



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Maximizing Charitable Giving

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Philanthropy in Canada continues to play a pivotal role in supporting communities and driving meaningful change. With strategic giving strategies, donors can maximize the impact of their generosity while taking advantage of financial benefits. This special feature will explore innovative approaches and tools available to Canadians to enhance their charitable contributions in 2025 and beyond.

**Proposed topic highlights:**

**Strategic Philanthropy:** How to align giving with personal values and financial goals.

**Tax Benefits of Giving:** Insights on maximizing charitable tax credits.

**Stories of Impact:** Highlighting Canadian organizations making a difference.

**Expert Tips:** Advice from financial advisors on smart giving strategies.

**Legacy Building:** The long-term benefits of planned charitable contributions.

**GET INVOLVED TODAY. CONTACT:**

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Print/Digital Weekly Readers – **5,958,000**  
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 |
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