

MEDIA KIT
FUNDRAISING
POWER

CONNECTING MAJOR DONORS
WITH YOUR FUNDRAISING TEAM

CANADIAN Giving Guide 2025



TotalFinance
CANADA'S MAGAZINE FOR FINANCIAL EXECUTIVES

FOUNDATION
The Business & Spirit of Philanthropy in Canada 

AUDIENCE

Who Uses The Giving Guide

Individuals, Families and Corporations That Care

Foundation Magazine's CANADIAN Giving Guide helps charities, non-profits and public foundations in Canada engage the most caring donors who are looking for ways to give back, through time, talent, funds and expertise.

The *Giving Guide* allows you to tell your story, explain your mission, showcase your accomplishments and demonstrate the commitment you have to those in need. The *Giving Guide's* audience uses the publication as a year-long tool to expand their impact and grow their role in social responsibility and as high-net-worth philanthropists with more to give. Connect with the most willing and able supporters.

The *Giving Guide* targets a vital audience that you'd otherwise have trouble reaching. Highlight your brand, tap into new fundraising channels and help Canadian investors find the best match for their personal and corporate missions.



The 2025 CANADIAN Giving Guide Audience

The *Giving Guide* recipients include executives who are among the most senior leaders in Canada's largest corporations, organizations, private foundations, board directors, as well as members of major organizations in finance, capital markets, personal investment, marketing, estate planning, tax planning, social responsibility, and many more. (Ask for details).

GIVING GUIDE AUDIENCE

+ Have Personal Incomes of **\$231,577***

+ **92%** Have University Degree

+ **60%** are over 40 years of age

+ **55%** are involved in leading corporate finance and marketing

+ **72%** are known supporters of philanthropic initiatives

+ **43%** advise on investment, tax planning, estate planning, social programs

Data Sources: Economic Research Institute; Toronto Board of Trade; AFP Canada; CAGP Canada; Angus Reid; Lloydmedia Research; IQ Partners.

* Examples of individual Giving Guide recipient roles include Chief Marketing Officers (average salary \$171,000), Chief Financial Officers (average salary \$231,577), Chief Technology Officers (\$151,000), International Banking Managers (\$273,000).

DISTRIBUTION

20,000+ Print Copies (minimum) to readers of *Foundation Magazine*, *DM Magazine* and *Total Finance Magazine*, all qualified recipients of these individual publications and unique executive subscribers in Canada. (Many are also members of other trade and executive associations in Canada. (Ask for details.)

2,000+ Individual members of major philanthropic associations in Canada, including delegates to major philanthropic conferences.

1,500 additional printed copies distributed via our media partners, supporters and contributors

Plus... DIGITAL COPIES available at Events (ask for details)

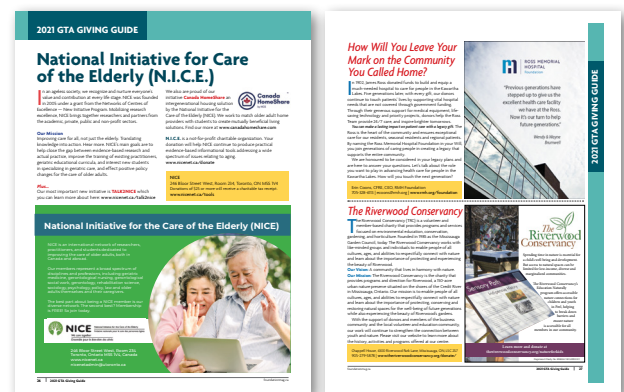
GENEROSITY



Here's What You Get With Your Giving Guide Ad

Each ad provides a full year of visibility with both a feature story and an advertisement which showcases your cause, your work and your impact on the community you serve. Tap into the Canada's massive network of leaders who can authorize donations, create or support fundraising events, organize volunteer work and match up with their corporate culture.

We will help create your profile and ad if you need assistance.



Full Page \$549.00

Top of Page - 500 Word Charity Profile Article
Bottom of Page - Half Page Ad (7.25" x 4.75")

Half Page \$295.00

Left of Page - 250 Word Charity Profile Article
Right of Page - Quarter Page Ad (3.625" x 4.75")

Note: use of pictures or illustrations will reduce word counts

ADVERTISING RATES & DATES

For all advertising and production enquires please contact:

Chris Horne

Foundation Magazine

chris@hilborn.com

Jim Hilborn

Foundation Magazine

hilbornjim@gmail.com

MAJOR DONOR APPEAL RATES

One investment gets you a Full Page Charity Profile and a Full Page Donor Appeal Advertisement

JUST \$949.00

and includes digital support on our website.

ADVERTISE CLOSE

November 3rd, 2025

MATERIAL CLOSE

November 7th, 2025

DISTRIBUTION

November 21st, 2025

FREE DIGITAL BOOST

Includes a web banner image, charity profile, full listing and web links on the Foundation Magazine Giving Guide webpage.

No Extra Charge. Bonus.

2021 GTA GIVING GUIDE

The Animal Guardian Society

It's been over 30 years since Kathy Ailing found an 8-week-old puppy on the street. She immediately called every possible link to the pup's owners and ran an advertisement in her local newspaper. A reporter who saw the ad called Kathy to write a cover story.

Although no owner was ever located, she received almost 200 calls to adopt the puppy. She instinctively screened prospective adopters and conducted home visits. Kathy decided on a home but had names and numbers of several families she felt would provide a loving home to a dog. The next day she visited the local shelter and started match making by contacting the people who had called her looking to adopt.



Identifying the need for someone to step up and save the lives of good dogs from being put to death, Kathy and her daughter created the name The Animal Guardian Society (TAGS) in March of 1987 the first Durham Region based rescue was formed.

Kathy set out to meet with individuals who could mentor and guide her into developing a program that would operate with integrity and ethics that would promote humane education to our community and find homes for displaced animals.

Perhaps the most difficult task in the early days was creating relationships with Animal Controls. Rescue in those days was a foreign word, and the constant struggle to save animals from death and research labs became a task that proved to be emotionally and physically draining. It soon became evident that this was not the job for one person. Kathy needed help.

Now 30 years later and thousands of dogs successfully rehomed, she has yet to stop! Kathy and her corps of volunteers work closely with animal shelters, humane societies, and the community to improve the lives of canine citizens.

Today, TAGS is a charitable non-profit organization and does not receive any government funding. We are entirely reliant on public donations for funds. Other than monetary donations, TAGS needs other pet care items like good quality dog food, dog beds and blankets, leashes and collars, winter coats, dog toys, etc. We also need other items like building materials and services.

The Animal Guardian Society's microchip clinics have become a popular tradition, offering inexpensive microchip services for pet owners in the Toronto and Durham Region area.

As an animal rescue group we know how important it is to microchip pets. You cannot predict what will happen in the future so we always advise responsible pet owners to make an appointment for this quick and painless 5 minute (or less) procedure. It's better to be safe than sorry. With other expensive options out there, we also know that many pet owners decide not to proceed with micro-chipping their pets because of the price. That is why TAGS initiated a cheap way to microchip, saving a good amount of money (instead of paying \$90 and up). The revenue goes toward a good cause - helping dogs & cats in need through The Animal Guardian Society.

How We Use Your Money

100% of your donations goes to helping the animals in our program as we have no paid staff. TAGS's largest expense by far is the veterinary bills. We want to be sure that all our dogs are healthy, and sometimes this means expensive medications or surgeries that cost hundreds or even thousands of dollars. In addition, all TAGS dogs are spayed or neutered, vaccinated and microchipped prior to adoption. While TAGS is fortunate to receive some donations of dog food, we also spend money purchasing quality dog food to feed to our dogs in foster care. Other expenses include the production of training, educational and promotional material.

To donate visit our website at www.animalguardian.org or see our donation information at Canada Helps <https://www.canadahelps.org/en/don/13492>

VISION STATEMENT

- To sustain the operation of our program and continue to serve and protect the animal citizens of our community.
- To never see any animal abused, abandoned or left unwanted.
- To continue to provide medical care and training to animals in our care.
- To construct a shelter that will provide safe housing for animals until permanent homes are found.
- To ensure that our shelter offers a centre for learning and education to our community.
- To see no animal put to death in municipally run shelters because they are overlooked or due to lack of space.
- To encourage those who profess their love and dedication to animals to take a stand to educate and participate in the cause of rescue.
- To see the day when rescue will no longer be necessary, as all animals will have safe, loving homes.



The Animal Guardian Society (TAGS)
where Adoption is the ONLY option



How to Help

ADOPTABLE PETS

Adopt a pet and save a life.

DONATE

With your donation goes to helping the animals in our program as we have no paid staff.

FOSTER

Foster homes are the difference between life and death to an animal in need.

VOLUNTEER

The Animal Guardian Society volunteers are the most valued assets of our charity.

MISSION STATEMENT

It is our mission to provide re-homing and medical care to displaced companion animals and to support the community in areas of humane education, behaviour counselling, the promotion of responsible pet ownership, and the needs of animals.

We welcome your feedback and your questions. Please feel free to contact us with any questions or comments you have.

General information about our program or volunteering: taginfo@animalguardian.org
Telephone: 905-263-TAGS (8247)

Double Page Spread

Advertorial

Approximately 800 words

Full Page Ad

8.375" x 10.875" + 0.125" bleed

(Full page Type Safety: inset all type 0.5" from trim)

Artwork Specifications

- All ads must be press optimized PDF files (PDF-X1A files). Images must be 300dpi CMYK with either fully embedded or outlined fonts.
- 0.125in bleed with crop marks are required for DPS, and FP ads.
- Full Page Type Safety: please inset all type 0.5" from trim specs.
- All rates are net and in Canadian dollars
- Rates do not include HST

About Us

Connecting to Donors.
Engaging Sponsors.
Boosting Fundraising.

FOUNDATION
The Business & Spirit of Philanthropy in Canada

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