

## ABOUT THE WALRUS

The Walrus is a community. We are a group of people who are curious and engaged in the world we live in, who make it possible for our charitable organization to provoke conversations, in every part of the country, on the most complex issues of our time. We care deeply about the future of our country and firmly believe that quality information and a diversity of perspectives are essential to the health of our democracy and society.

The Walrus publishes independent, fact-based journalism in ten print issues of The Walrus every year and at thewalrus.ca. We produce the national lecture series The Walrus Talks and train emerging writers and editors through The Walrus Editorial Fellowship Program. Through the exploration of stories, art, and ideas, The Walrus provokes new thinking, broadens perspectives, and sparks conversations.

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## Major Gift Opportunities

### The Walrus Trust

The Walrus Trust is a group of exceptional donors who make transformational commitments of \$100,000 a year for five years and secure the future of independent, fact-based journalism in Canada. These incredible donors lead The Walrus community, and their advocacy inspires others to join us on our mission to provoke new thinking and spark conversations on matters vital to Canadians.

The Walrus Trust receives special acknowledgement on an ongoing basis in the masthead of The Walrus, in our annual report, and at The Walrus events. They also are invited to participate in exclusive Trust Dinners, twice-annual intimate gatherings that bring together community leaders to exchange ideas.

### Optimistic Canadians

Optimistic Canadians make significant multiyear pledges to The Walrus. They enable us to be leaders in independent, fact-based journalism and to plan on a longer horizon 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: politics and world affairs, health and science, law and justice, the environment, business and economics, and arts and culture.

Optimistic Canadians are recognized in the masthead of The Walrus, at The Walrus events, in our annual report. They are also invited to participate in the Optimistic Canadians party, an annual celebration of the generous individuals and organizations that support independent, fact-based journalism.

- **Lead Visionary:** \$50,000 a year for five years
- **Visionary:** \$20,000 a year for five years
- **Champion:** \$10,000 a year for five years
- **Ambassador:** \$5,000 a year for five years

### The Walrus Editorial Fellowship Program

The Walrus Editorial Fellowship Program is the only program of its kind in Canada. Emerging writers and editors are hired as fellows to receive training from our editorial team for six months. Editorial fellows participate in every part of the magazine-production process, from pitch meetings to fact-checking to proofreading. Since 2004, The Walrus has provided mentorship to over 100 editorial fellows, and 93 percent of program alumni are currently working in journalism.

Each editorial fellowship position is named after its donor and listed in the masthead of The Walrus. Donors to The Walrus Editorial Fellowship Program are recognized in our annual report and at The Walrus events. 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

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### **The Walrus Editorial Excellence Fund**

The need for well-researched, independent, fact-based journalism has never been greater—and producing it has never been more difficult. As misinformation challenges our democracy and the collapse of ad-driven revenue for magazines and newspapers disrupts our media landscape, we have become even more committed to providing Canadians with the trustworthy reporting they need to make informed decisions.

Through the Editorial Excellence Fund, donors support the editors who guide an article through all stages of production: assessing pitches, commissioning writers and artists, refining the story, fact-checking, and publishing the finished product.

While gifts of any size can be designated to The Walrus Editorial Excellence Fund, donors who give at the Optimistic Canadians level or higher are recognized by name in the masthead of The Walrus, at The Walrus events, and in our annual report. Donors at all levels are recognized in the donor listing, which appears in print in the April issue of The Walrus and online at [thewalrus.ca](http://thewalrus.ca).

### **Visual Arts: The Walrus Fund for Emerging Visual Artists and The Walrus Fund for Indigenous Artists**

The Walrus is committed to amplifying emerging artists and underrepresented voices. In 2018, the publishers behind *The Good Lands: Canada Through the Eyes of Artists* provided us with seed funding to commission more original artwork from emerging and established Indigenous visual artists. Donors who support The Walrus Fund for Emerging Visual Artists or The Walrus Fund for Indigenous Artists provide opportunities for some of Canada's best and often undiscovered artistic talent to be published on our platforms and reach wider audiences.

While gifts of any size can be designated to The Walrus Fund for Emerging Visual Artists or The Walrus Indigenous Artists Fund, donors who give at the Optimistic Canadians level or higher are recognized by name in the masthead of The Walrus, at The Walrus events, and in our annual report. Donors at all levels are recognized in the donor listing, which appears in print in the April issue of The Walrus and online at [thewalrus.ca](http://thewalrus.ca).

### **The Walrus Poetry Fund**

The Walrus is dedicated to seeking and publishing the best of Canadian poetry. In addition to the poetry in each print issue of The Walrus, our arts-and-culture content includes writing about poetry and poets. The Walrus is proud to have published work of rising stars in Canadian poetry, including Billy-Ray Belcourt, winner of the 2018 Griffin Prize for Poetry, and Souvankham Thammavongsa, winner of the Trillium Book Award for Poetry in 2014. Donations to The Walrus Poetry Fund allow us to continue shining a spotlight on Canada's best writers and offering opportunities for emerging poets to reach a large national audience.

While gifts of any size can be designated to The Walrus Poetry Fund, donors who give at the Optimistic Canadians level or higher are recognized by name in the masthead of The Walrus, at The Walrus events, and in our annual report. Donors at all levels are recognized in the donor listing, which appears in print in the April issue of The Walrus and online at [thewalrus.ca](http://thewalrus.ca).

### **The Walrus Gala**

The Walrus Gala attracts over 400 leaders in the arts, politics, business, and society for Canada's premier celebration of independent, fact-based journalism. The event is held annually in January and raises over \$500,000 to support The Walrus.

Corporate partners, charitable foundations, and generous individuals participate in The Walrus Gala by sponsoring a table or buying individual tickets. Supporters are recognized in a variety of ways according to the sponsorship level, and a detailed outline of sponsorship opportunities can be provided upon request.

- **Diamond Sponsor:** \$50,000
- **Platinum Sponsor:** \$35,000
- **Gold Sponsor:** \$20,000
- **Silver Sponsor:** \$10,000
- **Individual tickets:** \$1,300