



# THE WALRUS

## *A Brief Overview of Major Gift Opportunities*

### **About The Walrus**

The Walrus believes in the idea of a better Canada and believes that a strong democracy depends on informed citizens.

To spark conversations on matters vital to Canadians, we publish *The Walrus* magazine ten times a year in print and high-quality, fact-based journalism daily at [thewalrus.ca](http://thewalrus.ca). We produce the national lecture series The Walrus Talks, The Walrus Podcast (2018), and The Walrus Books (2018), and we train emerging professionals in publishing and non-profit management. Through the exploration of stories, art, and unexpected ideas, The Walrus provokes new thinking, widens perspectives, and inspires engagement. 🧊

### **Optimistic Canadians**

Optimistic Canadians lead The Walrus donor community with significant multi-year pledges. Their commitments allow us to plan on a longer horizon and execute projects in an environment designed for success rather than survival. Optimistic Canadian pledges can be designated toward sparking conversations in any of our key content areas or toward supporting an editorial fellow each year (see more about our Editorial Fellowship Program on the following page).

Optimistic Canadians are recognized in the masthead of *The Walrus*, at The Walrus events, and in The Walrus Annual Report to Donors.

- **Lead Visionary:** \$100,000 a year for five years
- **Visionary:** \$20,000 a year for five years
- **Champion:** \$10,000 a year for five years
- **Ambassador:** \$25,000 a year for five years

### **Order of The Walrus**

This designation recognizes outstanding one-time transformative gifts to The Walrus that help accomplish major editorial projects that would not otherwise be possible. This special two-year capacity-building campaign, launched in Canada's sesquicentennial year celebrates a commitment from donors to The Walrus idea of a better Canada.

Recipients of this prestigious designation are recognized in the masthead of *The Walrus*, at The Walrus events, and in the annual report.

- **Companions:** \$150,000 and above
- **Officers:** \$35,000 and above
- **Members:** \$15,000 and above

## The Walrus Editorial Fellowship Program

The Walrus Editorial Fellowship Program is one of the very few training grounds in Canada for future editors. The Walrus fellows work closely with our editorial team for six months and participate in every part of the publication process, from attending story meetings to fact-checking articles and proof-reading the magazine. Over 100 fellows have graduated from the program to date, and the majority have gone on to distinguished careers in Canadian and international media organizations.

Each fellow is named after a donor and is listed in the masthead of *The Walrus*. Donors to the fellowship program are recognized at The Walrus events as well as in the annual report, and some donors choose to have an ongoing relationship with their fellow after they leave The Walrus.

Donors who make a five-year commitment to The Walrus Editorial Fellowship Program are also recognized as Optimistic Canadians.

- Sponsorship of one editorial fellow: \$15,000

## Editorial Excellence Fund

The need for well-researched, independent, fact-based journalism has never been greater—and producing it has never been harder. Numerous Canadian media outlets are cutting staff, scaling back publication schedules, and replacing investigative journalism with filler from wire services. Thanks to donor support, The Walrus is able to pick up the slack, telling the stories that matter and inspiring discussion to support a culture of interested and interesting citizens.

Through the Editorial Excellence Fund, donors support the work The Walrus does to present a variety of perspectives from Canada's best writers and artists on the biggest issues of our time. We focus on six key content areas: politics and world affairs, health and science, law and justice,

the environment, business and economics, and arts and culture. Donors can designate their funds to one of these content areas or to editorial efforts generally.

While gifts of any size can be designated to the Editorial Excellence Fund, donors who make one-time gifts of \$10,000 and above will be recognized by name in the masthead of *The Walrus*, at The Walrus events, and in the annual report.

## Indigenous Visual Arts Fund

The Walrus is committed to the idea of a better Canada, and we are using our platforms to amplify under-represented voices and talents. The publishers behind *The Good Lands: Canada Through the Eyes of Artists* have provided us with seed funding to commission more original artwork from emerging and established Indigenous visual artists in 2018.

Gifts of any size can be designated to the Indigenous Visual Arts Fund; however, one-time gifts of \$10,000 and above will be recognized by identifying the donor by name in the masthead of *The Walrus*, at The Walrus events, and in the annual report.

## Fall 2018 Matching Campaign

No campaign has a greater impact on our ability to acquire new donors to The Walrus than our annual matching campaign. Each fall, one very generous donor steps forward with a major gift of \$50,000–\$100,000 to challenge our community to support the work of The Walrus. In 2017, over \$100,000 was raised through matching efforts, with one-third of these gifts coming from individuals who had not previously financially supported The Walrus.

Our matching donor can choose where to designate these funds and is substantially recognized in a direct mail campaign to 15,000 people, in our e-newsletter to 21,000 readers, and in a one-page advertisement in *The Walrus*, as well as through The Walrus events, social media, and in the annual report.