
Arts and Culture
Politics and World Affairs
Environment
Arts and Culture
Fiction and Poetry
Health and Science
Law and Justice

The Walrus

Educational
Canadian
Essential
Unique

Donor Report 2015

THE WALRUS
FOUNDATION

The Walrus Foundation

Thanks You

On behalf of our dedicated staff and board of directors, I'd like to express my deep appreciation for everyone who supported the Walrus Foundation in 2015.

Each donation helps our charitable organization achieve its educational mandate to create forums for matters vital to Canadians. Your gifts are also an expression of support for Canada's writers and artists who bring us thought-provoking ideas and spark exciting conversations.

In the six years that I've served as chair of the Walrus Foundation, I've enjoyed seeing how much we've grown the forums — including The Walrus magazine, the Walrus Talks speakers' series, our exceptional digital content at thewalrus.ca, and Walrus TV — for Canada's thinkers, artists, and writers. Our reach and impact has truly expanded, thanks to you.

As I step aside and welcome Helen Burstyn as the new chair of the Walrus Foundation, I will continue to support this great organization as an Optimistic Canadian. There's no better time than the present to underscore that the hard conversations are also the most important. By providing long-form journalism accompanied by meaningful art, we are supporting these conversations in an incredibly positive, powerful way.

With appreciation,

Michael B. Decter

Chair, the Walrus Foundation 2009–2016

As the new Chair of The Walrus Foundation and a longtime supporter of this amazing organization, I have the great honour of thanking you, our donors, for generously supporting us in 2015.

Your support over the past year has allowed us to continue providing Canadians with even more intelligent, thoughtful and visually inspiring content that covers an exceptional range of important topics. As a Publishers Circle donor, I know that my contribution — and yours — helps The Walrus Foundation create enlightening educational events, exciting publications and distinctive digital content that simply can't be found anywhere else.

In this report, you will discover the remarkable quantity and quality of content our foundation has been able to provide, thanks to supporters like you. And by continuing to support us, you will help expand The Walrus Community so that we can present even more great thinkers, artists and writers to even more Canadian readers and audiences.

We embrace four vital elements in all our work at the Walrus Foundation. We strive to be Educational, Canadian, Essential and Unique in everything we do. None of these elements could be achieved without the backing of generous people like you.

Thank you. You ARE the Walrus!

Sincerely,

Helen Burstyn

Chair, the Walrus Foundation

The Walrus Foundation

Thanks You

Dear Supporter of the Walrus Foundation:

The Walrus Foundation is a charitable non-profit that relies on your generous donation to fulfill our educational mandate to create forums for conversation on matters vital to Canadians. On behalf of our board of directors, staff, writers, artists, speakers, and other contributors, we want to thank you for the contribution you made to our work in 2015.

In 2015, our small but mighty staff continued to produce exceptional content with fresh perspectives. “Uber v. Taxi,” our September cover story, written by editor-in-chief Jonathan Kay, generated a huge response, sparking media events, interviews, and conversations across the country. Patrick Graham’s piece about what ISIS really is, “State of Delusion,” published in the June issue, resonated with all who are interested in current affairs, the state of the world, and Canada’s place in it. We published more than 120 pieces of journalism last year in print and thousands more words online.

Our content reached beyond the page to include the stage and thewalrus.ca. The Walrus Talks series presented a range of topics—energy, water, philanthropy, climate, vice, human rights, and many more. Our presenting sponsors included RBC Foundation, Labatt, TD, Enbridge, Concordia, Western, Suncor, and others. All of our Walrus Talks are available for viewing free and on demand on Walrus TV at thewalrus.ca. There are now more than 250 Walrus Talkers for you to watch—and each talk is just seven minutes long.

In 2015, we also formed stellar new partnerships. We co-presented the Amazon.ca First Novel Award, which has launched some of Canada’s most beloved novelists. Head judge Nick Mount, fiction editor for The Walrus, selected the five finalists. The jury—comprised of Mount and award-winning authors Helen Humphreys and Richard Wagamese—selected Alix Hawley, author of *All True Not a Lie In It*, as the winner at a star-studded award ceremony and reception. We also formed partnerships with many other universities, non-profits, and corporations from coast to coast.

As an organization with modest resources and exceptional volunteers and staff, we continually strive to make every dollar count and to work ahead and prepare for the future as best we can in a very disrupted sector. To this end, in the Spring of 2015, we completed a comprehensive three-year strategic plan that will take the Walrus Foundation to even greater heights. We are expanding the education review committee, creating more cross-platform content development and distribution, and embarking on a combination of projects designed to celebrate the upcoming 150th anniversary of Confederation in a big way.

We are proud of how far the Walrus Foundation has come in 2015, and we hope you share that pride. We are especially proud to have your support and promise to continue to earn it. As a thoughtful reader, engaged Canadian, and supporter of this forum for the Canadian conversation, you truly are the Walrus. Thank you.

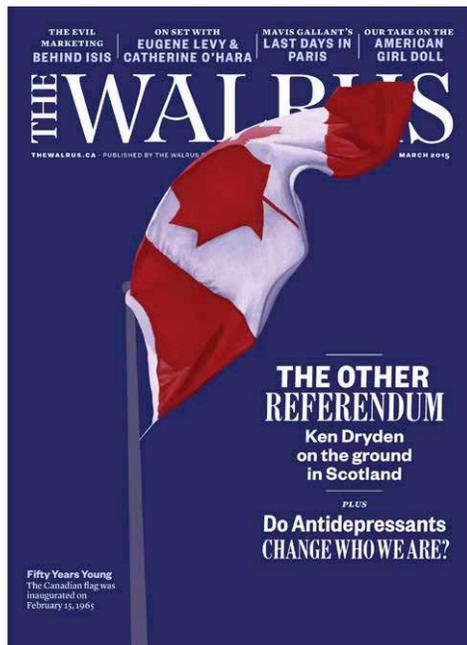
Shelley Ambrose

Executive Director, the Walrus Foundation
Publisher, The Walrus

The Walrus is

Politics and World Affairs

In the June issue of the magazine, **Patrick Graham** goes behind the lines in Iraq to get the real story on the burgeoning Islamic State. He explores what effect Canada's aerial bombing campaign has had on the ground—and whether we know what we are doing there at all.



SILKSCREEN BY CHARLES PACTHER

The March issue features a cover by **Charles Pachter**, a leading contemporary artist, celebrating the Canadian flag's fiftieth birthday.

Online, Walrus editors and contributors covered the federal election with our "Better Know a Riding" series, going door-to-door with candidates from different parties across Canada.

The September issue features a cover story by The Walrus's own editor-in-chief, **Jonathan Kay**, about the battle between tech start-up Uber and traditional taxis. For the story, Kay not only gets takes the wheel as an UberX driver, but also completes the City of Toronto's taxi course, getting a nuanced take on complex issues of regulation and responsibility. The conversation has since moved onto our other venues. Online follow-up pieces by Kay and **John Lorinc** have been read and shared thousands of times; meanwhile, at Suncor Presents The Walrus Talks Transportation in October, Kay gave a thought-provoking presentation on the industry's future.



Jonathan Kay at Suncor Presents The Walrus Talks Transportation

The Walrus is

Environment

Sasha Chapman, in the November issue, measures out the food her family wastes each week and comes to some unappetizing conclusions. As Chapman digs deeper, she reveals the complex chain of relationships that cause not just households, but grocery stores and producers to throw away millions of tonnes of edible food each year.

In the March issue of *The Walrus*, **Andrea Bennett** examines the story of Liz Biggar, an environmentalist in the natural-gas boomtown of Fort Nelson, BC. Biggar tries to do what she thinks is right, but frequently finds herself in conflict with the town's authorities and major employers. Bennett deftly spins out Fort Nelson's hopes, conflicts, and intrigues into a broader story about the competing interests at stake as BC continues to develop its oil and gas resources.



Danika Littlechild at Labatt Presents the Walrus Talks Water

Labatt Presents the Walrus Talks Water appeared from sea to sea in Halifax and Victoria. In Halifax, speakers included award-winning science journalist **Alanna Mitchell** and explorer and Royal Canadian Geographic Society CEO **John Geiger**, while Victoria featured **Danika Littlechild**, a Cree lawyer and vice-president of the Canadian Commission for UNESCO, and **David Schindler**, the founding director of the Experimental Lakes Area.



PHOTOGRAPH OF LIZ BIGGAR BY GRANT HARDER

The Walrus is

Arts and Culture

In the September issue, **Simon Lewsen** profiles Béatrice Martin, the Québécoise chanteuse who performs as Coeur de Pirate and is about to release her first bilingual album. Though Martin's airy French ballads have made her a household name in Quebec and Europe, Lewsen wonders if this will be her breakout moment with English audiences — and what that might mean for Quebec's complicated relationship with Anglophone Canada.

Casey Plett takes on the gender novel in the April issue of The Walrus. Plett examines a series of critically successful novels by non-transgender authors that star transgender characters, and questions the trite narrative of a pure, Christ-like figure undergoing heroic suffering. She encourages us instead to look at some of the novels by transgendered authors that present transgendered people in all of their complexity.



ILLUSTRATION BY SÉBASTIEN THIBAULT



PHOTOGRAPH BY JOSEPH HARTMAN

Photographer **Joseph Hartman** brings us inside the studios of great Canadian artists in the November issue (above: studio of Charles Bierk).

On March 12, Western Arts & Humanities Presents The Walrus Talks Creativity took place in London, ON. Among many talented guests, the event featured musician **David Usher** talking creative possibility, blogger **Elaine Lui** defending low culture, and TIFF artistic director **Cameron Bailey** describing how we do things in Canada.

The Walrus is

Fiction and Poetry

The annual July/August Summer Reading issue raises the curtain on up-and-coming Canadian authors with stories about magic, comedy, and pinball wizardry. **Pasha Malla** juggles knives and storytelling; **Naben Ruthnum** talks big breaks and big mistakes; and **Laura Legge** shows us it's never too late for a comeback. The issue also features poetry by **Leanne Simpson**, **Suzanne Buffam**, and **Lynn Crosbie**.

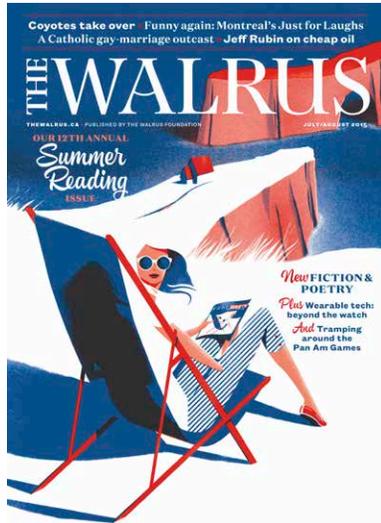


ILLUSTRATION BY PASCAL BLANCHET

The Walrus acknowledges the Hal Jackman Foundation's generous support of poetry in the magazine, online, and on stage. In 2015, poetry editor **Damian Rogers** and poet **Sue Sinclair** selected **Sara Peters'** "Mercury" as the winner of the fourth annual Walrus Poetry Prize. Our online voters also awarded her poem the Readers' Choice Award — a combined total of \$5,000 for a rising star of Canadian poetry. Peters' poem is published on walrus.ca:

<https://thewalrus.ca/digital-projects/poetry-prize>

Poet **Mustafa Ahmed** takes us deep into his creative process as part of Western Arts & Humanities Presents The Walrus Talks Creativity:

<https://thewalrus.ca/tv-stories-untold-unwritten>

In October, author and illustrator **Rolli** began producing a new comic and short story every week for our website.

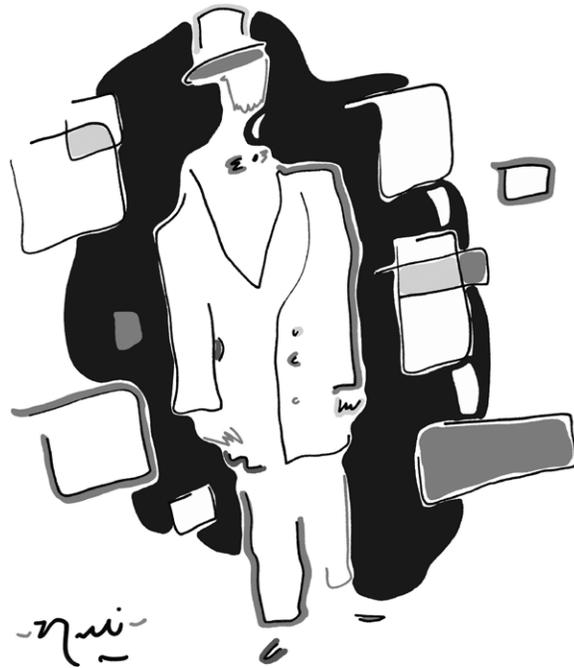


ILLUSTRATION BY ROLLI

The Walrus is

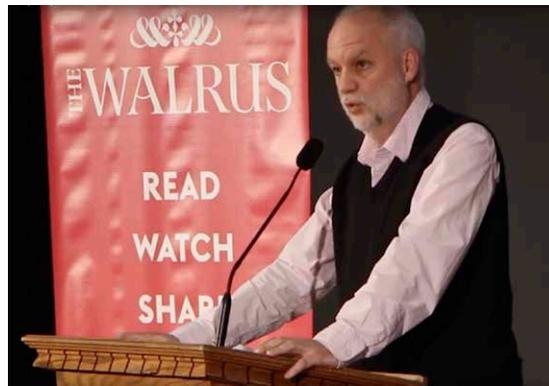
Health and Science

In the March issue of the magazine, **Emily Landau** takes us inside a lifetime on antidepressants. Landau explores our static notions of “personality” through her own struggle to define herself when so much of what she thinks and feels is chemically altered. Her commentary is at once timelessly philosophical and pertinent to current conversations around mental illness.

In the May issue, noted author **Katherine Ashenburg** probes the science of sleep. How, she wonders, can we make our environment more conducive to much-needed rest? Ashenburg talks to doctors, scientists, and parents of sleep-deprived children to determine what’s keeping everyone awake at night — and what we can do about it.



ILLUSTRATION BY ALEXI HOBBS



André Picard at McMaster University Presents The Walrus Talks Healthy Cities

In February 2016, McMaster University Presents The Walrus Talks Healthy Cities came to Hamilton, Ontario, where a line-up of academics, artists, activists presented their ideas on how to improve food security, access to healthcare, and other solutions to issues facing urban Canadians. Speakers included the *Globe and Mail*'s distinguished public health reporter **André Picard**, **Nick Saul** of Community Food Centres Canada, and kinesiologist **Jennifer Heisz**.

The Walrus is

Law and Justice

In the September issue of *The Walrus*, **Richard Poplak** investigates the chilling story of Aubrey Levin, AKA Dr. Shock, an abusive South African psychiatrist who fled to Canada after the fall of the apartheid regime. Poplak traces Levin's offences across continents and decades, tracking him from his cruel experiments on South African soldiers to his downfall as a forensic psychiatrist working in Alberta's correctional system. At each step, the question reasserts itself: how could anyone have put this man in a position of trust?

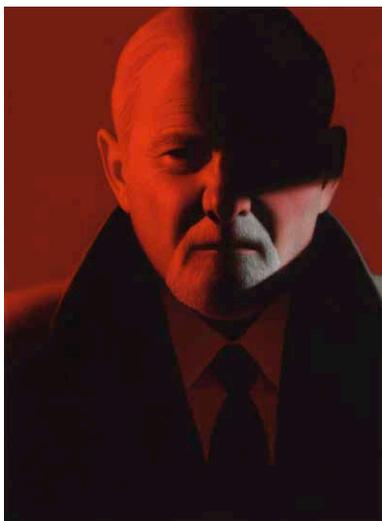


ILLUSTRATION FOR "DR. SHOCK" BY THOMAS EHRETSMANN

In the April issue, **Edward Tubb** presents a new approach to dealing with pedophiles: rather than jailing them for as long as possible, some believe they should be released into community supervision. Tubb talks to the founders of Circles of Support and Accountability, a group that reduces recidivism rates among pedophiles by offering a network of volunteers for them to meet and talk to. It's a radical idea that faces emotional opposition, but Tubb suggests it's proven better than the alternative — holding them to the end of their sentence and then releasing them, alone and unsupervised, into the community

In February 2015, legal scholars **Kent Roach** and **Craig Forcese** broke down the complexities of Bill C-51, the Conservatives' controversial anti-terrorism act, for *The Walrus*' online audience. It was viewed tens of thousands of times and became one of our most popular articles; that fall, we partnered with the University of Toronto to host a panel discussion for the launch of Roach and Forcese's new book.



The Walrus and the University of Toronto host a book launch for "False Security: The Radicalization of Canadian Anti-Terrorism" by authors Kent Roach and Craig Forcese

The Walrus is **A Planet**



"In Attawapiskat" by author Louise Bernice Halfe and photographer Larry Towell, published in November 2014, won gold at the 2014–2015 National Magazine Awards in the photojournalism and essay award category.

In the magazine:

At the National Magazine Awards in June, The Walrus received thirty nominations and won four gold and five silver awards — a total of nine, more than any other publication. Since its inception, The Walrus has become Canada's most decorated magazine.

In January, we welcomed editor-in-chief Jonathan Kay. Since his arrival, Kay has been instrumental in making Walrus content timely and relevant while maintaining its reputation as the home for intelligent, thought-provoking writing. Outgoing editor and co-publisher John MacFarlane remains on the masthead as our editor emeritus.

On the stage:

The Walrus Foundation demonstrates its commitment to vital conversation by bringing leading thinkers to stages across Canada with our flagship national event series, The Walrus Talks.

We thank our generous sponsors RBC Foundation, TD Bank, Suncor, Enbridge, Concordia University, Western University Arts and Humanities, Enterprise Edmonton, True Growth, McKesson, and Labatt for helping us engage curious, thoughtful Canadians from coast to coast to coast. We are also grateful for our national partnerships with organizations including Shaw, Social Sciences and Humanities Research Council, and Indspire.

Each year, through live events and online engagement, 50,000 Canadians attend Walrus Talks on topics such as resilience, creativity, innovation, energy, human rights, water, philanthropy, and more. Notable speakers include throat singer **Tanya Tagaq**; journalist **Desmond Cole**; novelist and essayist **Lawrence Hill**; WWF-Canada president and CEO **David Miller**; writer and editor **Lewis Lapham**; lawyer and activist **Roberta Jamieson**; musician and author **David Usher**; boxer **Mary Spencer**; economist **Craig Alexander**; author, explorer and geographer **James Raffan**; mediator and political leader **Bob Rae**; president of the Banff Centre **Janice Price** and MasterCard Foundation's **Reeta Roy**.



Author Lawrence Hill, who appeared at the the Concordia University Presents Walrus Talks Being Human in Ottawa.

The Walrus is **A Planet**



Online:

thewalrus.ca attracted approximately 1.47 million unique visitors and generated 4.83 million page views in 2015. That is a year-over-year increase of 71 percent and 177 percent, respectively. Our audience isn't just getting bigger and more engaged (i.e., reading more stories per visit), it's also getting more Canadian: 70 percent of our visitors over the past 12 months have been verifiably Canadian, up from 58 percent in 2014.

In addition to these encouraging numbers, The Walrus Foundation has made several strategic decisions to better utilize the web as a tool for fulfilling our educational mandate and furthering the Canadian Conversation: We redesigned our website (and continue to make improvements) so that Canadians can more easily access our archival content; we

moved our robust catalogue of original videos to YouTube, where it's being discovered by a greater number of Canadians; and we've greatly increased the number of articles we publish.

While The Walrus Foundation remains steadfast in its commitment to “say it best, not first,” our renewed focus on thoughtful and original online journalism has greatly raised our profile as a publication that has intelligent things to say about a variety of issues — including those that happen to be dominating the news cycle. thewalrus.ca also proved in 2015 to be an invaluable tool for measuring how our content is resonating with Canadians — information that we now use to guide the editorial process.

On TV:

Free documentaries inspired by *The Walrus* are available on Walrus TV (thewalrus.ca/tv) and in high definition on Smithsonian Channel. Watch *Flight of the Bumblebee* to discover how a third of the food we eat is pollinated by bees and why we need them to survive:

thewalrus.ca/tv-flight-of-the-bumblebee



The Walrus is

Community

2015 was a transformational year for The Walrus—we feel good about our role in providing stability for the organization this year and into 2016. We have created reliable revenue streams with information supplements and partnerships with organizations like Amazon, AIMIA, and the Gordon Foundation.

Our Partnerships

As a non-profit organization with an educational mandate it is important to us that we support other charities and like-minded organizations. We have wonderful ongoing partnerships with the Canadian Opera Company, the Canadian Museum of Nature, the Governor General's Literary and Performing Arts Awards and the Banff Centre and are committed to raising their profiles by highlighting the incredible work they do.



The Walrus Foundation and the Governor General's Performing Arts Awards Foundation partnered to release "The Performing Arts in Canada: A Celebration—The Governor General's Performing Arts Awards" as a free, interactive and fully bilingual ebook



Gala co-chairs Janelle and Pierre Lassonde with Shelley Ambrose at the 2015 Walrus Foundation Gala. PHOTO BY TOM SANDLER

Walrus Foundation Gala

On January 21 the Walrus Foundation celebrated the gold standard of Canadian arts and letters at our seventh annual gala. Our generous patrons Janelle and Pierre Lassonde co-chaired the event, which raised more than half a million dollars in support of Canadian writers, readers, artists, ideas and debate. Illustrious guests included Toronto mayor John Tory, philanthropist Emmanuelle Gattuso, former Walrus Foundation Gala co-chairs Maxine Granovsky Gluskin and Ira Gluskin, artist Douglas Coupland, writers Lawrence and Miranda Hill, and many more. We thank our longstanding Platinum sponsor, Bennett Jones, for their ongoing commitment to the Canadian conversation.

The Walrus is **You**

Thank you for your gift in 2015. Thank you for demonstrating your belief in a Canada where communities are connected, informed, and engaged in issues relating to citizenship and culture.

2015 Matching Donor Campaign

We are grateful to George and Leanne Lewis for their outstanding contribution to our matching-gift year-end challenge. When the Walrus community was invited to match the \$25,000 gift from George and Leanne Lewis, the Walrus community met that challenge and surpassed it, enabling us to exceed our fundraising goals in the last few months of 2015. Thank you, George and Leanne. Thank you, Walrus community.

Foundation Support

The Walrus Foundation is eternally grateful for the continued generosity of our founding sponsor, the Chawkers Foundation.

We proudly recognize the support of the Slight Family Foundation, creator of the Allan Slight Writers' Fund, and of Gary Slight, for contributing national public-service announcement time on Bell Media.

The Walrus Foundation acknowledges support from government partners the Ontario Arts Council and the Canada Council for the Arts. We also thank the McLean Foundation and the George Cedric Metcalf Charitable Foundation for completing three-year commitments in support of strategic planning.

2015 Optimistic Canadians

The Walrus Foundation salutes the following Optimistic Canadians for stepping forward in 2015 with multi-year commitments in support of Walrus activities on all content platforms:

Lead Visionary Donor

RBC Foundation

Visionary Donors

Diane Blake & Stephen Smith
Chisholm/Thomson Family Fund
La Fondation Emmanuelle Gattuso
John Macfarlane & Rosamond Ivey
Andrew & Valerie Pringle
Gretchen & Donald Ross

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Louise MacCallum &
Michael Barnstijn MacCallum
Lois & Doug Mitchell
The Michael Young Family Foundation

Ambassador Donors

Michael Decter
Kevin & Roger Garland
William C. Graham
Donald K. Johnson
Lucille & Urban Joseph
Erica & Jeff Lebbert

The Walrus Foundation Financial Snapshot

REVENUE (unaudited)

Magazine and Digital Division

Sales	\$781,666.74
Circulation	\$1,181,787.24

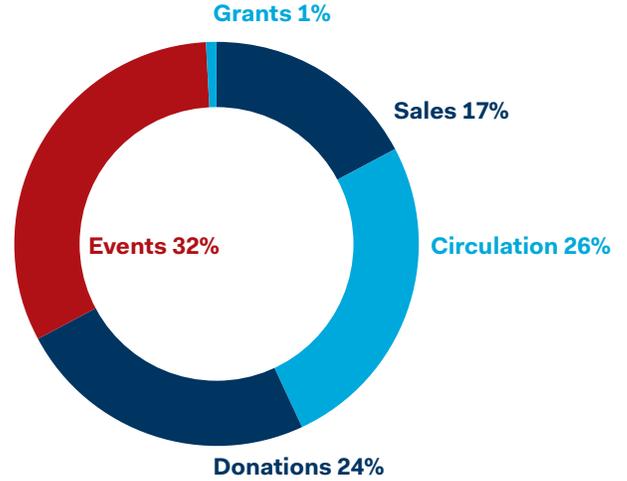
Total **\$1,963,453.98**

Development and Fundraising Division

Donations	\$1,072,995.22
Events	\$1,468,995.32
Charitable Gvt Grants	\$62,550.00

Total **\$2,604,540.54**

Total Foundation Revenue
\$4,567,994.52



EXPENSES (unaudited)

Magazine and Digital Division

Sales	\$266,508.85
Circulation	\$789,053.90
Content	\$1,378,539.67
Production	\$447,696.17
Administration & Overhead	\$461,207.26

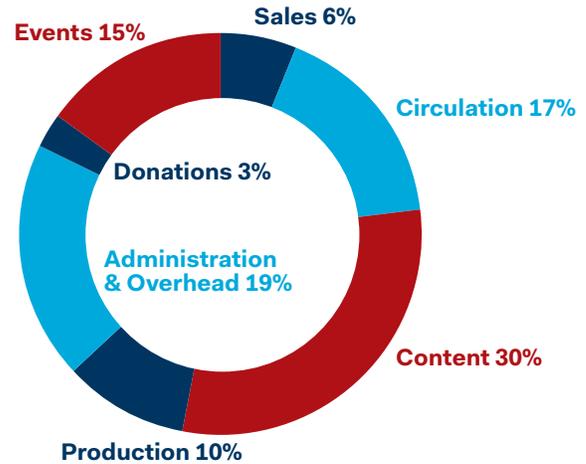
Total **\$3,343,005.85**

Development and Fundraising Division

Donations	\$153,169.01
Events	\$654,697.30
Administration & overhead	\$392,880.27

Total **\$1,200,746.58**

Total Foundation Expenses
\$4,543,752.43



Over the past five years, the Walrus Foundation has achieved a balanced budget and a modest surplus for 2015

The Walrus Foundation

Balance Sheet

ASSETS (as of December 31, 2015)

Current Assets

Chequing/Savings	\$783,139.80
Accounts Receivable	\$733,658.67
Other Current Assets	\$34,576.31
Other Assets	\$10,402.09
Fixed Assets	\$73,206.82

Total Assets **\$1,634,983.69**

LIABILITIES AND EQUITY

(as of December 31, 2015)

Liabilities

Accounts Payable	\$216,825.47
Other Current Liabilities	\$810,480.50
Long Term Liabilities	\$540,597.17

Equity

Retained Earnings	\$22,129.58
Net Income	\$44,950.97

Total Liabilities and Equity **\$1,634,983.69**

The Walrus Foundation

Board of Directors

Chair

Helen Burstyn

Vice-chairs

Francesca Grosso

Gretchen Ross

Shari Austin

Bruce Bennett

Jodi Butts

Cameron Charlebois

Martha Durdin

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Helga Stephenson

Vince Timpano

Daren Trousdell

Aritha van Herk

Bisi Williams

The April 2016 issue of *The Walrus* magazine lists all 2015 donors and sponsors of the Walrus Foundation. The full listing is also available at thewalrus.ca/donor-listing-2015.

For more information on giving to the Walrus Foundation, please contact:

Shelley Ambrose

Executive Director
shelley@thewalrus.ca
(416) 971-5004, ext. 236

Jessica Hazen
Director of Philanthropy
jessica@thewalrus.ca
(416) 971-5004 ext. 237

To donate now, go to thewalrus.ca/support
Join the Walrus community today!

The Walrus

**Fearless
Witty
Thoughtful
Canadian
You
Thank you**

THE WALRUS
FOUNDATION