

THE WALRUS
FOUNDATION

**A BIG
THANK
YOU**

**A Report
to Our Donors**

◆ 2012 ◆

CONTENTS

CONNECT. INFORM. ENGAGE

Message from the Chair	3
Letter from the Publishers	4
The Walrus Magazine	5
Digital	8
Events	10
Financial Snapshot: Your Money at Work	12
Giving to the Walrus Foundation	14
Contact and Donate	16

The Walrus Foundation is a registered charitable non-profit (No. 861851624-RR0001)
with an educational mandate to promote writers, artists, ideas,
and debate on matters vital to Canadians.

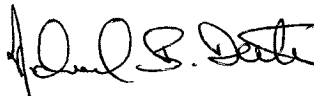
On behalf of the Walrus Foundation's board of directors, I would like to thank you for your support over the past year. I would also like to ask you a question: Why did you make a charitable donation to us in 2012?

Is it because the work we do keeps people informed? Is it because you share our belief that a knowledgeable populace is a prerequisite for a functioning democracy?

Is it because we offer content (in *The Walrus* magazine and tablet editions, on our website, *thewalrus.ca*, on Walrus TV, and at our national events) that is not beholden to any individual, organization, or party?

Or is it because we work (with established and emerging Canadian writers and artists, as well as Walrus interns, our country's leaders of tomorrow) to explore issues relating to Canada and its place in the world?

As we near our tenth anniversary, we hope to talk to you about your reasons for giving and about what *The Walrus* magazine means to you. Please know that your support in 2012 has helped us to reach this milestone year—heartfelt thanks.



Michael Decter

Chair, Board of Directors

Dear Walrus Supporter,

Thank you! With your help, the Walrus Foundation was able to connect, inform, and engage more Canadians last year than ever before. Your commitment reinforces the idea that great storytelling—found in the long-form journalism and original fiction in *The Walrus* magazine, on our digital platforms, and at events across the country—is essential to understanding Canada and its place in the world.

We hope you will appreciate the progress that this report documents—in program development (implementation of our first-ever strategic plan), editorial excellence (for the eighth straight year, *The Walrus* magazine led the industry at the National Magazine Awards), and financial sustainability (see page 12).

Media is in a period of great transition, which continues to adversely affect the two traditional revenue streams: circulation and advertising. Our educational, non-profit mandate has led us toward a more diversified model with increased philanthropic activities, events, and digital initiatives.

With your support, our contributors, interns, volunteers, and staff did astounding work last year. As we prepare to celebrate *The Walrus* magazine's tenth anniversary in September, we want to thank you for believing in this optimistic national project and for helping to secure its future.



Shelley Ambrose

Co-publisher, *The Walrus* magazine
Executive Director, the Walrus Foundation



John Macfarlane

Co-publisher and Editor, *The Walrus* magazine

PART I

THE WALRUS MAGAZINE

The Walrus magazine was established to give Canadian writers the opportunity to dig beneath the surface of news-driven stories: to research and write serious, in-depth explorations of issues and ideas vital to Canadians. *The Walrus* magazine is meant to inform.

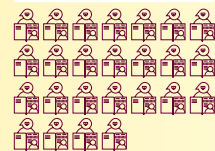
A Snapshot of a Year of *The Walrus* Magazine

In 2012, 111 writers and 65 photographers and illustrators contributed to:



Circulation and Readership

The Walrus magazine circulation: 60,000
The Walrus magazine readership: 250,000 (approx.)



(each unit = 10,000)

Selected Pieces from 2012

In his 9,000-word piece **“Calgary Reconsidered”** (June) Chris Turner offers a nuanced perspective on how his adopted city has in many ways outgrown its Cowtown moniker.

The piece provoked strong emotional responses among readers, many of whom wrote to *The Walrus* magazine, tweeted their opinions, and posted comments at *thewalrus.ca*. →

Sasha Chapman’s piece **“Manufacturing Taste”** (September) begins, “Tell me what you think about Kraft Dinner, and I will tell you who you are.” Many readers did just that. Hundreds of comments and links to the article appeared on websites across Canada and the US. Readers discussed their favourite ways to prepare K.D. and debated the implications of a national dish that is engineered and manufactured in an Illinois laboratory.

Dave Cameron, in his piece **“Fade to Light”** (November), looks at the devastating impact of Alzheimer’s disease from the perspective of a couple coping with its degenerative effects.

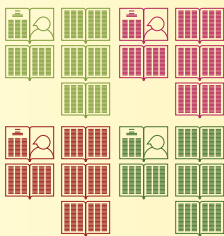
“Great article. Really nailed my feelings about the city.”

“Was this written by the Calgary tourism and recreation board?”

“Overall the tone of this article is overwhelmingly condescending and irritating, but it was an interesting read still.”

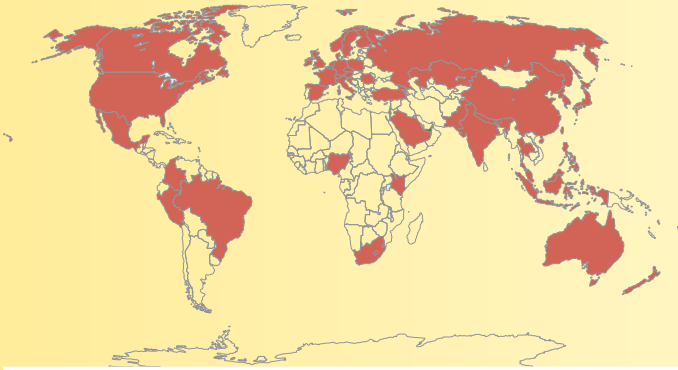
“Chris, you made me cry with this article.”

“Well done. The weight of conversation this article has fuelled underscores the fact that you’ve written a balanced piece.”



Spotlight on Long-Form Journalism

As a reader of *The Walrus*, you are well aware of our dedication to long-form journalism. For us, the genre is not defined by word count alone; it is distinguished from other types of writing by its detailed reportage, commitment to context, and depth of analysis. Your support for *The Walrus* in 2012 has allowed us to continue to do long form at a time when the dominant style is short form (read: text messages, posts, or tweets).



The Walrus Magazine: Here and Abroad

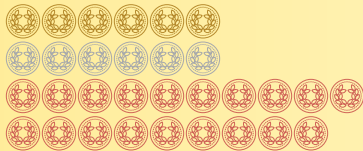
In 2012, *The Walrus* launched tablet and mobile editions of the magazine. As a result, *Walrus* stories were able to reach more readers across the country—and around the world. **App downloads:** 20,000 from 49 countries (see map above).

The Walrus tablet app has been downloaded from some forty-nine countries, including:

Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Croatia, Denmark, Finland, France, Germany, Great Britain, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Kazakhstan, Kenya, Lesotho, Malaysia, Mexico, Nepal, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Peru, Philippines, Poland, Romania, Russia, Saudi Arabia, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States

Walrus Poetry Prize

The inaugural Walrus Poetry Prize, supported by the Hal Jackman Foundation, received more than four hundred entries from every province in Canada. Judge Karen Solie chose the winner, Méira Cook, for her poem “The Devil’s Advocate.” The shortlist was posted at *thewalrus.ca*, where hundreds of poetry fans voted to determine the winner of the Readers’ Choice Award: “Barnacle Goose Ballad,” by Bardia Sinaee.



The National Magazine Awards

At the thirty-fifth annual National Magazine Awards, *The Walrus* magazine led the industry with a total of twelve awards and nineteen honourable mentions.

PART II

DIGITAL

Early in 2011, the Walrus Foundation adopted its first three-year strategic plan. The main goal was to reach and engage as many citizens as possible by increasing the Walrus Foundation's digital presence and developing more long-term partnerships with Canadian institutions. With support from the Ontario Trillium Foundation, the project was put into effect in 2012 and it now guides the majority of the Walrus Foundation's initiatives.



thewalrus.ca

Launched in September of 2012, thewalrus.ca became the new online home of the Walrus Foundation. The website is fully optimized for display on a desktop computer, tablet, and mobile phone. This ensures that Walrus content is accessible and readable on any device. Last summer, at the National Magazine Awards, our website won gold for Best Digital Design.



Pageviews

Peak audience for thewalrus.ca : 125,000 visitors per month (each unit = 5,000)

Walrus TV

Launched in January of 2012, Walrus TV brings stories from the magazine, poetry readings, and Walrus public discussions to the screen, allowing readers to further engage with articles or watch missed events.

THE WALRUS tv

SoapBox

SoapBox is a public-engagement tool that helps create and sustain conversations with Canadians from coast to coast to coast about ideas they discover in *The Walrus* magazine, at thewalrus.ca, on walrustv.ca, or at Walrus Foundation events.

THE WALRUS
SOAPBOX



Vanessa Maltese, *Balaclava* (2012), oil on panel, winner of this year's Canadian Painting Competition

Spotlight on the Canadian Painting Competition

The Walrus Foundation partnered with Royal Bank of Canada and the Canadian Art Foundation to celebrate the 2012 RBC Canadian Painting Competition. Artist's interviews appeared on Walrus TV, their works were posted at thewalrus.ca, and Q&As ran on The Walrus Blog. The CPC nurtures and supports promising new Canadian artists who are in the early stages of their careers. This partnership, and others like it, help the Walrus Foundation fulfill its mandate to promote writers and artists and expose their work to a national audience.

PART III

EVENTS

The Walrus Foundation demonstrates its commitment to the Canadian conversation by bringing important ideas to communities across the country in the form of public events, leadership dinners, and speakers' series.

Event attendance

2012 Walrus event attendance: 5,253



(Each unit = 100)

Talks: Calgary, Montreal, Toronto

In 2012, dozens of Canadian artists, writers, professionals, and intellectuals took to the stage to discuss topics such as cultural diversity, public space, innovation, sustainability, and the ways in which these issues affect urban vitality.

Debates: Ottawa and Calgary

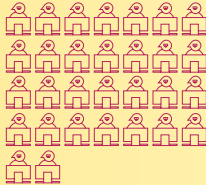
Our third annual debate at the National Gallery of Canada, in May, dealt with the relevance of art in daily life. We then went west in June, where, amidst the Calgary Stampede's 100th anniversary celebrations, our debaters probed the city's rich past in order to decide whether Calgary's cowboy culture is a living legacy or just history.

Leadership Dinners

Over four dinners last year, the Walrus Foundation brought together 185 guests, including leaders in finance, energy, law, and health. Attendees discussed the problems that confront each sector and the steps needed to create lasting solutions. These events produced meaningful, frank conversations, providing a crucial first step toward policy development.

2012 Event participants

Kamal Al-Solaylee, Roberta Bondar, Stephen Borys, Dionne Brand, Jenny Burman, Edward Burtynsky, Cameron Charlebois, Douglas Coupland, Joan Crockatt, Maurice Forget, Matt Galloway, Manon Gauthier, Nantali Indongo, Anne-Marie Jean, Jennifer Keesmaat, Jamie Kennedy, Mark Kingwell, Anne Lagacé Dowson, Marc Mayer, Eric M'Boua, Deepa Mehta, Shawn Micallef, Sarah Milroy, Lisa Moore, Chima Nkemdirim, Carol Off, Noah Richler, Donald Schmitt, Mercedes Stephenson, Will Straw, Kate Taylor, Chris Turner, Aritha van Herk



Number of interns at the
Walrus in 2012: 30

Spotlight on Interns

The Walrus Internship Program offers training to aspiring media and non-profit professionals. Editorial, art, and digital interns work on every component of *The Walrus* magazine and website, while foundation interns organize events and contribute to the development of the Walrus Foundation. After their internships, these talented people have the necessary tools to secure employment in their chosen fields. (For instance, nearly 80 percent of former editorial interns have gone on to careers in writing, editing, or journalism).

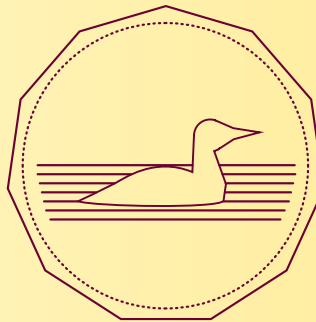
PART IV

FINANCIAL SNAPSHOT: YOUR MONEY AT WORK

Last year, Walrus Foundation contributors, interns, and staff worked hard to bring compelling stories to Canadians. You made that work possible. Here you can see where your money went and what it did.

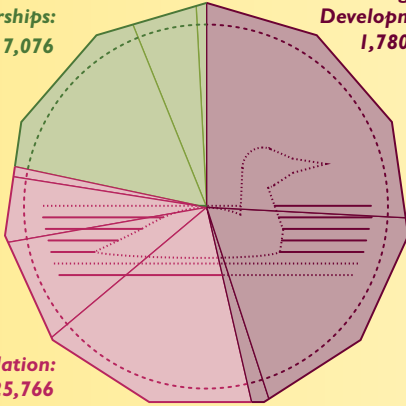


47: Percentage of the Walrus Foundation's revenue generated from philanthropic support



100: Percentage of your support directed to the Walrus Foundation's programs and content

Sales and Sponsorships:
817,076



Fundraising and Development:
1,780,073

Circulation:
1,225,766

Revenue (unaudited)

Fundraising and Development: 1,780,073

Donations from Individuals and Foundations:	988,669
Event Tickets and Sponsorships:	740,054
Charitable Government Grants:	51,350

Circulation: 1,225,766

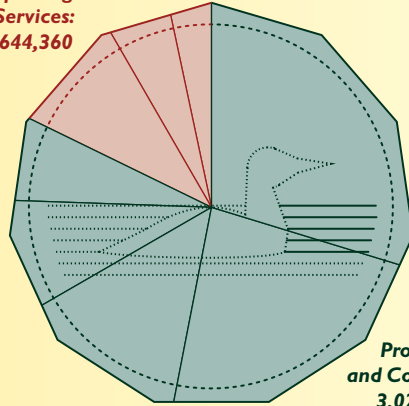
Subscriptions:	673,268
Industry Government Grant:	311,274
Newsstand Sales:	205,384
List Rentals:	35,840

Sales and Sponsorships: 817,076

Print and Digital Advertising:	583,970
Print and Digital Sponsorship:	208,850
Other:	24,256

Total Revenue:
3,822,915

Supporting Services:
644,360



Programs and Content:
3,020,924

Expenses (unaudited)

Programs and Content: 3,020,924

Print and Digital:	1,089,795
Circulation:	860,269
Production:	503,231
Magazine Administration and Overhead:	320,768
Outreach Activities:	246,861

Supporting Services: 644,360

Development:	345,805
Sales:	178,951
General and Foundation Administration:	119,604

Total Expenses:
3,665,284

A surplus over two years

In 2012, the Walrus Foundation ran a surplus of \$157,631, bringing the budget to a break-even position over the past two years.

PART V

GIVING TO THE WALRUS FOUNDATION

In 2012, nearly eight hundred donors gave to the Walrus Foundation, demonstrating their commitment to a forum that promotes writers, artists, ideas, and debate on matters vital to Canadians.

When you make a gift to the Walrus Foundation, you invest in a Canada where communities are connected, informed, and engaged in issues relating to citizenship and culture. Thank you!

Publisher's Circle

The Publisher's Circle is a special group of donors: philanthropists who give \$1,000 or more annually. The Circle's combined support has significant impact on the Walrus Foundation, helping to ensure that the discussion we've started in Canada continues. Publisher's Circle members receive a one-year subscription to *The Walrus* magazine and advance invitations to Walrus events.

As a unified group of donors, Publisher's Circle members share a commitment to supporting our priority needs and collectively inspire others to support the culturally provocative work that we do.



(Each unit = 10)

Philanthropy

Publisher's Circle
membership in
2012: 242



Spotlight on Donors

In the fall of 2012, Maxine Granovsky Gluskin and Ira Gluskin made a remarkably generous pledge to match donations, up to a total of \$25,000, sent in before year's end. Amazingly, **273** of you responded with donations, and we surpassed our \$25,000 goal. We are so very grateful to you all, and to Maxine and Ira, who **doubled** the impact of your generosity.

The Walrus Foundation Board of Directors

Chair

Michael Decter

Bruce Bennett

Helen Burstyn

Paul Cohen

Heather Conway

Francesca Grosso

Lucille Joseph

Mark Kingwell

Chethan Lakshman

Janelle Lassonde

Gerald Lazare

Richard O'Hagan

Karen Prentice

Andrew Pringle

Gretchen Ross



TEN MORE YEARS!

You can help us

The April 2013 issue of *The Walrus* lists all 2012 donors and sponsors to the Walrus Foundation
(or go to thewalrus.ca/2012-donor-listing)

To donate now, go to

 thewalrus.ca/give

For more information on giving please call
(416) 971-5004, ext. 255.

Thank you!

Charitable Tax No. 861851624-RR0001