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**Canadian
Cancer
Society**



Canadian Cancer Society
Société canadienne du cancer

Canadian Cancer Society

Line of business:

- Charity

Products used:

- Tiptap





Summary

The Canadian Cancer Society is a national charity with over 80 years of commitment to improving and saving the lives of people affected by cancer. Through its national fundraising efforts, the organization funds world-class research to help better detect and treat cancer, provides support for Canadians affected by the disease, and helps to advocate for better health policies to prevent, detect, treat and help people live life fully with and beyond cancer. After bringing its widely recognized Daffodil Campaign online for two years during COVID-19, the charity adopted a no-touch donation technology from tiptap® with backend processing performed by Moneris® so supporters could safely and effortlessly provide the much-needed funds and make a difference.



Moneris and tiptap really brought us closer to communities, safely facilitated engagement and the ease of giving, specifically during the reopening phase in April 2022, when people wanted to have a safe and contactless way to give .



-Lina Mohamed, Vice-President of Direct Marketing and Third-Party Fundraising, Canadian Cancer Society

Background

The Canadian Cancer Society (CCS) is the country's leading charity dedicated to improving the lives of all those affected by cancer through world-class research, providing compassionate support services to those affected by cancer and acting as an active voice for Canadians to ensure health policies are in place that save and change lives.

As a non-profit organization, fundraising is a vital pillar in reaching the organization's research, support, and advocacy goals, says Lina Mohamed, Vice-President of Direct Marketing and Third-Party Fundraising at CCS.

Nearly half of Canadians will be affected by cancer in their lifetimes, driving the charity's unwavering efforts to provide the funds that will help better detect and treat cancer, and help Canadians live full lives beyond the disease.

Mohamed and her dedicated team are responsible for the charity's widely recognized, Daffodil Campaign. The traditional volunteer-based campaign, which runs during cancer awareness month in April, is one of the charity's largest fundraising efforts and a linchpin to its decades of success.

Since its grassroots level was founded more than 80 years ago, the determined efforts of CCS staff and volunteers have helped change the face of cancer in Canada (and as a result the world). "If you look at the 1940s compared to where we are today, survival rates have improved, and that's in part because of our volunteer-led fundraising efforts and the life-saving investments."

"When you think about the Daffodil Campaign and its importance to us, we start planning to have a safe presence in communities and provide our volunteers with the tools and resources they need to fundraise for us," Mohamed says.





Purpose

The events of recent years, with the spread of COVID-19, changed the annual campaign in 2020 and 2021 as health and safety measures resulted in the cancellation of all face-to-face events and volunteer-led door-to-door canvassing. By necessity, the popular annual campaign moved online. But in 2022, with the pandemic more under control and public health restrictions loosening, CCS saw an opportunity to carefully return to face-to-face fundraising.

With an eye for safeguarding the health of its volunteers and staff from the risk of COVID-19 while cautiously returning to having a physical presence in the community, CCS implemented touchless giving solutions from the Moneris partner, tiptap.

“When the opportunity to partner with tiptap emerged, we were quite excited because Canada and the provinces were all promoting their reopening plans, and we knew that we could actually be in a position to safely plan to have a face-to-face presence,” Mohamed says.

The tiptap standalone near-field communications (NFC)-enabled wireless devices allows donors to give specific pre-set dollar amounts with a tap of their credit or debit card, while transactions are securely completed by Moneris on the backend.

Mohamed says the touchless kiosks, which CCS set up in strategic locations around the country, allowed volunteers to fundraise safely in person after the two-year pause. More than 500 volunteers shifts at approximately 120 carefully identified corporate partner-hosted locations.

Why tiptap and Moneris?

The decision to adopt the tiptap solution was made easier due to CCS's existing partnership with Moneris. The company has for decades been the charity's established payment gateway.

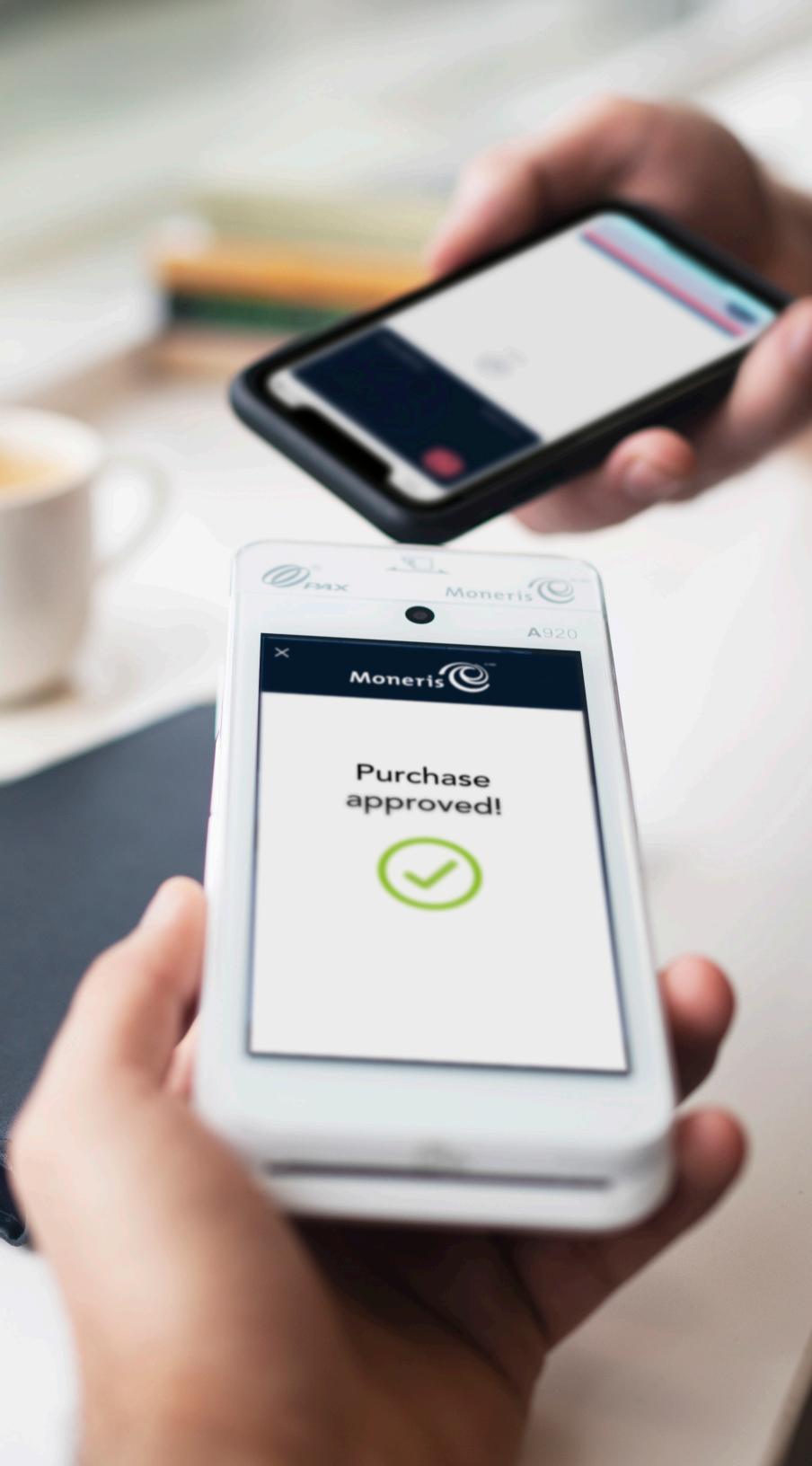
"Being able to go contactless with a trusted partner like Moneris was really advantageous to the Canadian Cancer Society. Because we have an existing partnership with them, it was very easy to explore this opportunity, which was aligned and could safely and seamlessly fit into our existing processes," Mohamed says.

CCS created a variety of different installations using the tiptap devices, creating a unique experience for donors at some of its corporate-partner hosted locations. In one location, whenever a donor tapped to contribute, a daffodil garden lit up; another was designed to replicate the traditional design of a fair flower cart full of fresh daffodils. Still, others were intentionally designed to be "light-touch", mobile, and easy to set up and tear down.

Implementing the tiptap solution was simple and easy.

"It was a really natural and synergistic fit," Mohamed says. "They facilitated a thoughtful conversation on all of the requirements we would need as a charity partner, including the things that were of importance to us: having a physical presence, allowing people to tap to safely and easily with tap-to-give, and providing a safe environment for our volunteers."





Why tiptap and Moneris?

“So, the design, the experience, the onboarding of working with this partner – they took into consideration all our requirements, went off and came back with a few concepts. They really covered off all of our needs, and it was relatively simple.”

This physical and community presence that the new technology safely enabled helped facilitate CCS’s goal of raising public awareness during the Daffodil Campaign, while reconnecting volunteers and staff to the importance and significance of the work.

Mohamed says that “tiptap really facilitated the ease of giving.” Donations were set for \$10, \$20, and \$50.

“We’re seeing with trends that more and more people are not carrying cash – even myself. Tiptap allows me to take out my card and tap right there and make a difference for people affected by cancer,” she says. “It was well-received by people who were just able to tap, grab a pin or some flowers depending on the location, and really have a conversation with us and share how cancer touched their lives.”

“It brought the impact of giving to life.”

What's next?

Unfortunately, cancer does not wait and that's why the Canadian Cancer Society remains steadfastly on the fundraising frontlines.

After this year's pilot of the tiptap contactless payment solution, Mohamed and her team have begun to plan for the 2023 Daffodil Campaign and beyond. They are considering how they might scale, innovate, and use their technology partnership with Moneris and tiptap to allow for even greater visibility in high-performing geographies.

"The concept of contactless giving was well-received by the public," Mohamed says. "I think with the experience this year, it's really given us an opportunity to look at how we can scale out our efforts and build on the momentum for future fundraising campaigns."

Using data acquired through the tiptap dashboard, CCS can see which locations were most engaged, and pivot their activity as needed to improve their fundraising and awareness efforts.

And Mohamed sees Moneris and tiptap as an innovative solution to meet the changing needs of the organization.

"We're just very excited and grateful to have strategic partnerships like this one with Moneris and tiptap that allow us to continuously optimize and raise the funds that fuel our mission and help Canadians affected by cancer."





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