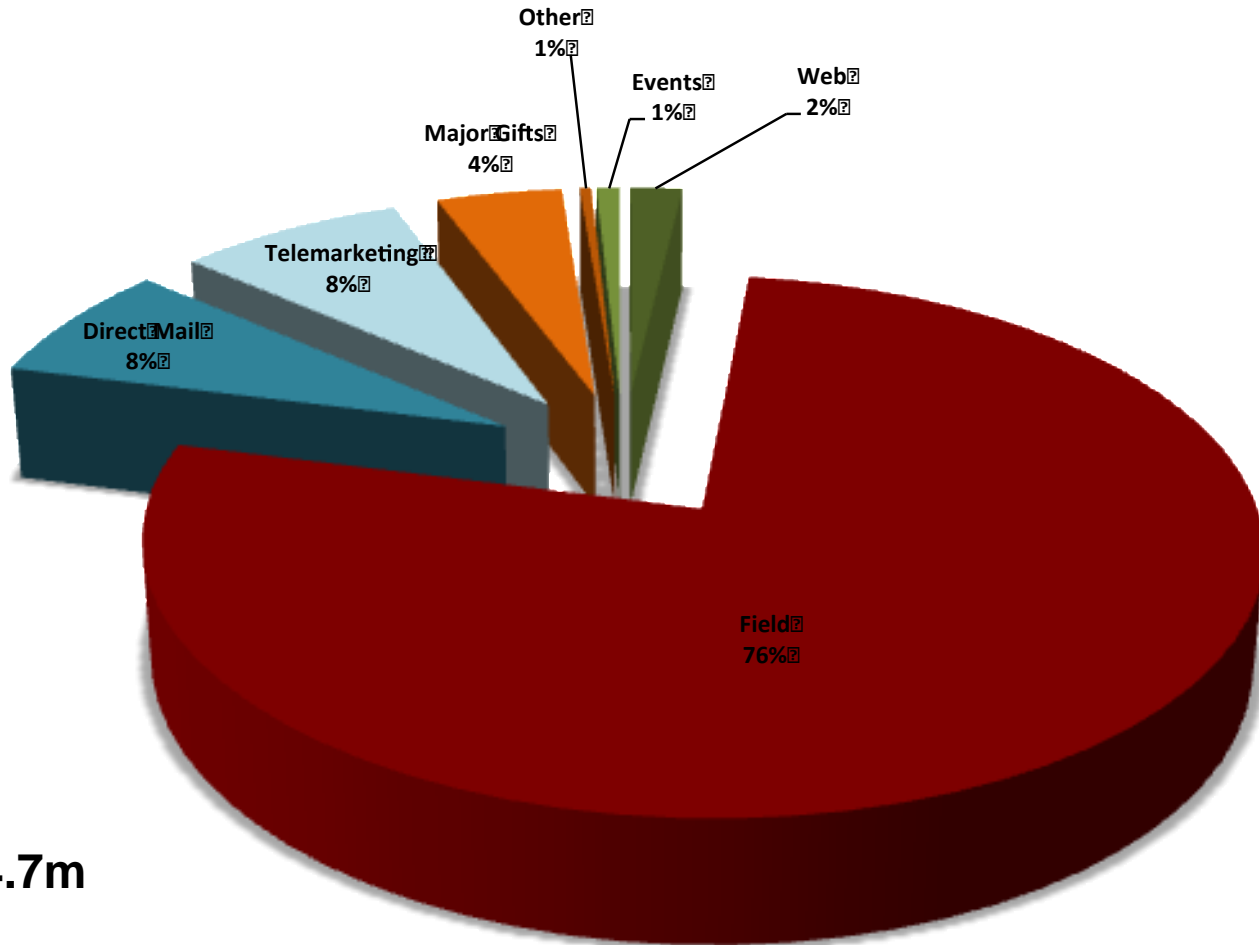
- 5% Organization doesn’t need their money
- ~~8%~~ Can’t afford
- 8% No information on how donation was used
- 9% Don’t remember giving (donors not differentiating)
- ~~16%~~ Death
- 18% Poor service/communication
- 36% Other organizations are more deserving

24% can’t control; 76% can control

CTF Supporters & Contributions 2015



CTF Revenue 2015



Total: \$4.7m

Taxpayer.com