

**2022-23 37<sup>TH</sup> 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"/> \$2,700	<input type="checkbox"/> \$3,050	<input type="checkbox"/> \$3,350
2/3 page (horizontal)	<input type="checkbox"/> \$2,140	<input type="checkbox"/> \$2,490	<input type="checkbox"/> \$2,790
2/3 page (vertical)	<input type="checkbox"/> \$2,140	<input type="checkbox"/> \$2,490	<input type="checkbox"/> \$2,790
1/2 page (horizontal)	<input type="checkbox"/> \$1,785	<input type="checkbox"/> \$2,135	<input type="checkbox"/> \$2,435
1/2 page (vertical)	<input type="checkbox"/> \$1,785	<input type="checkbox"/> \$2,135	<input type="checkbox"/> \$2,435
1/3 page (square)	<input type="checkbox"/> \$1,460	<input type="checkbox"/> \$1,810	<input type="checkbox"/> \$2,110
1/3 page (horizontal)	<input type="checkbox"/> \$1,460	<input type="checkbox"/> \$1,810	<input type="checkbox"/> \$2,110
1/3 page (vertical)	<input type="checkbox"/> \$1,460	<input type="checkbox"/> \$1,810	<input type="checkbox"/> \$2,110
1/6 page (vertical)	<input type="checkbox"/> \$875	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,525
1/6 page (horizontal)	<input type="checkbox"/> \$875	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,525

**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 \$185 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 - \$310**

**WITH YELLOW HIGHLIGHTING ADDED TO LISTING - \$495**

**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 - \$185**

**SAMPLE CHARITY**

123 Any Street Cityville AB A1B 2C3

(403) 123-4567

www.samplecharity.ca

Charitable Registration # 12345 6789 RR0001

**NEW!**

**BASIC + WEBSITE LISTING - \$85**

**SAMPLE CHARITY**

123 Any Street Cityville AB A1B 2C3

(403) 123-4567

www.samplecharity.ca

Charitable Registration # 12345 6789 RR0001

**NEW!**

**BASIC LISTING - NO CHARGE**

**SAMPLE CHARITY**

123 Any Street Cityville AB A1B 2C3

(403) 123-4567

Charitable Registration # 12345 6789 RR0001

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 2021-22 fundraising goal?  YES  NO

If yes, amount \$: \_\_\_\_\_

Accredited by Imagine Canada's Standards Program.  YES  NO

**AUTHORIZED BY:**

NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

**DEADLINE FOR RESERVATION  
 MAY 1, 2022**  
 LISTING INFORMATION AND ADVERTISING  
 MUST BE SUBMITTED BY MAY 1, 2022  
 CHANGES MADE AFTER MAY 15, 2022  
 MAY INCUR EXTRA COSTS

Please Note: Prices do not include tax

*“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
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#### 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
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#### ENVIRONMENT

Environmental research, education and protection groups and related foundations; nature conservation and preservation organizations	100
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#### 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
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#### 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
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