



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Philanthropy Day

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Globally acknowledged as a day to honour and celebrate the benevolent efforts of individuals and organizations strengthening our communities, November 15 marks National Philanthropy Day. In collaboration with the Association of Fundraising Professionals (AFP) Canada, this feature will showcase exceptional contributions from individuals, foundations, corporations, fundraising volunteers, and nonprofit organizations that are actively shaping a positive impact in Canada and beyond.

Proposed topic highlights:

ENGAGEMENT — Exploring innovative approaches to foster community involvement and collaboration.

INSPIRATION — Showcasing uplifting stories of philanthropy that Inspire positive change.

COLLABORATION — Examining the power of partnerships between nonprofits, businesses, and communities.

INNOVATION — Highlighting cutting-edge strategies and technologies shaping the future of philanthropy.

IMPACT — How Canadian philanthropy is changing lives and outcomes

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Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
September 26	October 25	November 15	September 26