

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE

# NATIONAL PHILANTHROPY DAY



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canadians have been helping their neighbours and people around the world for 150 years since confederation – and for centuries before that. That generosity of spirit – the willingness to give time, talent and treasure for the betterment of our country and the world – is what we celebrate on National Philanthropy Day. Canada was the first country to recognize National Philanthropy Day permanently, and this special supplement will celebrate Canadian generosity and altruism.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 14, 2017

**GET INVOLVED BY:**  
OCTOBER 3, 2017

**MATERIALS DUE:**  
NOVEMBER 7, 2017

Published in partnership with the Association of Fundraising Professionals, this feature will include the following editorial highlights:

**NATIONAL PHILANTHROPY DAY:** In this special year, Canadians have a lot to celebrate. A look at how philanthropy has changed Canada over the past 150 years and beyond, and what philanthropy means to people across Canada.

**MAKING YOUR SUPPORT COUNT:** Tips on wise giving and different methods that donors can use to create impact. Giving online, volunteering, social media – these are just a few of the options donors have to make their support go further.

**CANADA'S DONORS AND VOLUNTEERS:** Stories and highlights of individuals and organizations that are making a difference every day.

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**3.6 million**

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## NATIONAL PHILANTHROPY DAY



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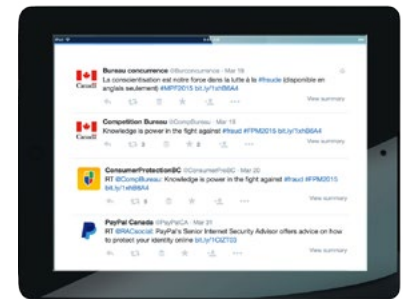
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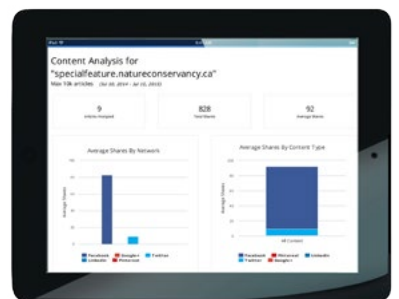
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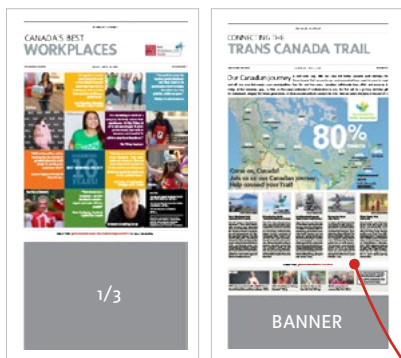
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