

**THE WALRUS**  
CANADA'S CONVERSATION

# 2024 *Highlights*



ILLUSTRATION BY  
Angela Hoang for the  
“The Big Steep: Why Are  
People Investing in  
Pu-erh Tea?” by Amir  
Aziz, September 2024

Hoang was supported  
by the RBC Emerging  
Artists program at The  
Walrus in 2024.



# A Note from Our Executive Director and Board Chair

A Note from the Executive Director and Board Chair .....	3
Highlights of 2024 .....	6
2024: A Year of Surprises .....	10
Contributing Writer Program .....	12
Regional Coverage .....	14
Audiences Around the World .....	18
The Walrus Talks .....	20
Awards and Fellowships .....	22
The Walrus Lab .....	24
Celebrating Canada’s Conversations .....	26
The Walrus Financials .....	28
Management Team, Board of Directors, and Advisors .....	30

TABLE OF CONTENTS

AS YOU READ THIS, 2024 might already feel like a distant memory. But as a registered charity, we believe it’s important to take this opportunity to reflect on the past calendar year, not only to uphold our values of transparency and accountability, which includes sharing a snapshot of our audited financials, but also to look back in the spirit of learning and growth.

We can’t say this enough: The Walrus would not be thriving twenty-one years in without your support. We hope these pages will shine a spotlight on the essential role you’ve played in sustaining a trusted and thoughtful platform where Canadians can engage with some of the biggest issues of our time, always in pursuit of a better future for all.

In January 2024, we welcomed a new editor-in-chief, the award-winning poet and writer Carmine Starnino (turn to page 6 to read his introduction). Under Starnino’s leadership, we’ve published sharp and timely coverage of a wide range of issues. In this review, you will also hear from other editors who have guided our work over the past year, along with featured investigations and stories that have sparked conversations, accountability, and change.

Earlier this year, we launched a new three-year strategic plan with three guiding priorities: strengthening sustainability, operating holistically as a media organization, and deepening Canada’s conversations (plural). We are pleased to share that 2024 was our best year for website traffic and digital audience growth to date, which



includes the successful debut of The Walrus Games. We now reach 1 million readers monthly across our various platforms. We couldn't have done any of this without you.

At the same time, 2024 may be remembered as one of the last years in which fact checking was widely supported on major social media platforms. As disinformation and misinformation continued to spread across Canada and beyond, The Walrus responded by hiring an additional full-time fact checker. This move is part of our ongoing effort to ensure that we can publish fact-checked, trusted journalism each day.

The timing of this publication marks a bittersweet moment for Jodi Butts, with June 2025 marking her retirement as chair: "As chair of the board over the last five years, I have been proud to help lead the organization through economically volatile and highly socially polarizing times—from the onset of COVID-19 to major political upheaval. I'm happy that The Walrus continues to be in very good hands."

All of us at The Walrus look forward to your continued support and ambassadorship for fact-based reporting and conversations. We are especially grateful to The Chawkers Foundation in particular for their steadfast support since The Walrus's inception. Thank you for reading and for your commitment to independent media in Canada at a time when we need it the most.

—Jennifer Hollett, *Executive Director, The Walrus*

—Jodi Butts, *Outgoing Chair, The Walrus Board of Directors*



ILLUSTRATION BY Erin McCluskey for "Rachel Cusk's *Parade Turns the Novel Upside Down*" by Ariella Garmaise, July/August 2024

McCluskey was supported by the RBC Emerging Artists program at The Walrus in 2024.



## Highlights of 2024

IT'S INCREDIBLE TO THINK about how profoundly magazine editing has changed since I started in the 1990s. Back then, it was almost an industrial process. You had established gatekeeping mechanisms: physical manuscripts, print schedules that moved at the pace of shipping containers, and editorial meetings that felt more like factory floor planning sessions.

And today? Today we work on cloud-based collaborative platforms, real-time analytics, and multimedia integration. My team and I don't just publish journalism; we essentially run real-time digital experiments in audience engagement.

Behind the scenes, we think deeply about SEO, platform algorithms, and social media stickiness. We obsess over our headlines and how our content appears on different channels. But we also understand that there are no shortcuts. Virality might make it seem like you can game the system to build an audience, but you can't. It's about playing a long strategy. There's a stewardship element to growing and keeping a readership.

Understanding that has been key to our record-breaking traffic in recent years. The industry often clings to a false choice: depth or clicks. We have proven otherwise, creating a hybrid model that proves literary sophistication and journalistic rigour can thrive in a time of instant feedback and relentless churn. What does that mean in practice? It means an exclusive

profile of Justin Trudeau, diving into the then prime minister's mindset as his popularity plummeted and his grip on the Liberal Party slipped. Or a gripping, immersively reported account of the theft—and unlikely recovery—of Yousuf Karsh's iconic 1941 portrait of Winston Churchill, one of the most reproduced photographs of the twentieth century. Or it might be a sensational exposé of a rising Canadian scientist whose fabricated data shook the scientific community, showing just how easily ambition can distort the systems meant to safeguard truth.

These are three of our most-read pieces from 2024, and they expanded our conception of what journalism can be and do. By proving that thoughtful, nuanced writing can find an audience online, we want to push back against entrenched assumptions about what readers want. It's a model that challenges both the clickbait economy and traditional gatekeeping. And you'll find more examples of this journalism throughout this report.

My team and I are crafting a distinct identity for The Walrus—one that appeals to a broader audience eager for more stylized and expressive perspectives on current events and culture. The result has been a remarkably exciting and more accessible platform where The Walrus has come alive in new ways. And we're just getting started.

—Carmine Starnino, *Editor-in-Chief*

293  
articles  
published

62  
artists  
featured

19  
poems  
published

10  
fellows  
trained

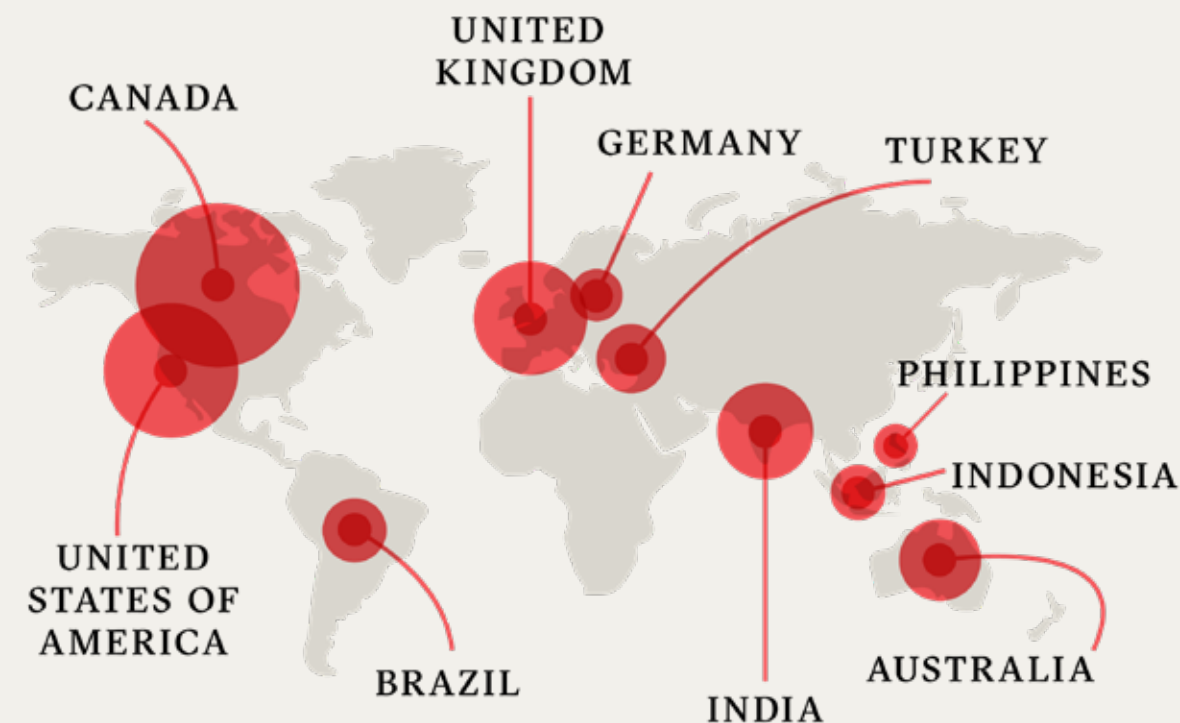
74,000+  
active newsletter  
subscribers

196,100  
followers on  
social media

66,000  
podcast  
downloads

6.15  
million  
page views on  
*thewalrus.ca*

12,832  
households from  
83 countries  
tuned into  
The Walrus Talks



Top 10 countries reading *thewalrus.ca*



### << "Justin Trudeau's Last Stand"

Justin Ling's cover story, featuring an exclusive interview with the former prime minister, is a personal account of his trajectory as the country's leader, which was ultimately followed by his resignation in January 2025.

### "An Explosion of Abuse Allegations against a Military-Style Boarding School"

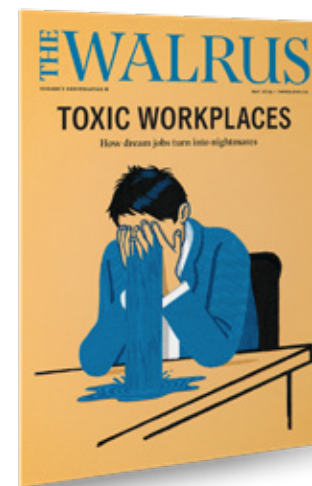
Rachel Browne's investigation into accounts of physical, emotional, and sexual abuse at Ontario's Robert Land Academy encouraged a wave of new victims to come forward and pursue legal action, eventually leading to the institute shutting down. Senior editor Harley Rustad discusses this story further on page 12.

### "An Acclaimed Canadian Playwright Faces Questions of Pretendianism"

Contributing writer Michelle Cyca was the first to question Jani Lauzon's Metis identity, prompting the playwright to revise her bio and the theatre hosting her play to end its run early. Her story highlights the growing issue of non-Indigenous people claiming Indigenous identity. Senior editor Harley Rustad speaks more to this story on page 12.

### "With Jasper, a Once Beloved Town Becomes a Haunting Sight"

As a long-time reporter on climate issues, contributing writer Arno Kopecky took a closer look at the forest fire that ravaged Jasper, using it as a warning of the climate-fuelled tragedies likely to follow.



### << "Are Workplaces Inherently Toxic?"

Senior editor Samia Madwar's cover story answered a question on many employees' minds: Is your workplace toxic? Through a range of accounts, her article reveals a resounding "yes"—and shows that it's far more insidious than some organizational leaders would like to admit.

### "AI Is a False God"

Republished in the *Guardian*, Navneet Alang's timely piece deflates some of the hype around artificial intelligence—and warns of its pitfalls.

### "Loblaw Has Become an Everything Company"

Fuelled by a national boycott of the Canadian grocery chain, David Moscrop's story spoke to the company's growing monopolistic grip on shoppers. Soon after this story was published, Canadian grocery stores signed an anti-monopoly agreement.

### "The Ukrainians Who Refuse to Fight"

Amidst the headlines of wartime politics and casualty accounts, Jonathan Garfinkel's story offered a rare and sensitive narrative of a Ukrainian family who fled in the face of a martial order.

### << "If Pierre Poilievre Wins"

In a comprehensive editorial package covering everything from immigration to conspiracy theories, a range of writers explored what to expect under a Conservative government led by Poilievre as the party's popularity surged in 2024.

### "Nowhere Safe: Twenty-Five Days in Wartime Gaza"

A few months into the war in Gaza, Louis Baudoin-Laarman, a worker with Doctors Without Borders, offered a first-hand account of the chaos, anger, and anguish gripping Palestine.

### "Are Universities Failing the Accommodations Test?" >>

Simon Lewsen examined the rising demand for student accommodations at universities, revealing how this surge is stretching an already overwhelmed system to its limits, one that may be failing its beneficiaries in the process.

### "The \$20 Sandwich That Could Topple Trudeau"

As the cost of food soared across Canada, Ira Wells wrote about how consumer anger could change the trajectory of the 2025 federal election. The story gained national attention.



ILLUSTRATION BY R. Kikuo Johnson for "Are Universities Failing the Accommodations Test" by Simon Lewsen, August 2024





## 2024: A Year of Surprises

**T**HE INTERNET is an unpredictable animal. You can't always tell which articles will attract the most readers or spark the biggest conversations. Editorial decisions can often be cautious, guided by backward glances at high-performing content and the optimization of keywords to appeal to search engines. A data-informed process for choosing which stories to publish might make sense in the attention economy. But an obsession with numbers can crowd out the best part of journalism: the joy of finding a story you didn't know you needed.

At The Walrus, we're willing to take chances on an article, even if there's no clear signal it will attract a ton of clicks. To us, there's value in stories that tell readers new information and centre on human experiences—or that are simply a damn good read. As the digital editor, I've been delighted that some of our top performers in 2024 have seemingly come out of left field. They covered everything from a history of the Moleskine notebook to a feature on alternatives to retirement homes to a love letter to Joni Mitchell's album *Court and Sparks* on its fiftieth anniversary.

Ironically, one of our top stories in 2024 dealt with the problem of data. "The Collapse of Self-Worth in the Digital Age" is an insightful essay by Thea Lim which recently won silver at the National Magazine Awards. Its structure is unconventional—fragments build around a central idea, exploring how algorithms hollow out our inner worlds. Lim's sentences also go deep. And its success offered us an important lesson: data can't always tell you what people are itching to read. Readers still have an appetite for great writing and pieces that lay bare other minds.

—Monika Warzecha, *Digital Editor*

## TOP 5 SURPRISE STORIES IN 2024

"Tim Hortons Is Brewing an Idea of Canada That No Longer Exists"

by Tom Jokinen

"The Collapse of Self-Worth in the Digital Age"

by Thea Lim

"Joni Mitchell's Best Album Is Turning Fifty. And It's Not *Blue*"

by KC Hoard

"Moleskine Mania: How a Notebook Conquered the Digital Era"

by Ronald Allen

"What Should You Do with Your Stuff before You Die?"

by Christina Myers

Radio stations 640 AM, 880 CHED, 730 CKNW, and Metro Morning, as well as *The Big Story* podcast all interviewed The Walrus's digital editor, **Monika Warzecha**, about her feature "**We're in the Golden Age of Garbage Clothing.**"





# The Walrus Contributing Writer Program

**L**AUNCHED IN LATE 2023, the contributing writer program has supercharged our editorial process. By redesigning our newsroom process, we can now commission ideas, edit and fact-check drafts, and publish stories at a much faster rate, sometimes all within a single day. For the most part, we aren't trying to compete with breaking news; rather, we publish when a simmering conversation reaches a rolling boil. The nimbleness and speed of our contributing writers have also helped us break stories, publish exclusives and be the publication that turns up the heat. Three of the contributing writers I work with do this exceptionally well.

In April 2024, Arno Kopecky wrote a prescient essay about how far-right political parties are poised to decide the environment's fate—a provocative idea that proved true after elections in many countries, including the US, Germany, and France, saw surges in far-right power.

In August, Rachel Browne broke the story that Robert Land Academy, a military-style boarding school in Ontario, was facing numerous multi-million-dollar lawsuits over allegations

of physical, emotional, and sexual abuse. Our exclusive reporting sparked a release and a reckoning: former students by the dozens came forward to share their stories, the number of lawsuits exploded, and Family and Children's Services Niagara launched an investigation. And now, the academy is shuttering its doors.

Then, in October, Michelle Cyca reported—also for the first time—that the acclaimed playwright Jani Lauzon, who has long identified as Metis and built a career on Indigenous-themed plays and music, could provide no clear record of that ancestry. Furthermore, there was no evidence that Lauzon's father had ever attended an Indian residential school—an alleged fact that was central to her highly reviewed play 1939. In response to our reporting, Lauzon changed her bio from "Métis" to "Indigenous," and the theatre showing the play ended its run early.

These kinds of stories exemplify what The Walrus does best: challenge readers to think differently, publish with facts and fairness, and ignite conversations.

—Harley Rustad, *Senior Editor*

## More Stories BY OUR CONTRIBUTING WRITERS

"Shadow Government: The Consulting Firms Telling Ottawa What to Do"

by Justin Ling

"A Poilievre Government Would Be Steps Back for the Climate"

by Arno Kopecky

"Social Media Is Helping Bring Indigenous Languages  
Back from the Brink"

by Michelle Cyca (also published in Cree)

"Memoirs Are Almost Impossible To Sell"

by Tajja Isen

"How a Lost Buoy Brought Me Home"

by Laakkuluk Williamson Bathory

"Trump's Return Could Make Trudeau Look Even Smaller"

by Philippe J. Fournier

WITH THANKS TO THE GORDON FOUNDATION, REAL ESTATE FOUNDATION OF BC,  
AND TROTTER FOUNDATION FOR MAKING THIS WORK POSSIBLE.



ILLUSTRATION BY Sarah  
Ayaqi Whalen-Lunn  
for "Colonization Has  
Made a Taboo Out  
of Menstruation" by  
Laakkuluk Williamson  
Bathory, June 2024

Ayaqi Whalen-Lunn was  
supported by the RBC  
Emerging Artists program  
at The Walrus in 2024.



## Regional Coverage

**A**T THE WALRUS, we believe that the best coverage comes from those who know their communities first-hand. That's why, through our contributing writer program, we've made it a priority to work with journalists and storytellers who bring deep local knowledge to national conversations. In 2024, this commitment was especially evident in our expanded coverage of the North and Quebec.

Our Northern contributing writers brought voices from across the territories to The Walrus in 2024. We were proud to publish work by Laakkuluk Williamson Bathory, an Inuk writer based in Iqaluit; Pat Kane, a long-time Yellowknife photojournalist; and Rhiannon Russell, a veteran reporter in Whitehorse. When I lived and worked in Yellowknife, one of the most frequent complaints I heard was that national coverage of the North was often done by journalists parachuting in, lacking the lived experience to fully understand the region's complexities. Through this program, we're working to change that.

Over the past year, our Northern contributors tackled a range of issues central to life in the territories, from the hunting economy and the growing Nunavut–Greenland connection to the impact of urban waste on bears and the closure of a storied Whitehorse newspaper. They also examined Canada's Arctic defence strategy at a time of rising geopolitical tensions.

One story that particularly resonated with readers was Pat Kane's photo essay on the anniversary of Yellowknife's wildfire evacuation. In August 2023, the city and surrounding communities were thrust into the global spotlight as nearly 20,000 people were forced to flee due to encroaching wildfires. While Yellowknife itself was spared, and most residents eventually returned, the challenges of the evacuation extended far beyond the initial headlines. Kane's essay, "Yellowknife's Wildfire Evacuation Was Tailored for the Privileged," offered an insider's perspective on the inequalities that shaped the experience—parts of the story that many in the south never saw.

**"Are Workplaces Inherently Toxic?"** written by The Walrus's senior editor **Samia Madwar**, was shared by well-known sites and newsletters such as ArtsJournal, Pocket, and TLDR by WealtheSimple. Madwar also published the personal story "The Day Assad Fled: Joy, Fear, and the Weight of History" days after the fall of the Syrian dictator in late 2024.

Looking ahead to 2025, both Williamson Bathory and Kane will continue as contributing writers, while Russell has transitioned into the role of regional correspondent. With global attention increasingly turning to the North—especially as a certain world leader muses about taking over Greenland and expanding America's influence in the Arctic—ensuring that Northern voices are part of the conversation has never been more critical.

We also expanded our contributing writer program in Quebec, welcoming Montreal-based Toulia Drimonis and Sheima Benembarek. Both writers brought sharp, insightful analysis on some of the province's most pressing cultural and political debates.

Drimonis's essays tackled everything from Quebec's health care struggles to the comedy of Sugar Sammy, as well as Montreal's ambitious bike lane expansion—one of her most widely read pieces of the year. She also explored the impacts of gentrification, offering a critical look at how rapid urban transformation is reshaping

Montreal's neighbourhoods.

Benembarek brought a more international lens to her reporting. One of her standout essays stemmed from a trip to London during the anti-immigrant riots that made global headlines. Drawing connections between the hostility she witnessed in the UK and the rhetoric she's encountered in Quebec, she offered a nuanced reflection on the global rise of anti-immigrant sentiment. To make her work more accessible to Quebec readers, we translated this piece into French, along with another by Drimonis on the province's lack of support for out-of-province francophones.

By investing in regional contributors, we're ensuring that important stories are told by the people who know them best. Whether it's the North, Quebec, or beyond, these voices not only enrich our coverage but also change the conversation entirely.

—**Samia Madwar**, *Senior Editor*



PHOTO BY Elise Blanchard (Getty Images) for “Why the Taliban Love Social Media” by Soraya Amiri, April 2024



PHOTOGRAPHY BY Pat Kane for “Should the Arctic Really Brace for an Invasion”, November 2024

# TOP REGIONAL AND INTERNATIONAL STORIES OF 2024

“Should the Arctic Really Brace for an Invasion?”

by Pat Kane

“In Afghanistan, Women Haven’t Given Up”

by Soraya Amiri

“Is Quebec a Traitor to Canada’s Francophone Minorities?”

by Toula Drimonis (also available in French)

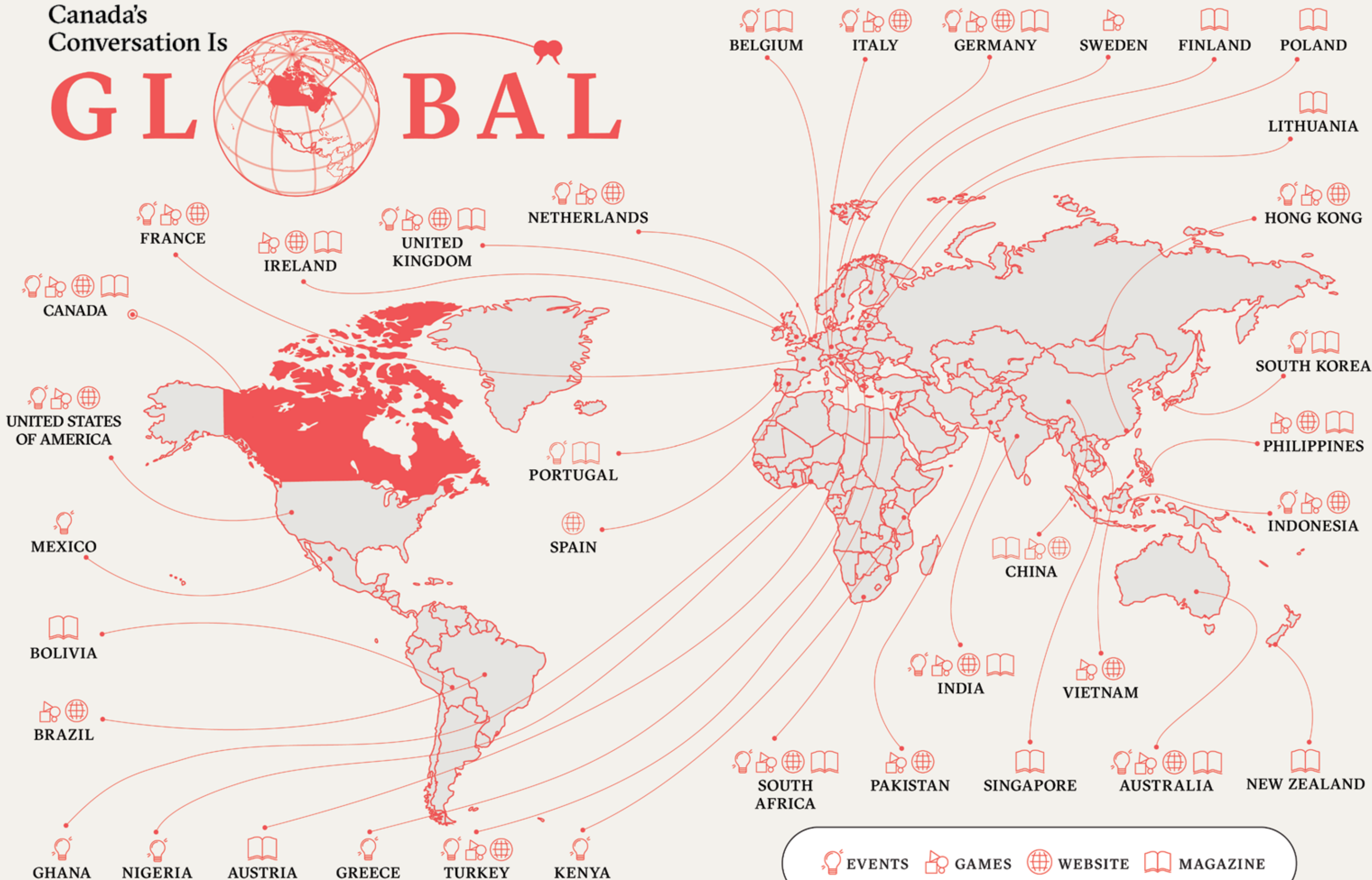
“Who’s Afraid of Country Food?”

by Laakkuluk Williamson Bathory

WITH THANKS TO THE CHAWKERS FOUNDATION, THE GORDON FOUNDATION, AND JOURNALISTS FOR HUMAN RIGHTS FOR SUPPORTING THE WORK OF REGIONAL AND INTERNATIONALLY TRAINED WRITERS.

Canada's  
Conversation Is

# GLOBAL





# The Walrus Talks

**I**N A YEAR SHAPED BY URGENT DEBATES around health, climate, technology, and politics, The Walrus events team continued to offer Canadians ways to engage with some of the biggest questions of our time. The Walrus Talks series in 2024 featured a diverse lineup of in-person and virtual events, drawing 12,830 registered attendees both nationally and internationally. As the world moved further away from the COVID-19 years, we saw a strong return to in-person events while maintaining a robust virtual presence, with attendees tuning in from eighty-three countries.

In 2024, The Walrus Talks covered a range of topics, including menopause, polarization, and artificial intelligence. In April, The Walrus partnered with Concordia University to host two in-person events in Toronto and Ottawa. The first event, *It's Electric*, examined the future of sustainable cities and industry, while the Cultural Futures event explored how AI is affecting Canadian arts and culture. In June, The Walrus presented a talk on Canada's Creative Power in Ottawa, which was supported by national cultural institutions like the Canada Council for the Arts, CBC/Radio-Canada, the Canadian Media fund, and Library and Archives Canada, among others.

New strategic partnerships helped elevate this year's programming. In collaboration with McGill University's Max Bell School of Public Policy, The Walrus co-presented *Unexpected Climate Connections*, a one-day conference exploring new approaches to climate policy. We also partnered with The Belonging Forum—a research, advocacy, and action group focused on fighting social isolation—to host *The Belonging Series*, which fostered dialogue on inclusion and community building.

The Walrus also continued to promote important cross-sector discussions through our Leadership Dinners and Luncheons—exclusive, off-the-record gatherings where leaders in business, media, academia, policy, and politics discuss challenges and opportunities for progress in their fields. In May, we hosted our second leadership gathering with Johnson & Johnson on reimagining health reconciliation. The full afternoon of panels and discussions featured Indigenous health care leaders sharing their expertise and vision for equitable health solutions.



# Awards and Fellowships



**T**HE WALRUS HAS ALWAYS TAKEN PRIDE in its educational mandate, part of which is buoyed by our longstanding commitment to fellowships that train the next generation of journalists and producers.

In 2024, we welcomed ten fellows from across the country, offering them hands-on training in fact checking, editing, digital production, and marketing within a national media organization. This work would not be possible without the generous support of our funders. We thank the Cannonbury Foundation, CIBC Foundation, The Chawkers Foundation, Journalists for Human Rights, Power Corporation of Canada, and TD Bank Group for believing in the importance of Canadian fact-based journalism.

Throughout the year, The Walrus was delighted to receive national recognition for our in-depth reporting and art. We kicked off 2024 with a gold win at the Canadian Online Publishing Awards for Rachel Browne’s investigation into

the Meeting House scandal—a story that also received recognition at the US-based Wilbur Awards. Lindsay Jones earned multiple accolades for her reporting on sexual assault. Her feature “Who’s Going to Believe Me?” won silver at the Atlantic Journalism Awards, gold at the National Magazine Awards, and also won the Landsberg Award.

The Walrus contributing writer Michelle Cyca took home Silver at the Digital Publishing Awards and gold at the National Magazine Awards for her columns. The Walrus also won additional silver awards for fiction by Claire Cameron; a profile on Alanis Obomsawin by Zoe Heaps Tennant; Eamon MacMahon’s photo essay “Bombs, Bullets, and Endangered Birds”; and our May 2023 cover, “Did You Know This Was a Graveyard?”

A highlight of the evening was senior editor Harley Rustad receiving the prestigious Editor Grand Prix gold for his outstanding contributions to Canadian journalism.



“My time at The Walrus as an editorial fellow has been extremely rich, productive, and varied. I focused primarily on my fact-checking responsibilities during the first few months, checking a variety of story formats—long-form features, fiction, crosswords, and investigations.

I’ve also learned a lot from the Fellows Connect series, which introduces us to media professionals and journalists from diverse backgrounds. I really admire how involved fellows are in the day-to-day functioning of the editorial team at The Walrus and how hard the staff works to ensure that we have a fulfilling experience.”

—Mihika Agarwal, Cannonbury Fellow during 2024  
(now senior editor at BC Business)



#### ABOVE

Contributing writer Michelle Cyca accepts her gold award for best column at the 2024 National Magazine Awards.

# The Walrus Lab



**T**HE WALRUS LAB, the client services arm of The Walrus, continued to help brands in telling compelling stories through writing, podcasts, and events in 2024.

This year saw major milestones for *Canadian Time Machine*, a podcast produced for Canadian Heritage that explores important anniversaries in our national history. The series surpassed 35,000 downloads in 2024, completed its second season, and launched its third. It also became the second most popular Canadian-produced history podcast on Apple Podcasts.

The Walrus Lab expanded its podcast offerings with the launch of *Imagine 2080* in February. The series is a collaboration with McMaster University’s Future of Canada Project, envisioning what the country might look like fifty-five years into the future.

In print, The Walrus Lab partnered with the Greater Toronto Airports Authority on a custom content series called Y We Travel. Launched in July, this ongoing series explores the personal and cultural significance of travel, with each issue highlighting a new story about what we stand to gain from our journeys. The series will continue into 2025.

The Walrus Lab continued its tradition of championing Canadian literature with the annual Amazon Canada First Novel Award. In 2024, the \$60,000 prize went to Alicia Elliott for *And Then She Fell*, a powerful novel exploring Indigenous identity, motherhood, and mental health. In the Youth Short Story Category, grade-eleven student Khaliya Rajan from Vancouver made history as the youngest winner ever.



“With its gripping narrative and surreal twists, Alicia Elliott’s debut novel is an unflinching exploration of the human psyche and the transformative power of storytelling.”

—Francesca Ekwuyasi, 2024 Amazon First Novel Award, Adult Category Judge



**ABOVE:**  
2024 Amazon Canada First Novel Award winner, Alicia Elliott, author of *And Then She Fell*

**RIGHT:**  
2024 Youth Short Story Category winner Khaliya Rajan, writer of the short story “Waves”



# Celebrating Canada's Conversations



**T**HE WALRUS IS BEST KNOWN for bringing together industry leaders, cultural influencers, and philanthropists—all in support of a strong civil society through fact-based journalism and meaningful conversations.

In May 2024, The Walrus Gala welcomed over 300 guests and sponsors at the beautiful Ricarda's Atrium in downtown Toronto. Co-chaired by Jennifer F. Longhurst and Zai Mamdani, who serve on The Walrus board of directors and are members of our Optimistic Canadians philanthropic community, the event raised over \$500,000 in direct support of our journalism.

A matching donation from long-time supporter Rosemary Phelan helped generate an additional \$23,000 for our fact-checking fund, ensuring that every article published at The Walrus is verified and accurate.

In June, Rosemary continued to champion our work by opening the doors of her beautiful home to host our Optimistic Canadians celebration. Over fifty of The Walrus's closest friends and stakeholders attended the event. This annual get-together honours the individuals, foundations, and corporate partners who sustain our work year after year through their philanthropy.

We ushered in the fall season with a special evening at Alo Private Dining in Yorkville, Toronto, hosted by Jennifer F. Longhurst, the vice-chair of The Walrus board of directors. The night featured a talk and Q&A with political commentator Justin Ling, who provided an audience of forty with behind-the-scenes insights into his June exclusive interview with then prime minister Justin Trudeau and what might lie ahead for the 2025 federal election.



"The Walrus Gala is the cornerstone of our annual fundraising. Our new format created opportunities to be 'in conversation' with our community of support, while showcasing and supporting the best of Canada's journalistic and literary talent."

—Jennifer F. Longhurst and Zai Mamdani

*The Walrus Gala 2024 co-chairs and The Walrus board members*



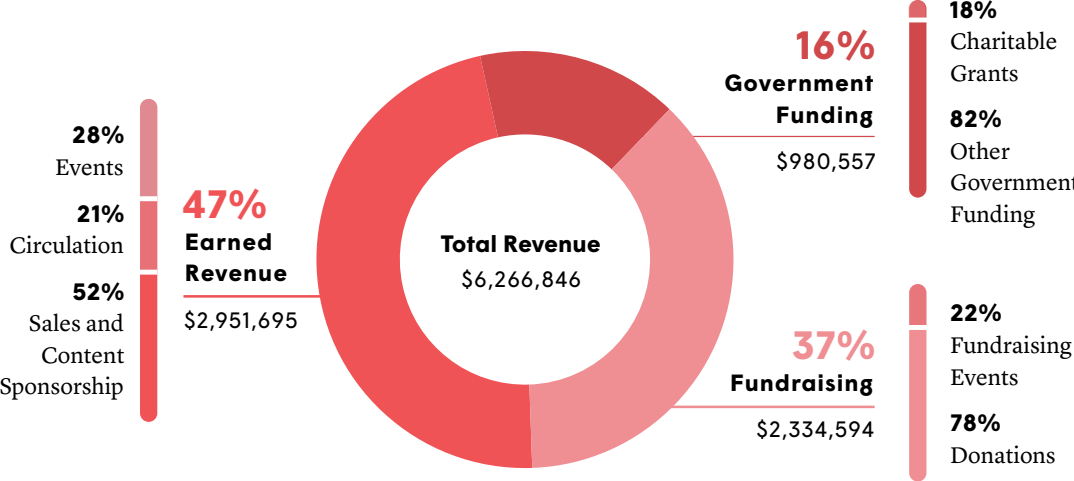
# The Walrus Financials



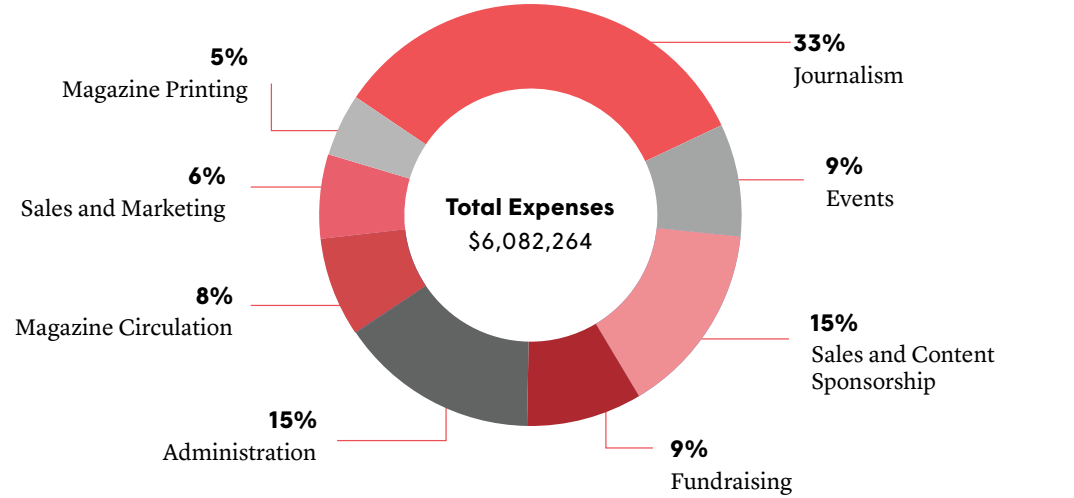
**T**HE ECONOMIC REALITY of a mid-sized charity today is characterized by volatility and a rapidly changing social environment. The Walrus’s mixed revenue model—made up of philanthropy, event sponsorship, client revenue, government grants, advertising, and circulation—means that we are oftentimes able to adapt to fluctuations in any one area by increasing our focus on others.

We ended 2024 with a surplus, positioning ourselves to continue to thrive in a challenging environment. We are grateful to over 3,000 donors and sponsors whose support in 2024 ensured that The Walrus can continue to foster the most important conversations and ideas of our time.

REVENUE



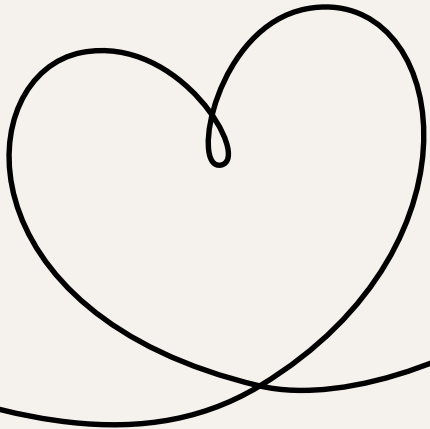
EXPENSES



# Thank You

On behalf of all of us at The Walrus, we extend our heartfelt thanks to our multiyear donors and partners for sustaining Canada’s most important conversations and ideas in 2024.

We are especially grateful to The Chawkers Foundation, our founding donor, for its unwavering support of our growth, particularly in advancing our renewed editorial vision under the leadership of editor-in-chief Carmine Starnino.



The Walrus Trust

Diane Blake and Stephen Smith  
Ira Gluskin and Maxine Granovsky Gluskin  
Janelle Lassonde and Pierre Lassonde, CM, OQ  
Kim Samuel

Ambassador Donors

Shelley Ambrose, CM, and Douglas Knight, CM  
Helen Burstyn, CM  
Jodi and Gerald Butts  
Michael Decter, CM  
Roger Garland, CM, and Kevin Garland  
Blake Goldring, CM, and Belinda Goldring  
Dr. Eric Jackman, CM  
Jennifer F. Longhurst  
Bruce MacLellan and Karen Girling  
Rodney and Karen McCann  
Nadir and Shabin Mohamed  
David and Dr. Patricia Morton  
Chima Nkemdirim  
Tim and Frances Price  
Irfhan Rawji  
Dani Reiss, CM

Optimistic Canadians

Visionary Donors

Barry and Laurie Green Family  
Charitable Foundation  
Geoff Beattie and Amanda Lang  
Donald K. Johnson, OC  
Michael Young Family Foundation  
Mike and Martha Pedersen  
Rosemary Phelan

Champion Donors

The Lewis Cohen Family Foundation  
Zai Mamdani, Mamdani Family Foundation  
Peter and Sarah O’Hagan

National Partners



For a complete list of all 2024 donors and gala sponsors, in addition to sponsors of The Walrus Talks and clients of The Walrus Lab, please scan this QR code, or visit [thewalrus.ca/donate](http://thewalrus.ca/donate) and scroll down to click on “2024 donor listing.”

This comprehensive list was printed in our July/August 2025 Summer Reading issue.

Management Team 2025

**Executive Director**  
Jennifer Hollett

**Editor-in-Chief**  
Carmine Starnino

**Director of Partnerships and Sponsorships**  
Tracie Jones

**Head of Philanthropy**  
Laura Lavie

**Director of Audience Engagement**  
Bryan Maloney

**Marketing Director**  
Monita Mohan

**Production Director**  
Maria Musikka

**Digital Director**  
Christopher Wang

**Director of Finance**  
David Young

Board of Directors,  
September 2024 to June 2025

**Chair**  
Jodi Butts

**Vice-Chairs**  
Åsa Kachan  
Jennifer F. Longhurst

**Directors**  
Stephen Atkinson  
Komal Bhasin  
Miro Cernetig  
Rob Farina  
Andrew Giosa  
Ira Gluskin  
Suha Jethalal  
Clèche Kokolo  
Claire Lanctôt  
Zai Mamdani  
Ray Samuels

.....  
*\*We mourn the loss of Darrel J. McLeod, beloved author, artist, and educator. Darrel was a member of The Walrus board of directors from 2022 to 2024.*

National Advisory Council

Siri Agrell  
Ian Alexander  
Zahra Al-Harazi  
Shelley Ambrose  
Charlie Angelakos  
Shari Austin  
Maxine Bailey  
Bruce Bennett  
Helen Burstyn  
Diane Blake  
Miro Cernetig  
Shakir Chambers  
Cameron Charlebois  
Paul Cohen  
Heather Conway  
Clint Davis  
Michael Decter

John Delacourt  
Martha Durdin  
William Fox  
Roger Garland  
Emmanuelle Gattuso  
John Geiger  
Marina Glogovac  
Blake Goldring  
Elizabeth Gomery  
Francesca Grosso  
Alyssa Hussein  
Dr. Eric Jackman  
Tom Jackson  
Roberta Jamieson  
Donald K. Johnson  
Lucille Joseph  
Mark Kingwell

Chethan Lakshman  
Janelle Lassonde  
Gerald Lazare  
D’Arcy Levesque  
James Little  
Louise MacCallum  
Hugh MacKinnon  
Bruce MacLellan  
Roxanne McCaig  
Robin McLay  
Scott Mullin  
Chima Nkemdirim  
Karl Percy  
Rosemary Phelan  
Anna Porter  
Julian Porter  
Justin Poy

Karen Prentice  
Irfhan Rawji  
Gretchen Ross  
Janice Rubin  
Pierre Santoni  
Ray Sharma  
Niigaanwewidam James Sinclair  
Gillian Smith  
Lee Smolin  
Helga Stephenson  
Mira Sucharov  
Anne Sutherland  
John Tory Jr.  
Aritha van Herk



ILLUSTRATION BY Mangesih Pawis-Steckley for the article “Repeat After Me” by Michelle Cyca, September/October 2024

Educational Review Committee

**Chair**  
Åsa Kachan

**Vice-Chair**  
Mark Migotti

Madhur Anand  
Kiran Banerjee  
Benjamin Berger  
Randy Boyagoda

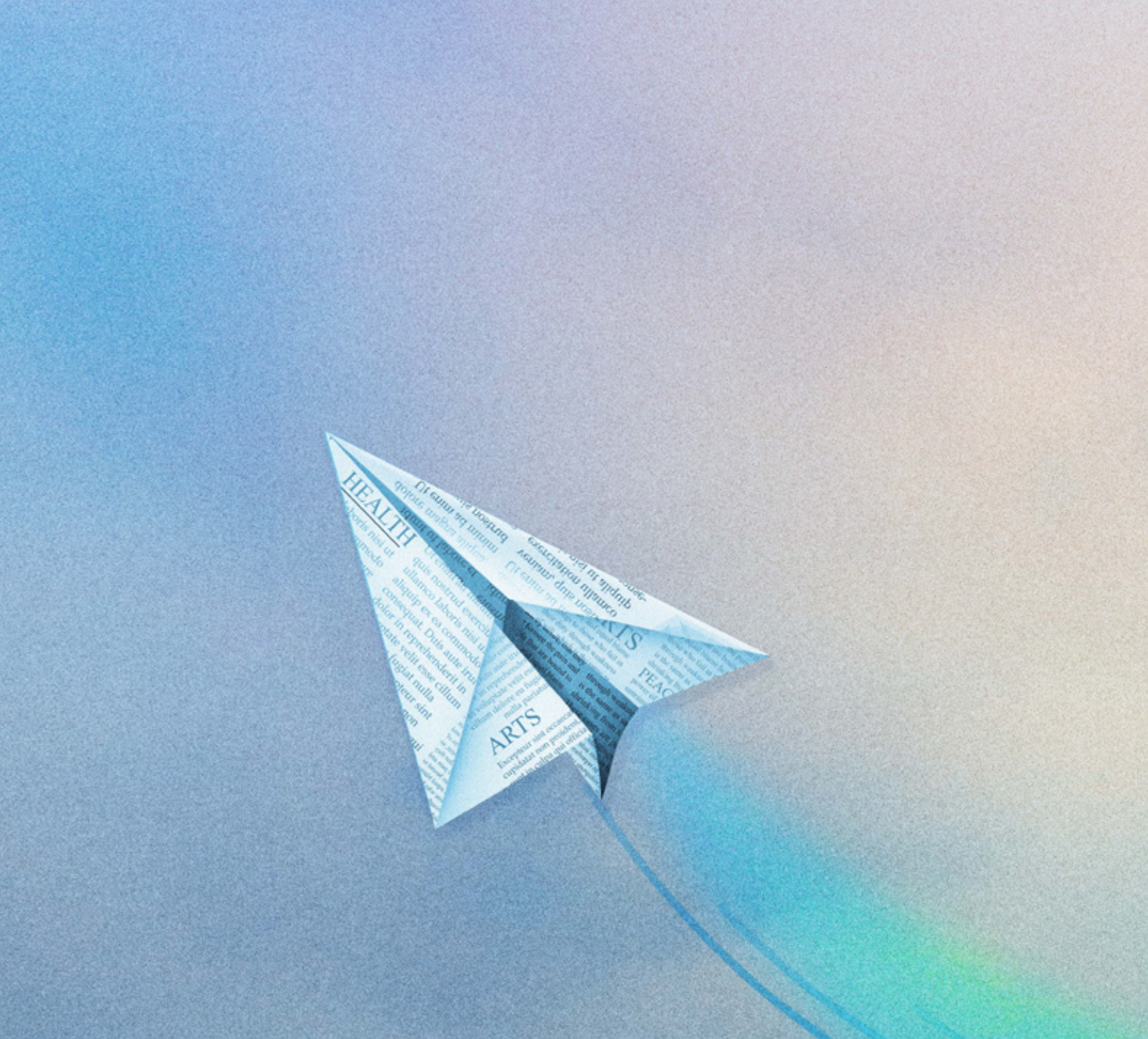
Lea Caragata  
Nadine Caron  
David Cramb  
Logan MacDonald  
Fenwick McKelvey  
Angela Misri  
Tokunbo Ojo  
Annette Schultz  
Zoe Todd

.....  
**PORTRAIT ILLUSTRATIONS BY** Arthur Dennyson Hamdani, Canadian Race Relations Fellow, 2024/25

**COVER ILLUSTRATION BY** Ana Luisa O.J., Designer at The Walrus, for “Breaking Story” by Tom Jokinen, May 2025

**DATA VISUALIZATION MAP BY** Kevin Ilango, Senior Designer at The Walrus

**BOOK DESIGN BY** Zoya Shepherd, Design Director at The Walrus



*thewalrus.ca*