

# Positive change through giving



**PUBLICATION DATE:** Friday, June 26  
**GET INVOLVED BY:** Friday, May 15  
**MATERIAL DUE:** Wednesday, June 10

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

With a long history of achieving significant positive impact in Canadian communities and across the globe, non-profit organizations inspire many to make a difference as donors and volunteers. This special feature, produced in partnership with the Association of Fundraising Professionals, explores the role of philanthropy in responding to urgent needs and improving outcomes where and when it matters most.

**Proposed topics:**

**MEETING URGENT COMMUNITY NEEDS** – Non-profits responding to urgent challenges.

**IMPACT** – Sharing stories of hope and support.

**THE VALUE OF CHARITIES** – Providing valuable services and addressing societal gaps.

**THE POWER OF ENGAGEMENT** – The benefits of giving and volunteering.

**TECHNOLOGY AND SECURITY**- The importance of working with trusted NFP's and Registered Charities

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Source: Omniture, Doubleclick

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