

2023-24 38TH ANNUAL EDITION

donorsguide.ca 705-326-4961 info@donorsguide.ca

PLEASE FILL IN YOUR LISTING INFORMATION BELOW OR ONLINE AT DONORSGUIDE.CA
AND CHOOSE YOUR LEVEL OF ADVERTISING

| AD SIZE | BLACK & WHITE | ONE COLOUR | FULL COLOUR |
|-----------------------|----------------------------------|----------------------------------|----------------------------------|
| Full page | <input type="checkbox"/> \$2,920 | <input type="checkbox"/> \$3,295 | <input type="checkbox"/> \$3,615 |
| 2/3 page (horizontal) | <input type="checkbox"/> \$2,310 | <input type="checkbox"/> \$2,685 | <input type="checkbox"/> \$3,005 |
| 2/3 page (vertical) | <input type="checkbox"/> \$2,310 | <input type="checkbox"/> \$2,685 | <input type="checkbox"/> \$3,005 |
| 1/2 page (horizontal) | <input type="checkbox"/> \$1,960 | <input type="checkbox"/> \$2,335 | <input type="checkbox"/> \$2,655 |
| 1/2 page (vertical) | <input type="checkbox"/> \$1,960 | <input type="checkbox"/> \$2,335 | <input type="checkbox"/> \$2,655 |
| 1/3 page (square) | <input type="checkbox"/> \$1,605 | <input type="checkbox"/> \$1,980 | <input type="checkbox"/> \$2,300 |
| 1/3 page (horizontal) | <input type="checkbox"/> \$1,605 | <input type="checkbox"/> \$1,980 | <input type="checkbox"/> \$2,300 |
| 1/3 page (vertical) | <input type="checkbox"/> \$1,605 | <input type="checkbox"/> \$1,980 | <input type="checkbox"/> \$2,300 |
| 1/6 page (vertical) | <input type="checkbox"/> \$960 | <input type="checkbox"/> \$1,335 | <input type="checkbox"/> \$1,655 |
| 1/6 page (horizontal) | <input type="checkbox"/> \$960 | <input type="checkbox"/> \$1,335 | <input type="checkbox"/> \$1,655 |

**BILINGUAL
ADVERTISERS**
- Special Space Rate -
For French and English
listings or ads of equal
size, the second listing or
ad is half price.

☐ **Yellow highlighting may be added for \$195 per listing.**
Premium placement advertisement - please enquire for details and pricing.
Display advertisements include an enhanced Descriptive Listing with extra bolding. Display advertisements will be placed on the same or facing page as the enhanced listing in the alphabetical section of the Guide. Display advertiser names will be bolded in indexes.

☐ **DESCRIPTIVE LISTING - \$340**
☐ **WITH YELLOW HIGHLIGHTING ADDED TO LISTING - \$535**

SAMPLE CHARITY
123 Any Street Cityville AB A1B 2C3
(403) 123-4567
donate@samplecharity.ca
www.samplecharity.ca
Facebook: www.facebook.com/samplecharity
Twitter: @samplecharity
Instagram: @samplecharity123
Charitable Registration # 12345 6789 RR0001
Purpose: The Sample Charity does good work in our community to support all people. Our goal is to provide a peaceful, loving environment for all members of the community. Your donations will help make this happen!
Person In Charge: Jane Doe, CFRE, Executive Director, Member CAGP, Member AFP
Information Contact: John Smith, Fundraising Manager, Member CAGP, Member AFP
Executive Officers of the Board:
Chairperson.....Suzie Que
Treasurer Mike Phone
Secretary Jack Diamond
Vice Chair Angela Wings
Annual Report Available
Fundraising Goal: \$8,000,000
Accredited by Imagine Canada's Standards Program

☐ **BASIC + WEBSITE + YELLOW HIGHLIGHTING - \$195**
SAMPLE CHARITY
123 Any Street Cityville AB A1B 2C3
(403) 123-4567
www.samplecharity.ca
Charitable Registration # 12345 6789 RR0001

☐ **BASIC + WEBSITE LISTING - \$93**
SAMPLE CHARITY
123 Any Street Cityville AB A1B 2C3
(403) 123-4567
www.samplecharity.ca
Charitable Registration # 12345 6789 RR0001

☐ **BASIC LISTING - NO CHARGE**
SAMPLE CHARITY
123 Any Street Cityville AB A1B 2C3
(403) 123-4567
Charitable Registration # 12345 6789 RR0001

**DEADLINE FOR RESERVATION:
JUNE 15, 2023**

LISTING INFORMATION AND ADVERTISING
MUST BE SUBMITTED BY JUNE 15, 2023
CHANGES MADE AFTER JUNE 30, 2023
MAY INCUR EXTRA COSTS

Please Note: Prices do not include tax

Organization Name: _____
Legal Name: _____
Street Address: _____
City, Province, Postal Code: _____
Activity Category Code Number For Indexing: _____
(see reverse of this form for code numbers)
Telephone: _____
Fax: _____
Email: _____
Toll Free: _____
Website: _____
Facebook URL: _____
Twitter URL: _____
Other Social Media 1: _____
Other Social Media 2: _____
Other Social Media 3: _____
Other Social Media 4: _____

B/N Registration Number: (check your number carefully, it's important!)
| | | | | | | | | |
Statement of Purpose (What you do, in 40 words maximum)

Person in Charge: Name: _____
Title: _____
Member CAGP: ☐ YES ☐ NO **Member AFP:** ☐ YES ☐ NO
For more information contact: Name: _____
Title: _____
Member CAGP: ☐ YES ☐ NO **Member AFP:** ☐ YES ☐ NO
Executive Officers of the Board:
Title: _____ **Name:** _____
Title: _____ **Name:** _____
Title: _____ **Name:** _____
Title: _____ **Name:** _____

Annual Report Available: ☐ YES ☐ NO
Do you wish to publish your 2023-24 fundraising goal? ☐ YES ☐ NO
If yes, amount \$: _____
Accredited by Imagine Canada's Standards Program. ☐ YES ☐ NO

AUTHORIZED BY:
NAME _____ **SIGNATURE** _____
TITLE _____

“This publication is responsible for tens of millions of dollars in charitable donations and bequests. I know because I’ve worked at charities who have received donations and I’ve worked in a Trust Company where our officers used the guide with clients who plan bequests.”

- Paul Nazareth, Vice President, Education & Development,
Canadian Association of Gift Planners (CAGP)

ACTIVITY CATEGORIES AND CODES

| CATEGORIES | CODES |
|--|-------|
| ART AND CULTURE | |
| Conservation of culture organizations (eg, museums, historic sites and preservation) | 15 |
| Ethnic, folk and international cultural groups and related organizations | 14 |
| Libraries and related groups | 16 |
| Performing arts and theatres, fine arts, crafts and galleries; other related cultural organizations | 11 |
| COMMUNITY FOUNDATIONS | |
| Community-based organizations combining resources to support a broad spectrum of local charities | 90 |
| EDUCATION | |
| Adult and/or career education groups and organizations | 23 |
| Education research groups, including all organizations related to learning disabilities; education-related organizations and associations; all other groups whose prime function is education and who are not included elsewhere | 29 |
| Post-secondary schools, colleges, universities and supporting foundations | 20 |
| Pre-school, elementary and secondary schools, similar institutions and supporting foundations (including private, religious, special and alternative schools) | 24 |
| SOCIAL WELL-BEING | |
| General social welfare services, facilities and supporting foundations (preventative, emergency and on-going) | 72 |
| Services, facilities and organizations for animal welfare | 75 |
| Services facilities and organizations for children and youth (emergency and on-going services and facilities; advocacy and public education activities) | 74 |
| Services, facilities and organizations for Indigenous groups (emergency and on-going services and facilities; advocacy and related activities) | 77 |
| Services and organizations for other specific social issues (eg, human rights, family planning, criminal reform, etc) | 78 |
| Services, facilities and organizations for seniors | 79 |
| Services, facilities and organizations for women (emergency and on-going services and facilities; advocacy and related activities) | 76 |
| Services, facilities and organizations for people with mental and/or physical disabilities (emergency and on-going services and facilities; advocacy and public education activities) | 73 |
| SPORT AND RECREATION | |
| Organizations, facilities and supporting foundations for all sports and recreational activities | 80 |
| ENVIRONMENT | |
| Environmental research, education and protection groups and related foundations; nature conservation and preservation organizations | 100 |
| HEALTH | |
| Health and medical research organizations and supporting foundations; health and medical associations | 31 |
| Healthcare facilities, services and foundations (preventative, emergency, general and specialized) | 35 |
| Specific health focused organizations (including mental health); does not include facilities or services, per se | 36 |
| INTERNATIONAL ACTIVITY | |
| Emergency and on-going international aid and support organizations (excluding missionary organizations) | 43 |
| RELIGIOUS ACTIVITY | |
| Missionary/propagation of faith organizations operating abroad | 59 |
| Religious organizations operating within Canada | 50 |
| SCIENCE AND TECHNOLOGY | |
| Science and technology institutions and organizations and related foundations (including social sciences, zoology, horticulture, agriculture) | 60 |

RETURN THIS FORM TO: Inukshuk Enterprises Inc. PO Box 20009 Orillia RO, Orillia, ON L3V 7X9 -OR-
Submit your advertising reservation and listing information online at our members' site: www.donorsguide.ca/members