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Reach New Heights

2025 Canadian P2P Fundraising Study

Industry Insights and Trends

November 2025

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NOTE FROM THE AUTHORS

The past five years have brought extraordinary change to the nonprofit sector — and to peer-to-peer (P2P) fundraising programs in particular. At Nuclavis, we've explored these shifts each year through our annual P2P Fundraising Study, surveying program managers across the sector to understand how fundraising is evolving.

But as we reviewed respondent data, one insight became clear: Canadian voices were underrepresented. We wanted to change that.

While P2P programs in the U.S. and Canada share much in common, there are nuances — cultural, economic, and operational — that shape fundraising success in unique ways. To better understand these distinctions and ensure the Canadian perspective is heard, we partnered with our friends at Peak Consulting Group in Toronto. Together, we set out to listen, learn, and shine a spotlight on the incredible innovation happening across Canada's P2P community.



Noel Beebe

VP, Strategy
Nuclavis

The Canadian nonprofit sector has always been defined by its adaptability — and that resilience is being tested once again. Economic uncertainty, shifting donor behavior, and rising program costs continue to put pressure on fundraising teams already stretched thin.

Peer-to-peer programs, often the entry point for new supporters, sit at the centre of this challenge. They remain one of the most dynamic and community-driven ways to engage donors — yet they also require the most creativity, coordination, and investment to sustain.

This report was developed to better understand how Canadian organizations are navigating these realities — what's working, what's changing, and where opportunity lies ahead. My hope is that it helps shed light on the shared experiences of those leading this work and provides insight to help strengthen P2P fundraising in the months and years to come.



Craig Sharma

Founder & CEO
Peak Consulting Group



Introduction

This year has tested the resilience of Canada's nonprofit sector. Economic uncertainty, donor fatigue, and limited staffing capacity have placed growing pressure on organizations already stretched thin. Yet, amid these challenges, Canadian charities continue to show remarkable adaptability and commitment to their missions.

After several years of rebuilding peer-to-peer programs post-pandemic, many organizations have worked tirelessly to reengage participants, reimagine events, and determine the appetite for and staying power of hybrid and digital formats. But critical questions remain: are participants returning, are revenues keeping pace, and which event types are experiencing growth?

This report answers those questions, offering a clear snapshot of the Canadian P2P landscape in 2025. It highlights where momentum is building, identifies the obstacles still in play, and outlines practical steps to help charities strengthen participation, sponsorship, and long-term resilience in the years ahead.

Survey Responses & Research

A total of 16 organizations participated in our survey, representing a cross-section of the Canadian charitable sector, including:

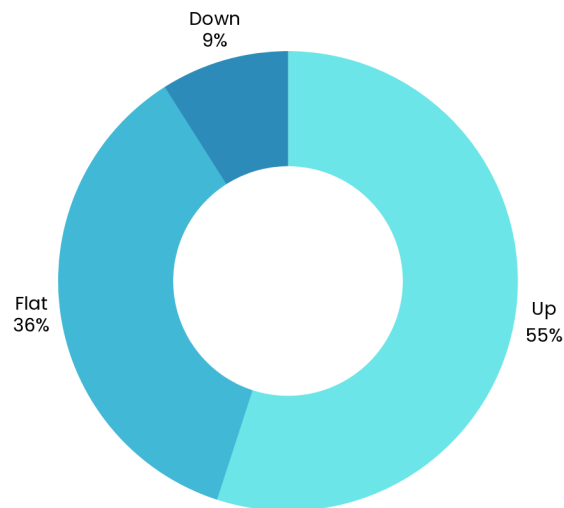
- 8 hospital foundations
- 5 health services and research organizations
- 1 social services organization
- 1 global development organization
- 1 environment and wildlife organization

All respondents held manager-level or senior positions within their organizations, working across Events, Digital & Technology, Development, Community Engagement, and Marketing portfolios. Participating organizations reported annual P2P fundraising revenue of \$1 million or more, with program portfolios ranging from 1 to over 500 events annually. This diverse respondent base provides a strong snapshot of both large-scale national programs and smaller, community-driven initiatives, reflecting the evolving landscape of Canadian P2P fundraising in 2025.

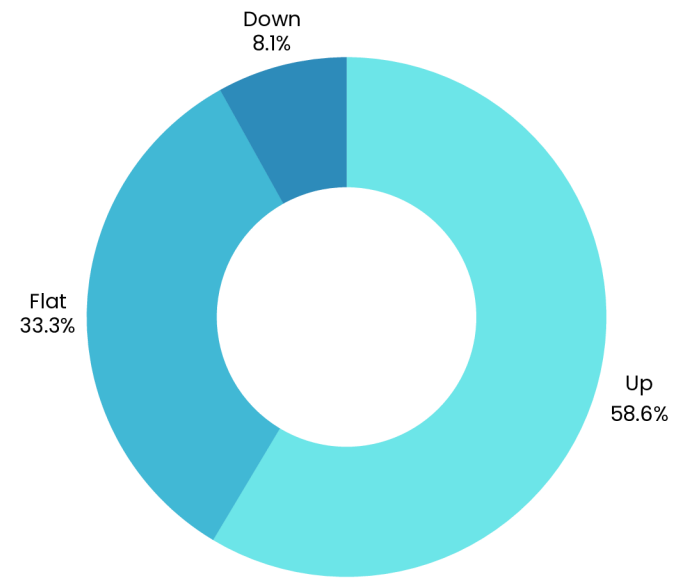
2025 P2P Fundraising Trends

Peer-to-peer participation is reportedly **trending above last year's performance** for the majority of respondents. One-third reported the same level of participation as last year. Only 8.1% reported a decline in participation in 2025.

2025 Fundraising Trends



2025 Participation Trends



Similarly, **fundraising revenue is trending above last year's performance** for the majority of respondents. 36% reported that revenue is trending the same as last year. 9% reported a decline in fundraising revenue.

Walk programs are showing steady, modest growth—an encouraging sign after the deep declines of the pandemic years. The rebuilding work that organizations have invested in—team captain reactivation, improved participant coaching, simplified registration journeys, and stronger storytelling—is paying off. As one respondent noted, *“Our walk remains the most accessible on-ramp for new families and our most dependable revenue engine.”*

Cycling and other high-commitment endurance formats are showing mixed results. When supported by well-curated routes, right-sized fundraising minimums, and concierge-level coaching, these events continue to deliver high average revenue per participant. However, without that structure and hands-on support, performance softens. Traditional endurance challenges remain volatile; they are best pursued selectively—ideally underwritten or mission-aligned with a clear constituency that can sustain the higher thresholds.

DIY fundraising has yet to reach its full potential in Canada. When left unstructured, results are flat. But when charities pair DIY with a clear ladder of engagement (e.g., \$250 Starter → \$1,000 Builder → \$5,000 Champion), tangible recognition, and a light but consistent coaching cadence—such as monthly prompts or SMS nudges—it becomes a more reliable year-round feeder that keeps participants engaged between anchor events.

Meanwhile, **niche and community events** such as indoor cycling nights, hockey or pickleball tournaments, and community hikes **are outperforming expectations.** They succeed because they meet Canadians where they already are—within their workplaces, schools, and recreational clubs—and integrate seamlessly into existing communities. These formats produce rich content, deepen local pride, and often drive higher engagement at lower cost than large-scale national events.

In addition to our survey data, our collective work with peer-to-peer programs across the nonprofit sector has enabled us to see what's working—and what's not—for P2P fundraising this year.

1

Across the sector, one consistent theme stands out: **depth is outperforming breadth**. Charities that focus on *fewer, better-run events* are achieving stronger results than those spreading staff across multiple formats and disbursed communities.

2

A second defining trend is the rise of **employee engagement** as a revenue driver. Corporate and workplace teams are now a critical source of both participation and sponsorship. Programs that offer company challenge weeks, staff recognition, and co-branded content are performing best.

3

Leveraging **mobile technology** can be a decisive growth multiplier. Organizations sending segmented text messaging journeys and providing mobile-first fundraising tools like QR codes and mobile apps report much higher activation rates, especially among younger demographics.

4

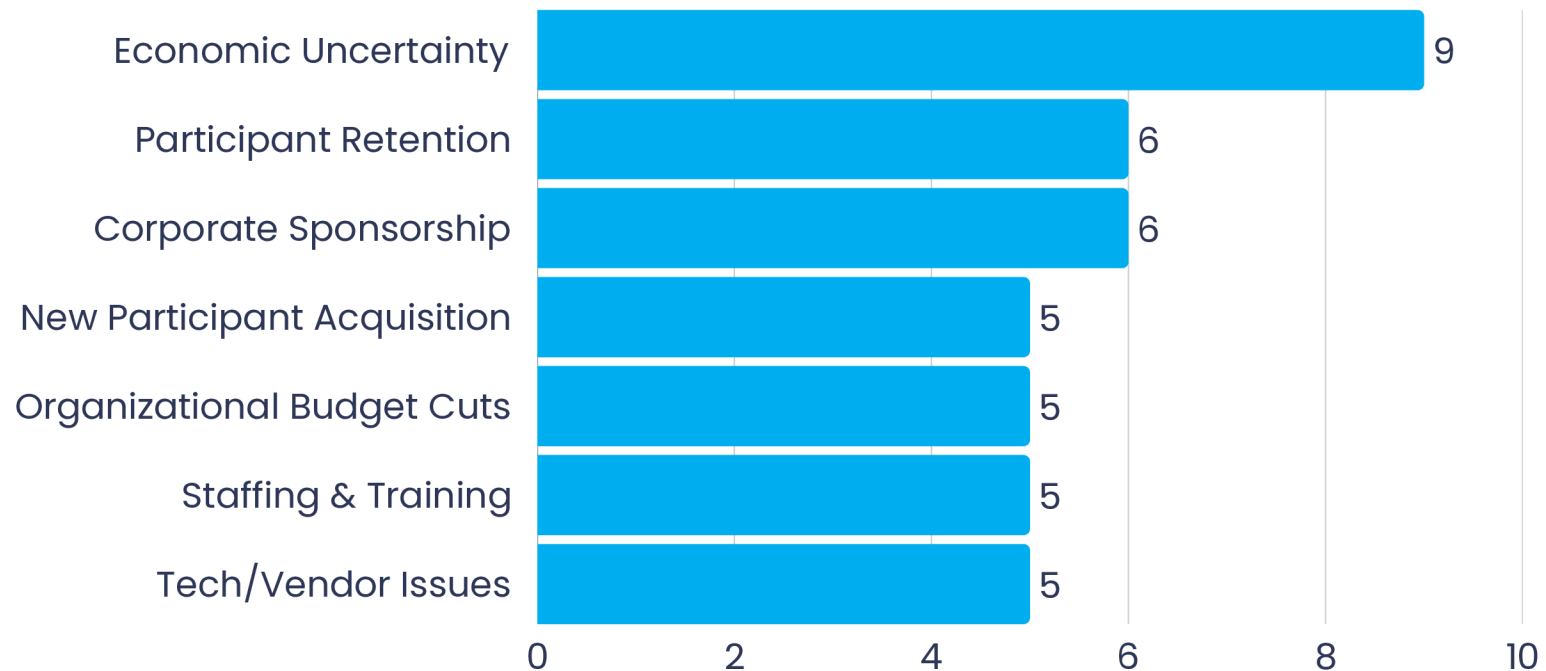
Pairing these tools with **authentic storytelling and concrete examples of impact** can help participants realize their personal impact and inspire them to share their own stories. Storytelling transforms P2P fundraising from a transactional act into a community experience.

Looking ahead to 2026, Canadian charities are best positioned to grow by combining these strengths: deepening anchor events, embedding local and workplace engagement, expanding DIY with structured coaching, and centering every format on authentic, impact-driven storytelling. Growth will come not from doing more events, but from doing the right ones—more personally, more locally, and with stronger cause-community connection.

Challenges Impacting P2P Fundraising

Survey responses revealed that the most pressing challenges currently facing P2P programs across Canada are tied to **economic concerns & budget limitations, sponsorship & technology trends, and participant acquisition & retention.**

Survey Responses: Key Challenges in Peer-to-Peer Fundraising



ECONOMIC UNCERTAINTY

Economic uncertainty can lead to fundraising hesitation and smaller gift amounts. It's more important than ever to coach participants and give them the right tools for success.

Personalized outreach, timely coaching emails & texts, and clear, simple instructions can make all the difference.

BUDGET CONSTRAINTS

Many charities are facing **budget constraints and staffing shortages** with one third of surveyed orgs reporting cuts or hiring freezes, leading to increased **staff fatigue**; investing in **automation** can alleviate pressure while maintaining operational efficacy.

ACQUISITION & RETENTION

The rising costs of acquiring new participants are exacerbated by digital ad expenses and a saturated event calendars, necessitating innovative **strategies for cost-effective outreach and engagement**. Growth now depends on reactivation and corporate teams.

CORPORATE SPONSORS

Corporate sponsorship levels have remained flat as sponsors now demand clearer ROI data. Charities must adapt their approach by providing **outcome-centered activation opportunities** and not just logo placement and booth options.

STAFFING & TRAINING

When key staff members or volunteers leave an organization, the loss of fundraiser relationships and institutional knowledge can be devastating to a P2P program. The successful charity will **invest in training, tools, and building out local volunteer committees** to ensure redundancy.

TECH TRANSITIONS

Transitioning to new technology platforms can create **integration gaps**. It is crucial for charities to standardize data capture and **optimize core customer journeys** before adopting additional tools.

Rising to Meet the Challenge

While we can't wave a magic wand to stabilize the economy or improve staff capacity, here are three practical steps to explore to help reduce the impact of these challenges:



Make volunteers a top priority. Without staff to share the workload, it is crucial to invest time and energy on recruiting and training a strong volunteer committee to support your work. Volunteers can help amplify recruitment and retention efforts without adding overhead.



Focus your outreach efforts. Prioritize 1:1 outreach and relationship-building with participants who have the potential to make the most impact: team captains, company coordinators, past top fundraisers, and so on. You may not be able to reach out to every single participant, but you can lean on participant leaders to help get your message out.



Invest in the right tools. Having the right technology solutions in place can help lighten your load and increase your impact. Smart tools that leverage AI and automation can reduce the humanpower needed to effectively recruit and coach participants. By personalizing your participants' communication journeys, you can ensure you're getting the right messages out to the right fundraisers at the right time to make the biggest impact.

Organizations that make strategic investments in the right technology and the right people will be best positioned to adapt and grow their impact.

Conclusion: The Path Forward

Peer-to-peer fundraising in Canada has entered a new era—one defined less by rapid expansion and more by strategic refinement. After years of disruption and rebuilding, the sector is stabilizing, showing steady participation and rising average revenue per fundraiser. The most successful organizations are not those doing the most events, but those doing the right ones—anchoring around proven formats like walks, enriching participant journeys through mobile coaching and storytelling, and building community connection through local community events and workplace engagement.

While economic pressures and leaner teams continue to test capacity, the **charities leaning into automation, authenticity, and local relevance are seeing real gains**. The next phase of growth will be driven by depth over breadth—fewer, better-run programs executed with precision, personalization, and purpose. In short, Canada's P2P future belongs to those who meet supporters where they already are, help them see their impact clearly, and make every step, ride, or challenge a shared story of hope and progress.

KEY TAKEAWAYS

- **Depth over breadth.**
Fewer, better-run events are outperforming large, unfocused portfolios.
- **Employee engagement = revenue engine.**
Corporate and workplace teams now drive much of the sector's participation and sponsorship growth.
- **Local engagement > National expansion.**
Mid-size and smaller communities are producing stronger per-capita results than saturated urban markets.
- **Automation & storytelling amplify results.**
SMS journeys and personalized stories increase activation by 10–20%.
- **DIY + community synergy = growth.**
Pairing community events with DIY extends participant lifetime value

Looking ahead to 2026, Canadian charities are best positioned to grow by combining these strengths: deepening anchor/signature events, embedding local and workplace engagement, expanding DIY with structured coaching, and building every format around stories that show real-world impact. Growth will come not from doing more events, but from doing the right ones—more personally, more locally, and with greater connection between cause and impact.

“Growth won’t come from doing more events—it will come from doing the right ones more personally, locally, and meaningfully.”

ABOUT NUCLAVIS

Nuclavis is a peer-to-peer fundraising and mobile technology company empowering nonprofits to unlock the full potential of their P2P programs. Our mobile-first product suite combines powerful messaging tools and fully branded mobile apps to elevate the peer-to-peer fundraising experience and drive measurable results. Our mission is simple: to deliver innovative mobile fundraising solutions and unparalleled white-glove service to help organizations activate more fundraisers, raise more funds, and achieve greater impact. Learn more at nuclavis.com.

ABOUT PEAK CONSULTING GROUP

Based in Toronto, Ontario, PEAK Consulting Group is more than a consultancy—we are your strategic partners dedicated to fostering growth and maximizing impact through innovative collaborations between corporations and nonprofits. Recognized as experts in fundraising, sponsorship, and strategic alignments, we provide a comprehensive range of services designed to help our clients thrive, expand their reach, and significantly increase their impact and revenue. Learn more at peakcg.ca.

