



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# GivingTuesday Celebrating Generosity and Collaboration

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

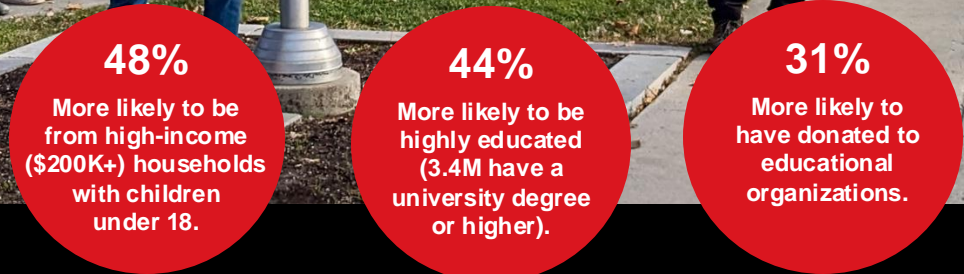
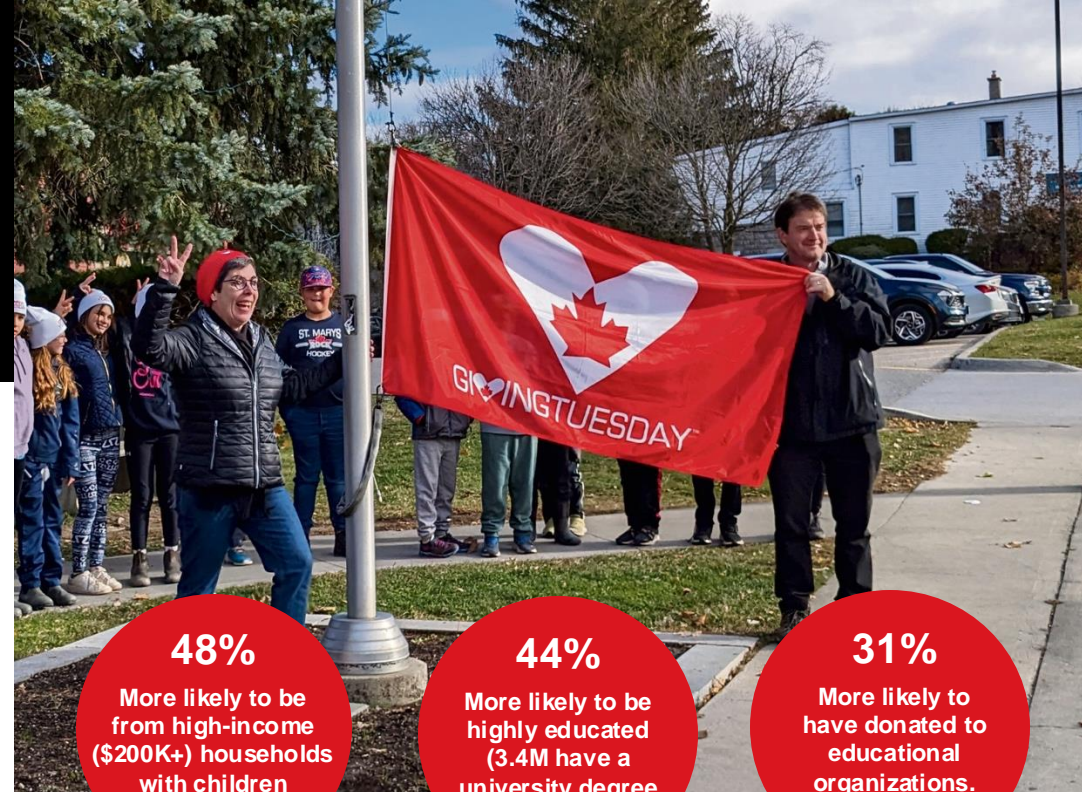
Click on the report below to see a similar past feature



GivingTuesday is a global generosity movement that inspires millions to give, collaborate, and celebrate acts of kindness. In Canada, it is a powerful reminder of the collective impact communities can make when they come together to support causes that matter. This special feature will spotlight the transformative work of Canadian charities, the generosity of donors, and the innovative strategies organizations are using to create meaningful change.

- Proposed topic highlights:**
- The Power of Generosity:** Stories of how Canadian donors are making a tangible difference.
  - Innovative Fundraising:** Creative strategies charities are using to connect with supporters.
  - Local Impact:** Celebrating organizations driving change in Canadian communities.
  - Corporate Giving:** How businesses are championing social change through generosity.
  - The Future of Philanthropy:** How technology and the next generation are reshaping giving.

**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 14                | November 25       | December 2      | October 14                       |