



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

MAKE-A-WILL
Encouraging Canadians to plan ahead for peace of mind

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

Estate planning and legacy giving

Sunday, September 16, 2024

Growing number of younger Canadians donating to charities in their will

46

Legacy giving

Legacy giving

Charitable giving is a tradition in Canada, but it's also a way to ensure that your legacy lives on. For many Canadians, leaving a charitable bequest in their will is a way to support the causes they care about most. This trend is growing, particularly among younger Canadians who are more socially conscious and want to make a difference in the world.

According to a recent survey, over 60 per cent of Canadians aged 18 to 34 plan to leave a charitable bequest in their will. This is up from 55 per cent just five years ago. The survey also found that 75 per cent of respondents believe it's important to leave a legacy, and 80 per cent believe that leaving a charitable bequest is the best way to do so.

There are many reasons why younger Canadians are turning to charitable giving in their wills. One major factor is the growing awareness of social and environmental issues. Younger generations are more likely to be concerned about climate change, social inequality, and other global challenges. They want to use their wealth to make a positive impact on these issues.

Another reason is the desire to support causes that are personally meaningful. Many younger Canadians have a strong interest in the arts, education, and healthcare. They want to ensure that their loved ones' legacies are passed on to the next generation.

Finally, there's a growing sense of responsibility among younger Canadians to give back. They see charitable giving as a way to contribute to the community and make a difference in the lives of others. This sense of responsibility is driving a significant increase in charitable bequests in wills.

As Canadians become more mindful of long-term planning, “Make-a-Will” campaigns across the country are helping individuals and families take an important step toward protecting their loved ones and assets. Each province organizes its own campaign — from a dedicated week to a full month — to educate residents about the value of having a legally sound will and the risks of dying intestate. This special feature will spotlight how organizations, legal professionals, and financial advisors are empowering Canadians to make informed decisions about estate planning, wealth transfer, and legacy management.

- Proposed Topic Highlights**
- ESTATE PLANNING AWARENESS** — How Make-a-Will campaigns across Canada are helping Canadians understand the importance of planning ahead — and the professionals supporting them through the process.
 - LEGAL INSIGHTS** — The role of wills in safeguarding families, minimizing disputes, and ensuring assets are distributed according to one's wishes.
 - DIGITAL ESTATE PLANNING** — The growing use of online will platforms and how technology is making estate planning more accessible.
 - FINANCIAL & TAX CONSIDERATIONS** — Expert advice on integrating wills with broader financial and tax strategies for intergenerational wealth transfer.
 - LEGACY & PHILANTHROPY** — How planned giving and charitable bequests are helping Canadians create meaningful, lasting legacies.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

Content produced by Randall Anthony Communications, a Globe-approved provider



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 – 5,286,000
Print Weekly Readers – 2,417,000 | Digital Weekly Readers – 3,636,000

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
March 16	April 20	April 27
August 13	September 24	October 1
September 7	October 12	October 19
September 28	November 2	November 9