



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Giving Season

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

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December remains the leading month for charitable giving, with 30% of all annual donations occurring during this time. The Giving Season offers an unparalleled opportunity for charities to connect with donors, secure vital funding, and amplify their missions for the year ahead. This special feature will spotlight the transformative power of the Canadian non-profit sector, exploring the causes they champion and the inspiring success stories that emerge during this season of generosity.

Proposed topic highlights:

Impact: Uplifting stories of communities coming together to achieve remarkable outcomes.

Outlook: Insights into the evolving landscape of charitable organizations and donor behaviour.

Canadian Philanthropy: Showcasing how Canadians are driving change locally and globally.

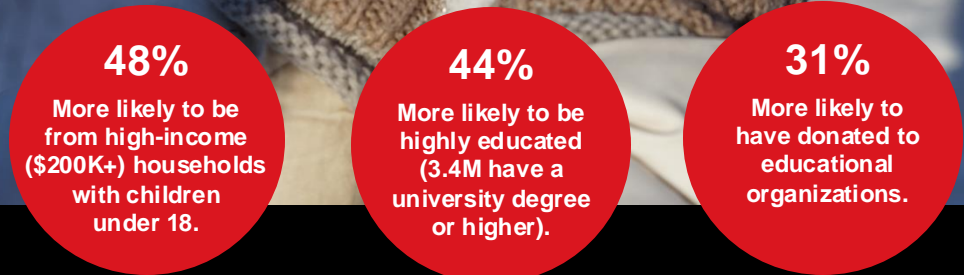
Tax benefits of Giving: The role of financial education in empowering individuals to give effectively.

Emerging Issues: How charities are addressing critical topics like climate change, diversity, equity, inclusion, and immigration.

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
November 3	December 8	December 15	November 3
November 17	December 22	December 29	November 17