



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

THE ROYAL CANADIAN LEGION AT 100

Honouring a century of service, remembrance and community support

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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**Philanthropy in Canada**

**Economic uncertainty puts pressure on charities – support is vital**

AFP Canada continues to push for a permanent charitable sector secretariat



**ABOUT THE ASSOCIATION OF PROFESSIONAL FUNDRAISERS (AFP)**

The Association of Professional Fundraisers (AFP) is a national organization that represents and supports professional fundraisers across Canada. AFP provides a variety of services to its members, including advocacy, education, and professional development. AFP also works to promote the importance of fundraising in the charitable sector and to ensure that fundraising practices are ethical and effective.

**MEMBERSHIP:** AFP has over 1,000 members, including individuals and organizations. Membership is open to anyone who is interested in fundraising and who meets the requirements for membership. AFP offers a variety of membership options, including individual, corporate, and life membership.

**CONTACT:** For more information about AFP and its services, please contact us at [info@afpcanada.org](mailto:info@afpcanada.org) or call 1-800-387-2267.



For 100 years, The Royal Canadian Legion has stood as a pillar of support for veterans, military families, and communities across Canada. Founded in the aftermath of the First World War, the Legion has championed remembrance, provided essential services to those who served, and fostered connections that unite Canadians coast to coast. As it marks its centenary year, this special feature will celebrate the Legion's legacy, showcase its evolving role, and highlight its enduring impact on Canadian society.

**Proposed topic highlights:**

**A Century of Remembrance:** Reflecting on the Legion's role in honouring veterans and preserving Canada's military history.

**Supporting Veterans and Families:** How the Legion provides and supports critical programs and services to improve the lives of veterans and their loved ones.

**Community Connections:** The Legion's commitment to local communities through volunteerism, programs, and events that bring Canadians together.

**Evolving to Meet Modern Needs:** How the Legion continues to adapt and stay relevant for today's veterans and members.

**Youth and Education:** Engaging the next generation through education, leadership programs, and remembrance initiatives.

**Looking Ahead:** Exploring how the Legion will continue its mission and grow its impact into its second century.

**GET INVOLVED TODAY. CONTACT:**

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Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,999**

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Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
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