



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Countdown to GivingTuesday

Celebrating Generosity and Impact

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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GivingTuesday, celebrated in Canada and around the globe, is a day dedicated to generosity, community, and philanthropy. It is a powerful reminder of the importance of supporting charities and initiatives that address a wide range of causes. This special feature will shine a light on this global celebration of compassion, unity, and the enduring potential of generosity to create meaningful change.

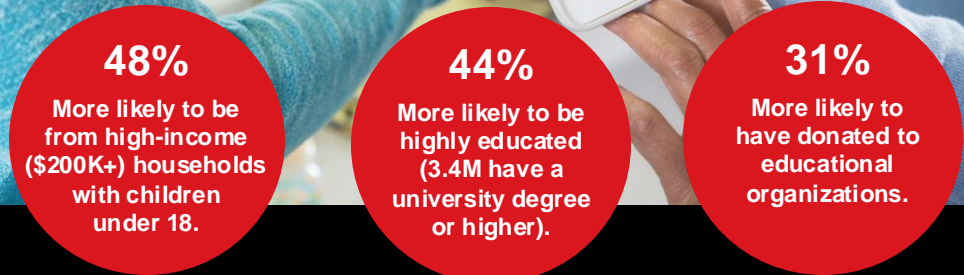
Proposed topic highlights:

- Impact:** Inspiring stories and case studies of how GivingTuesday contributions are changing lives.
- Partnerships:** Showcasing collaborations that amplify the effectiveness of Canadian charities.
- Philanthropy in Canada:** Exploring the causes that inspire Canadians and the support they attract.
- Innovation:** Highlighting creative fundraising approaches and engagement strategies.
- Outlook:** Examining forward-thinking strategies shaping the future of philanthropy in Canada.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – 5,941,000
Print Weekly Readers – 2,580,000 | Digital Weekly Readers – 4,607,000

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 13	November 24	December 1	October 13