



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

GivingTuesday

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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Each year, GivingTuesday brings heightened attention to charitable causes across Canada and around the world. For many donors, it serves as a clear moment to focus on where support can make the greatest difference. This special feature highlights the causes drawing attention, the impact donations are having, and the role collective giving plays in supporting communities.

- Proposed topic highlights**
- The Power of Generosity:** Stories highlighting how individual and collective acts of giving are translating into real-world impact.
 - Rethinking Fundraising:** How organizations are adopting creative, data-informed, and community-driven approaches to engage supporters.
 - Impact at the Community Level:** Spotlighting initiatives and organizations delivering measurable change at the local level.
 - Corporate Giving in Practice:** Examining how businesses are embedding philanthropy into their operations, partnerships, and workplace culture.
 - The Evolving Future of Giving:** How technology, transparency, and a new generation of donors are reshaping expectations around philanthropy.

GET INVOLVED TODAY. CONTACT:
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- The Globe and Mail is the #1 newspaper brand in Canada
- Reaching more senior executives, business owners and professionals
- Reaching more High-Net-Worth Investors with over \$500K in assets.

Print/Digital Weekly Readers – **6,484,000**
Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,999**

Source: Vividata SCC Fall 2025, National, A18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
October 14	November 25	December 2