



2025 CANADIAN GIVING GUIDE

SOLE MAJOR LEADER PARTNER BENEFITS

HOW TO POWER UP YOUR MAJOR CLIENT ENGAGEMENT PROGRAMS. Reach the most generous, prominent, and supportive leaders in Canada by engaging their philanthropic vision and ambitions through the **Canadian Giving Guide**. The 2025 Edition expands its deep reach by adding the readers of Charity eNews to the already 15,000+ national readers in major metropolitan centres around the country.

Foundation Magazine is the premier publication read by the leadership individuals and teams at the major charities in Canada, along with private and corporate foundations, high-net-worth individuals and family trusts, investors, and leaders at the nation's biggest finance and marketing teams.

The executives who read the **Canadian Giving Guide** manage most of the largest family foundations, philanthropic donations, corporate foundations, and social responsibility program funding in the nation—your sponsorship opens the door to a single-source world of proactive charity & nonprofit clients who are looking for advisors and investment advice based around philanthropic goals, causes and tax implications. As the **Sole Major Lead Partner** of the Canadian Giving Guide, you will get:

- **Recognition as Media Partner** in Foundation Magazine issues, in Charity eNews, on our websites and in all related newsletters and other media channels across all publications.
- Your **logo and company name on the Front Cover** of the Guide as the Sole Sponsor.
- The **Inside Front Cover Ad** in the 2025 Canadian Giving Guide Print & Digital Editions.
- A full **feature article or commentary** by one of your key leaders, which would be placed as the first main article in the 2025 Canadian Giving Guide. This can be up to 2000 words and include credit to the author, links to URLs of your choice, and the article would also appear on the Foundation Magazine website.
- This program includes the following **Bonus Value-Added Benefits at no additional cost.**
- A **Full-Page ad** within the quarterly printed and digital editions of Foundation Magazine for 2026, including the 2025 Winter Edition. (A total of 5 issues) **Value: \$2995.00 per issue x 5 issues = \$14975.00**
- A **full banner or tower ad** on the home page of Foundation Magazine from November 2025 to December 31st, 2026. **Value: \$500 per month x 14 months = \$7000.00**
- A **full banner ad** in 14 issues of Charity eNews (one per month) in November and December 2025, and monthly in 2026. **Value: \$625.00 per month x 12 months = \$7500.00**

Total Value: \$29,475.00 plus editorial content and online article support.

YOUR SOLE MAJOR LEAD PARTNER INVESTMENT is just: \$19,500.00.
Save \$10,000 off our standard rates. Includes all partner benefits.

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Call or email Jim Hilborn,
Publisher, Foundation
Magazine at 416-554-9403
or hilbornjim@gmail.com

Or Bill Mackay, Sales, at
705-341-3700 or
write2billmackay@gmail.com

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