



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

The Giving Season

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

December remains the most active month for charitable giving, accounting for a significant share of annual donations. As individuals and organizations reflect on the year and plan ahead, the giving season becomes a sustained period of engagement for charities to connect with supporters, secure funding, and extend their impact. This special feature will explore the breadth of Canada's charitable sector, the causes gaining momentum, and the stories of impact emerging throughout this season of generosity.

Proposed topic highlights

Canadian Philanthropy in Action: Showcasing how Canadians are supporting causes at home and abroad through individual, corporate, and community-driven giving.

Giving and Tax Planning: An overview of how financial planning can help donors give more effectively and with greater confidence.

Responding to Emerging Needs: How charities are addressing pressing issues such as climate change, equity and inclusion, and immigration through targeted programs and partnerships.

Donor Confidence and Trust: Why transparency, reporting, and governance are increasingly important to donors deciding where to give.

Why Giving Now Matters: Exploring how donations during the giving season support immediate needs while sustaining programs into the year ahead.

The Power of Collective Giving: How families, workplaces, and communities are coming together to multiply impact through shared generosity.

GET INVOLVED TODAY. CONTACT:

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Source: Vividata SCC Fall 2025, National, A18+

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