



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Philanthropy Day

Celebrating generosity and the impact of giving in Canada

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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Observed each year on November 15, National Philanthropy Day highlights the donors and organizations advancing community programs, expanding services, and driving measurable impact across Canada. This special feature, produced in conjunction with The Association of Fundraising Professionals, will highlight the evolving landscape of giving in Canada, celebrate the work of charitable organizations, and examine how collaborative philanthropy is meeting rising community needs and driving meaningful, measurable impact.

Topic highlights:

- Celebrating community impact:** Showcasing charities and initiatives that are strengthening essential services and improving lives.
- Corporate and foundation leadership:** Highlighting strategic partnerships and investments that expand the reach of community programs.
- The evolving culture of giving in Canada:** Examining how donor motivations and philanthropic priorities are shifting nationwide.
- Innovations in charitable fundraising:** Exploring new approaches — digital campaigns, peer-to-peer models, workplace initiatives — that are reshaping donor engagement.
- Engaging tomorrow's philanthropists:** Understanding how younger Canadians are redefining generosity and building a more inclusive philanthropic future.
- Stories of gratitude and lasting change:** Featuring real examples of donors and organizations working together to create measurable, long-term community impact.



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(Source: Vividata SCC Spring 2026, Globe Print/Digital Weekly)

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
September 25	October 23	November 13

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