



# A NEED TO GIVE

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**D**onors who give millions of dollars draw headlines. But the fact is, giving and volunteering are not pursuits reserved exclusively for wealthy people. The vast majority of contributions come from people with mid-to-low incomes. Everyone can be a philanthropist and make a difference in their community.

This special report – produced in co-operation with the Association of Fundraising Professionals – will help guide donors of all ages, and of all levels of wealth, on how they can make a difference in the world.

Among its topics this report will discuss:

**A need to give.** Charities across the country are facing increased demand for their services even as they work to better the environment, communities, schools, health care and other important aspects of society. What do charities see ahead for 2010 and what kinds of challenges and opportunities do they expect to find?

**Where to give:** Learn more about some of Canada's top charitable organizations, schools and other caring groups and the unique ways in which each contribute to healthier communities across the country.

**How to give:** Charities always welcome substantial cash infusions, but also rely on different types of gifts, and well as volunteers, to support critical programs. Learn different ways to give of your time, talent and valuable contributions.

**Youth in philanthropy.** Young people are getting more involved in philanthropy all the time – not just giving, but raising funds, serving on boards and getting other kids to join in. How can kids best support a cause?

**Innovation.** Charities are finding new ways of not only creating better and cutting-edge programs, but also reaching out to donors and supporters in innovative and inspiring ways.

All this and more in this special report.

## WHY REACH GLOBE AND MAIL READERS?

The Globe and Mail reaches the most educated, affluent and influential newspaper readership in Canada – significantly greater than any other national newspaper in Canada.

### > *Globe Weekday Readers:*

- *Globe readers are philanthropists. Their donation rate is higher than the population's.*
- *66% donated funds to a Canadian charity last year while only 50% of the population supported these funds (Index: 132).*
- *746,000 Globe readers were donors last year.*
- *Almost 1 in 3 readers donated over \$200 (Index: 183)*
- *Weekday readers' total Canadian donations totaled \$105 million last year.*
- *Hospital and Religious funds received the most support from Globe readers.*
- *Most donations went to the Cancer Society, Heart & Stroke Foundation, United Way, and Salvation Army.*

• *During the same time period, over 1 in 5 readers supported international relief and development funds (Index: 169).*

> *The Globe and Mail reaches over 1.3 million readers daily from coast to coast.*

> *The Globe and Mail is the #1-read publication by Canada's senior executives, read by 71% of all executives and by 76% of all presidents, CEOs and Chairpersons.*

## REACH YOUR AUDIENCE:

This special supplement will include a limited number of one-eighth, quarter-, half- and full-page advertising positions.

**Bonus:** The Globe will re-print additional copies of the report and provide a PDF e-version.

Included with your print advertisement, this report will appear online at [globeandmail.com](http://globeandmail.com) for 7 days and thereafter will be archived for 90 days.

Source: PMB 2009 Fall Study – Age 18+. NadBank, PMB 2007/08



## THE GLOBE AND MAIL

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