



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Philanthropy in Canada

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Donations make a significant difference in lives of Canadians. According to a November 2023 poll, 24% of Canadians anticipate utilizing or are already using charitable services to meet basic necessities, underscoring the critical role of Canada's non-profit sector. Fuelled by the dedication of volunteers, donors, and professionals, the sector remains dynamic, adapting to challenges and creating innovative solutions. In collaboration with the Association of Fundraising Professionals (AFP) Canada, this feature will highlight how the sector significantly contributes to building better futures for communities nationwide.

Proposed topic highlights:

INSIGHTS — Uncovering challenges and opportunities shaping the charitable landscape.

DONOR ENGAGEMENT — Examining evolving trends in donor preferences and engagement strategies.

STRATEGIES — Showcasing innovative approaches donors use to support their chosen causes.

IMPACTFUL INITIATIVES — Highlighting notable achievements by charities, volunteers, and donors nationwide.

COLLABORATION — Showcasing partnerships between non-profits, businesses, and government entities, fostering collective impact.

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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
May 1	May 31	June 21	May 1