

A Report to Our Donors



HOW YOU HAVE HELPED KEEP THE CANADIAN CONVERSATION ALIVE

A MESSAGE TO DONORS OF THE WALRUS FOUNDATION

On behalf of the Walrus Foundation's board of directors, I wish to thank you for your involvement with our activities in 2011, from publishing *The Walrus* magazine to promoting the Canadian conversation across the country.

Your support made it possible for us to feature new fiction from Lawrence Hill, an exploration of dying with dignity by Katherine Ashenburg, a profile of Canadian cyclist extraordinaire Ryder Hesjedal by Richard Poplak, and much more.

You also enabled a packed house at the National Gallery to debate the Group of Seven's legacy; leaders from the health care sector to consider the challenges of withstanding the boomer bubble, at one of our Leadership Dinner series; and guests in Toronto to hear former Canadian diplomat Robert Fowler candidly discuss his 130 days of captivity with al Qaeda.

As well as institutions that bind us together, this country has always needed auxiliary vehicles that help us better understand ourselves and one another. I can state with confidence that the Walrus Foundation makes a great contribution to that cause, through its mandate to advance debate on matters vital to Canadians. As the chair of the foundation's board of directors, I am proud to be associated with this mission.

In providing a home for provocative long-form journalism, great fiction, and poetry, and producing forums across the country where this work is taken off the page and placed on the stage, we feel that the Walrus Foundation supports an important national conversation. We thank you for helping to make all of this possible.

You are the Walrus!



Michael Decter
Chair of the Board of Directors

THE WALRUS FOUNDATION IS DEDICATED TO SUPPORTING CANADIAN WRITERS, ARTISTS, READERS, AND IDEAS

We do this first and foremost by publishing *The Walrus*, the most awarded magazine in Canada. The magazine is complemented by *walrusmagazine.com* (and by *walrustv.ca*, launched in early 2012), which offers both original and archived material.

Last June, *The Walrus* received ten National Magazine Awards—more than any other publication. Our contributors earned six gold awards and four silver awards, along with twenty-five honourable mentions. A few months later, at the Canadian Online Publishing Awards, we were gold and silver winners.

We consider these awards important because they recognize the incredible talents of the freelance writers, photographers, artists, illustrators, and editors with whom we are so fortunate to work. Their efforts are instrumental in helping us contribute to the Canadian conversation.

A CONTINUED FOCUS ON THE ARTS IN 2011

New fiction / narrative fiction pieces	7
Poems	15
Arts commentary	42
Illustrations	53
Photographs	24

THE WALRUS CIRCULATION

60,000

THE WALRUS READERSHIP

250,000 (approx.)

WALRUSMAGAZINE.COM PEAK AUDIENCE

125,000 visitors per month

TWITTER FOLLOWERS

23,000 +

FACEBOOK FANS

7,000 +

“Finding a home for my story in *The Walrus* felt like feeding a fire with oxygen...Having my story published in *The Walrus* was important. It was the first time one of my stories was able to reach thoughtful readers who weren’t also writers. *The Walrus* has a much larger and more varied readership than any of the literary journals I had been published in before.”

— Canadian writer *Sarah Selecky*, shortlisted for the Scotiabank Giller Prize, contributed fiction to the July and November 2011 issues of *The Walrus*.

Eamon Mac Mahon’s “Amazon of the North,” sponsored by the Canadian Boreal Initiative, was the most viewed photo gallery in the website’s history. And *The Walrus* Amateur Travel Photography Contest, sponsored by Aeroplan, received over 3,600 entries and yielded a terrific winner in a poetic photo of India, by British Columbia amateur photographer Glen Chua.

THE WALRUS PROMOTES DEBATE ON MATTERS VITAL TO OUR COUNTRY

Rachel Giese's June cover story, "Arrival of the Fittest," drew on peer-reviewed studies, and observations of Toronto's multicultural Thorncliffe Park neighbourhood, to argue that first-generation immigrants commit fewer crimes than native-born Canadians. The piece sparked a heated online debate over whether immigration is good for Canada.

Readers liked "Subject to Change" (May) — in which British subject Grant Stoddard lamented the necessity of swearing an oath to the Queen to gain Canadian citizenship — about as much as Stoddard likes the monarchy. Letter writer Beaulieu summarized a popular sentiment: "This puerile flogging of a dying horse upset us so much that we could not continue to read the issue." Readers objected strongly to Stoddard's "gutter" talk, taking particular umbrage at his physical description of Prince Charles. Wrote Ernie Dawson of Saskatoon, "[As] my late, wonderful father used to say, 'Looks is only skin deep.'"

Online and in letters, these grievances evolved into a thoughtful discussion of our political system. On *walrusmagazine.com*, commenter Mike wrote, "How can you live with the fact that the cause of his physical oddness — his genetic cocktail — is the sole thing that qualifies him as candidate for CEO?" An anonymous reader snapped, "We can live with that fact because it's part of our Constitution...[and] our constitutional monarchy is not undemocratic."

Another reader wrote that "Michael Harris's 'Life after Death' (September) was excellent...Like many gay men of my age, I have spent my entire adult life living in the present, with an eye on the future; and the past, while informative, seems so detached and spectral. There's a



vague sense of loss, not only for those who actually died, but also for a generation of gay men whose lives would likely be very different if they had not spent a decade convinced they would be dead before they were forty."

The Walrus McGill Debate at the Segal Centre debuted in Montreal in April, featuring Simon Brault (author of *No Culture, No Future*, head of the National Theatre School, and vice-chair of the Canada Council for the Arts) and acclaimed Montreal journalist Nathalie Petrowskiin, debating the question: What does it take to build a cultural metropolis?

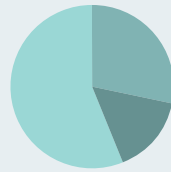
In October, Max Marcus wrote in *The Grid*, "Last night, *The Walrus* filled the AGO's panoramic Baillie Court with engaged city-dwellers and local luminaries to debate this resolution: "Be it resolved that Toronto will never be beautiful." Geoff Keeble, writing for *urbantoronto.ca* added, "Despite the debate's title the event was as much a discussion of aesthetics and urban design as it was forum for the role of city building, culture and the many other forces which shape Toronto."

The event, part of a day-long city building seminar, was drawn from our November cover story, "How Toronto Lost Its Groove," by John Lorinc. The article was the most provocative piece of the year. It was the top feature in the website's history, and the event's hashtag made the top ten list of trending topics across Canada.

WE NEED \$3.4 MILLION ANNUALLY TO KEEP THIS WORK GOING. HERE'S HOW WE RAISE THAT MONEY

2011 TOTAL WALRUS FOUNDATION REVENUE (UNAUDITED)

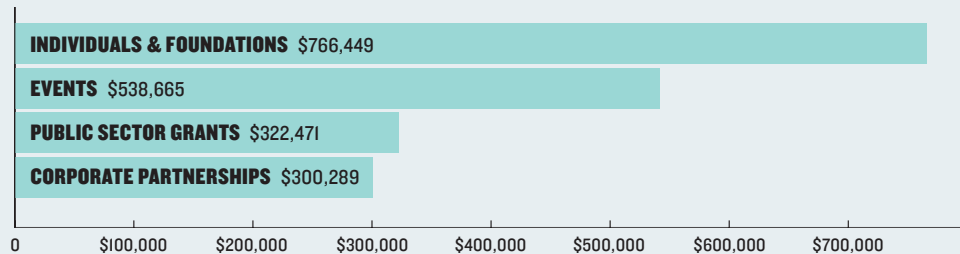
\$3.4 MILLION



FOUNDATION	\$1,927,874
CIRCULATION	\$973,520
ADVERTISING	\$540,965

WALRUS FOUNDATION 2011 REVENUE

\$1,927,874



EDUCATIONAL MANDATE

In addition to the magazine and our national outreach events, the Walrus Foundation runs an intensive internship program, integral to our mission and survival. Our interns work in a highly creative setting, learn the rigorous standards of one of North America's finest general-interest publications, and are trained for careers in the publishing industry or the not-for-profit sector.

The following individuals launched their careers at the Walrus Foundation — a place where Canadian talent is nurtured and celebrated:

Victoria Cheung
Programs Director at Ross Creek Centre for the Arts

Patrick White
City Hall reporter for the *Globe and Mail*

Kalli Anderson
Professor of Humanities at Humber College

John Semley
Toronto City Editor for the *AV Club*

N.B. – We have trained over 250 *Walrus* interns.

SUPPORT FROM INDIVIDUALS, FOUNDATIONS, CORPORATE PARTNERS, AND THE PUBLIC SECTOR

Thank you for all you do to help keep the Canadian conversation going. The March 2012 issue of *The Walrus* lists all 2011 donors to the Walrus Foundation (or go online to walrusmagazine.com/thankyou2011).

In 2011, 840 donors shared the belief that Canada needs *The Walrus*. As John Macfarlane wrote in his Editor's Note last May, "Our contract with the foundation's patrons is not so different from our contract with the magazine's readers. Both oblige us to deliver the goods. So yes, as long as we can continue to convince patrons and readers alike that its existence is vital, *The Walrus* will survive." With your help, we have engaged Canadians in issues of citizenship and culture, allowing them to exchange ideas constructively and promote positive change. Many thanks.