



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Philanthropy in Canada

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Philanthropy plays a pivotal role in shaping Canada's social and economic landscape. From funding groundbreaking research to empowering grassroots initiatives, philanthropists in Canada are making a significant impact on communities across the country. In collaboration with the Association of Fundraising Professionals (AFP) Canada, this special feature will highlight the importance of giving, the causes driving philanthropy today, and the individuals and organizations creating meaningful change.

Proposed topic highlights:

- The Power of Giving:** Exploring the economic and social impacts of philanthropic contributions in Canada.
- Trends in Philanthropy:** A look at emerging giving trends, from impact investing to donor-advised funds.
- Transforming Communities:** Highlighting philanthropic initiatives that are driving measurable change across communities in our country.
- Next-Generation Philanthropists:** How younger generations are redefining giving with innovation and technology.
- Celebrating Canada's Leaders:** Recognizing individuals, families, and corporations leading the way in philanthropy.



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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
April 18	May 30	June 20	April 18