
THE WALRUS

F O U N D A T I O N

The

WALRUS

FOUNDATION

..... *is a*

registered charitable non-profit
with an

EDUCATIONAL MANDATE

TO SUPPORT

writers, artists, ideas, and debate

on matters vital

TO Canadians



DONOR REPORT 2013

THANK YOU TO OUR DONORS



A decade ago, *The Walrus* was born

A decade ago, *The Walrus* was born, filled with stories about Canada and its place in the world. Published by the charitable, non-profit Walrus Foundation, the magazine relies on gifts from the philanthropic community to engage, connect, and inform Canadians.

Thanks to you, *The Walrus* experienced a significant milestone in 2013: the tenth anniversary of the magazine. Generous support from members of the Walrus community made this achievement possible, in spite of tumultuous changes in the media and economic landscapes. You helped sustain a forum for smart, thoughtful, intelligent conversation on vital matters.

Thanks to you, *The Walrus* features works by leading illustrators, painters, photographers, and designers, from Bruce Mau and Gary Taxali to Joanne Tod and Douglas Coupland, along with many emerging artists.

Thanks to you, *The Walrus* offers the best of long-form journalism and fiction by Canada's foremost writers and thinkers, including Katherine Ashenburg, Ron Graham, Charlotte Gray, John Lorinc, Lisa Moore, Craig Davidson, Kamal Al-Solaylee, and Zsuzsi Gartner, as well as young up-and-coming voices.

Thanks to you, *The Walrus* delivers stories about our culture, our leaders, and the environment—narratives about issues that inspire us, spark discussion, and educate Canadians from coast to coast.

Thanks to you, stories from *The Walrus* are shared with new audiences and developed in different ways through curated events, digital projects, and innovative partnerships with corporations and non-profit organizations.

Thanks to you, there is much to celebrate and much to look forward to in the decade ahead.

Your contribution makes a huge difference. Every dollar has an impact, and your gift demonstrates your commitment to the environment, arts and culture, politics and world affairs, law and justice, fiction and poetry, and health and science—and to Canada.

You make *The Walrus* possible. And for that, all of us at the Walrus Foundation are truly grateful.

Thank you for your support in 2013, and please help us keep the conversation going for years to come.

Michael Decter
Chair, Board of Directors

Dear Supporter of The Walrus,



Sam Santos/George Pimentel Photography

Why do we call *The Walrus* an optimistic national project? Because we know there are enough people like you—curious, engaged Canadians—who want high-quality journalism about Canada. Because we cannot think about what kind of country Canada would be if it lacked supporters for a project like *The Walrus*.

And, yes, it does need your support. Achieving excellence in a country with such a small population is a challenge for cultural institutions like public broadcasting, the opera, the ballet, museums, and, yes, forums for the Canadian conversation. *The Walrus* receives very little government funding. The charitable, non-profit Walrus Foundation's business model is a three-legged stool of circulation revenue, ad sales, and philanthropic donations from private foundations and organizations as well as committed and forward-thinking individuals—people like you.

Thank you for being an optimistic Canadian. Thank you for sharing our belief in the value of writers, artists, ideas, and new ways of thinking. Thank you for enabling forums for engagement and debate. In 2013, your generous gift helped reinforce the notion that great storytelling is essential to understanding our country and ourselves. Your donation helps secure a future for *The Walrus*. With print, tablet, and mobile editions, national events, ebooks, podcasts, documentaries, Walrus TV, digital projects, and so much more, the Walrus Foundation will continue to be a home for the Canadian conversation for many more years.

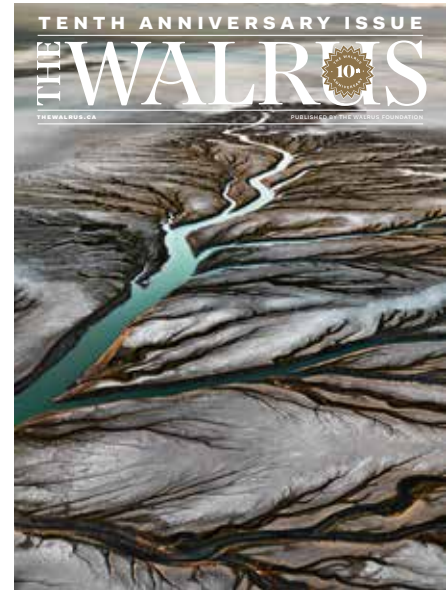
We offer this report on the Walrus Foundation's activity in 2013 with deep gratitude for your contribution and with hope that we will all be in this together for another decade, and beyond. With your support, we are sure to achieve this goal.

Together, we are the Walrus. Thank you for being a part of the Walrus community in 2013. We could not carry out our educational activities without you, and we look forward to having you with us in 2014!

Shelley Ambrose
Co-publisher, *The Walrus*
Executive Director,
The Walrus Foundation

John Macfarlane
Co-publisher and Editor,
The Walrus

The tenth anniversary edition of *The Walrus* was a blockbuster, marking a milestone for the most honoured magazine in Canada. The commemorative edition includes a stunning sixteen-page visual essay by renowned photographer **Edward Burtynsky**, exploring our unquenchable thirst for Earth's most precious resource—**water**.



The Walrus is: THE ENVIRONMENT

In June, **Edward Burtynsky** spoke to guests at **Labatt Presents the Walrus Speaker Series**. This series invites Canada's top thinkers to share their ideas about our country and its place in the world. Ed shared highlights from his photography exhibition and book *Burtynsky—Water* and his new film, *Watermark*.



"I support *The Walrus* because I always learn something new about topics—such as water—that matter to me personally and to our country. Canada needs *The Walrus* to tell our stories and to address vital issues that impact our lives. It connects us to each other from coast to coast to coast."

– **Edward Burtynsky**, artist and photographer

The July/August double issue featured "Troubled Waters" by **Peter Andrey Smith**. Smith investigates the controversy surrounding the federal government and the internationally acclaimed **Experimental Lakes Area**. The low-cost experiment, which involves using water basins to test external elements on the environment, has provided groundbreaking data concerning, among other things, the effects of acid rain and mercury. Such breakthroughs have influenced environmental policy around the world, but despite the benefits of the ELA, the Conservative government chose to shut the project down. Smith investigates why.

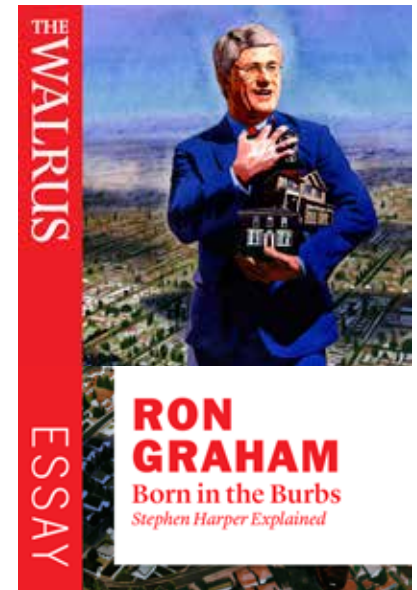


In October, **TD Presents the Walrus Talks Sustainability at the AGO in Toronto** featured eighty minutes of thought-provoking ideas about sustainability. Here, documentary filmmaker Katerina Cizek speaks on the topic of high-rise living.

Who will be the next leader of Canada?

The October issue features **Ron Graham's "Born in the Burbs: Stephen Harper Explained,"** a revelatory, in-depth profile of our current prime minister.

Graham's thoughtful essay is also available as an ebook.



The Walrus is: POLITICS AND WORLD AFFAIRS

"Ron Graham's 'Born in the Burbs' is worth a year's subscription to *The Walrus*. Seldom have I read such a strong, succinct, and accurate description of our prime minister."

– **Leslie Hill**, Vancouver

In the November issue, historian **Charlotte Gray** examines the uphill battle **Thomas Mulcair** faces in his race to become the first NDP prime minister. Gray asks, "Can Mulcair finish the project Jack Layton started?"

In the July/August issue, author **Richard Gwyn** explores **Justin Trudeau's** emotional appeal. Gwyn posits that the Liberal leader's flaws and flubs should have derailed support, but did not, because Trudeau has a purchase on one element that outweighs all of those shortcomings, and it is the same thing that won Obama his presidency—hope. Will Trudeau's compassion be enough to win him the federal election and make him a successful prime minister?

In "Afghanistan Undone," CBC journalist **Melissa Fung** returns to Afghanistan five years after she was kidnapped outside of Kabul to see whether the fragile country is ready for life after war.



From the October issue—photograph by **Lana Šlezić**
Afghan girls study at a makeshift school in the partially destroyed Kabul Theatre, which has no roof or windows.

Sara Angel profiles **Shary Boyle**, the darling of the **Canadian art** scene, in the July/August issue of *The Walrus*. Angel takes us behind the scenes to see what led to Boyle's national success, from back-up singing for Feist to showcasing her work in major exhibitions across Canada.

Photograph by **Christopher Wahl**
 Shary Boyle's work has the power to both seduce and repulse.



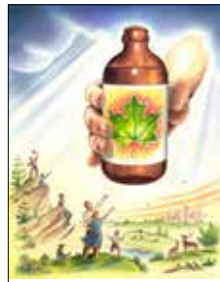
The Walrus is: ARTS AND CULTURE

In the December issue, supported by **TD Bank Group**, **Brian Morgan**, art director of *The Walrus*, discusses five contemporary artists to watch. Morgan introduces us to rising art stars **Julia Dault**, **Jessica Eaton**, **Aurel Schmidt**, **Raymond Boisjoly**, and **Melanie Authier**.

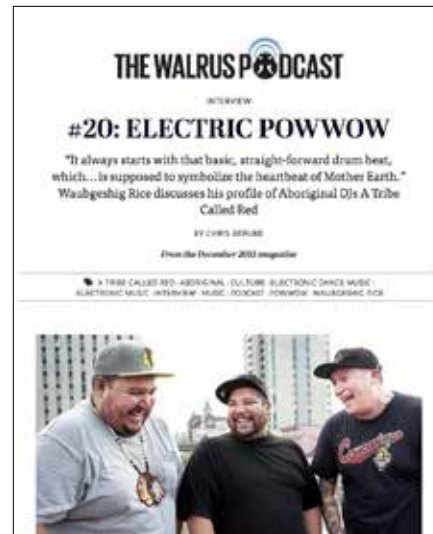


Melanie Authier, *Huddle*, 2011, 55.9 x 45.7cm

Illustration by **Ross MacDonald** featured in June's "Under the Influence," by **Matthew J. Bellamy**. "Beer is to Canada as wine is to France. How Labatt and its allies brewed up a nation of beer drinkers."



In the October issue, online editor **Matthew McKinnon** (*thewalrus.ca*) explores the post-racial comedy of **Russell Peters**, internationally popular Canadian comedian.



The Walrus Podcast

"It always starts with that basic, straightforward drum beat, which...is supposed to symbolize the heartbeat of Mother Earth." **Waubgeshig Rice** discusses his profile of Aboriginal electronic music trio **A Tribe Called Red** (December issue) with host **Chris Berube**.

In the annual double summer reading issue, *The Walrus* introduces the six best **emerging writers** from across the country that you've never heard of.



The Walrus is: FICTION AND POETRY

Meet **Mona Awad** from **Toronto**; in her story “When We Went against the Universe” sex and fate collide over McFlurrys in a **Mississauga** Macdonald’s. In “The Eviction Process,” **Kris Bertin** from **Halifax** pulls us into a story of gay deadbeats renovating a former hothouse [grow op] who are forced to evict their loser tenants, with terrifying results. And in “Somewhere, a Long, Happy Life Probably Awaits You,” by **Jill Sexsmith** from **Winnipeg**, a couple builds a house in a dying tree—with a little help from the neighbours, and Home Depot. Plus, poetry from **Suzannah Showler** of **Toronto**, **Derek Webster** of **Montreal**, and **Vincent Colistro** of **Victoria**.

“*The Walrus* is Canada’s top venue for thoughtful book reviews, original fiction, memoir, and poetry. Canadians who love reading depend on *The Walrus* to bring them Canada’s best writers, both emerging and established. When you read *The Walrus*, you are also supporting writers.”

– **Vincent Lam**, writer

The Walrus Poetry Prize was held for a second year in 2013. The prize web hub received nearly twice as many visits as in the previous year, and the number of votes for the readers’ choice award increased by

66 percent. In December, we proudly announced the winners:

Kateri Lanthier—Walrus Poetry Prize

Brent Raycroft—Readers’ Choice Award



In addition, our partnership with the **Hal Jackman Foundation** enabled us to publish *The Best of Walrus Poetry*, available for free download at our website and wherever ebooks are sold.

The anthology offers sixty poems by leading Canadian poets, such as **Lynn Crosbie**, **P. K. Page**,

Evelyn Lau, **George Elliott Clarke**,

Steven Heighon, **Robert Kroetsch**, and **Leonard Cohen**.

Richard Greene, whose poetry is featured in the magazine and ebook, says:

“I have been publishing for many years, but I have seldom been so thrilled as to have my poem published in *The Walrus*. Poetry that appears in its pages is given a readership much larger than is possible with any other publication in the country. *The Walrus* is performing a great service to our literary culture and deserves all the help it can get.”

In the March issue of *The Walrus*, **Rachel Giese** explores the mainstreaming of mental illness and how it has become society's "new normal." She takes readers inside the Centre for Addiction and Mental Health in Toronto and shows how, through its philosophy of care, CAMH is changing the way people relate to **mental health**, both inside and outside of the community. While the associated stigma remains difficult to overcome, Giese discovers that mental health is not necessarily an issue that separates us but rather a common concern that can bring us together.



The Walrus is: HEALTH AND SCIENCE

"*The Walrus* is an essential voice for Canadians about Canada and its place in the world. From sport to mental health to so much more, if you want to be both informed and inspired, *The Walrus* leads the way!"

– **Clara Hughes**, Olympian, humanitarian, motivator

In his September memoir, "Body and Soul," **Drew Nelles** tells the story of his friend Dan Harvey, who became paralyzed after falling off a tumble tramp at Lake Rosseau. Dan endured a litany of medical procedures as well as rehabilitation for his paralysis. "Unless you're paralyzed," writes Nelles, "it is difficult to understand the sensation of actually being paralyzed. Your brain tells your body to do something, and your body doesn't respond. 'Help me,' Dan tried to say, but he had difficulty breathing. 'Help me.'" Nelles shares what he has learned from Dan and asks questions about what it means to be disabled.

As Canadians either grapple with or embrace new technologies, journalist **Jeet Heer** takes readers inside **Clive Thompson's** book, *Smarter Than You Think: How Technology Is Changing Our Minds for the Better*. In the November issue, Heer argues that Thompson seeks the middle ground between digital utopians and luddite naysayers: yes, technology unleashes unexpected changes, but will we be able to subdue these new forces?

Group picture of Shelley Ambrose, executive director, the Walrus Foundation; and speakers at **Beakerhead Presents the Walrus Talks Experimentation**, sixty minutes of lively, thought-provoking ideas on experimentation, held in **Calgary** in September.



Left to right:
jazz musician **Steve Kirby**, rocket scientist **Natalie Panek**, Arts and Crafts Productions' **Jeffrey Remedios**, **Shelly Ambrose**, University of Alberta president **Indira Samarasekera**, Calgary mayor **Naheed Nenshi**, and author and neuroscientist **Daniel J. Levitin**.

In “Rough Justice,” in the January/February winter issue, journalist **Daniel Baird** investigates our centuries-old impulse to punish criminals and questions whether we have had it wrong all along. Baird argues that throughout history societies have explored different forms of punishment but have continued to rely heavily on incarceration. He reveals that “we are, even in liberal Canada, punishing more people—more harshly—for fewer and less serious crimes.”



The Walrus is: LAW AND JUSTICE

In the May edition, **Lisa Fitterman** profiles **Justice France Charbonneau**, the torchbearer for **Quebec's** fight against corruption.

Fitterman illustrates how the **Charbonneau Inquiry** is exposing a network of backroom dealing that has gone unchecked for years and is taking the leaders of corruption down one by one. Fitterman explores the domino effect that the commission has triggered throughout Quebec, exemplifying why Justice Charbonneau is the best person for the job.

Also in the May issue, **Julian Sher** reveals how bad forensic evidence and junk science continue to send innocent people to jail because juries (the public) get their knowledge of forensic science from watching too many TV programs. Sher explores past cases to explain how forensic science has failed our penal system, what the consequences are for the convicted, and how the situation needs to change.

The Walrus Foundation held its annual **Law Leadership Dinner** in November in **Toronto**, sponsored by **Fasken Martineau** and **ZSA**. Leading thinkers engaged the audience in a talk entitled Diversity and the Law Firm of the Future: What Does It Look Like? The Walrus Foundation produces leadership dinners in the fields of **law, health, finance,** and **energy**, as a means for sector leaders to engage with key players in their fields in an intimate setting.

Through the **Walrus Foundation internship programs**, we provide training in media, publishing, and non-profit development. In 2013, **twenty-one aspiring professionals** received training in the following disciplines:

- 12—editorial
- 2—art
- 1—literary
- 2—online
- 1—development
- 3—events and marketing

“The editorial internship program at *The Walrus* magazine doesn't ask interns to fetch coffees, make photocopies, or quietly observe production. Instead, the program provides us with the opportunity to engage in stimulating, meaningful, and constructive work as part of the editorial team. I've enjoyed my time at the magazine because I feel responsible for the work that I do here—I am a small but integral part of *The Walrus*.”

– **Cynthia Spring**, 2013 editorial intern

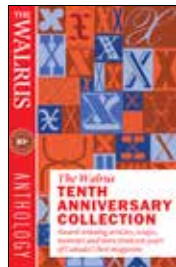
The Walrus is:

A PLANET

In the Magazine:

Since its inception, *The Walrus* has become Canada's most decorated Canadian publication. At the **National Magazine Awards** ceremony, held in June, *The Walrus* won four gold medals, two silver awards, and seventeen honourable mentions. With these awards, *The Walrus* has now earned a total of sixty-three golds and thirty-eight silvers at the National Magazine Awards, as well as 219 honourable mentions.

Standout pieces of award-winning journalism from the first ten years of *The Walrus* are available as part of a free Walrus ebook.



At **RBC Foundation Presents the Walrus Talks Philanthropy**, seventeen-year-old poet **Mustafa Ahmed** speaks on the topic of giving more than money.



On the Stage:

The Walrus Foundation demonstrates its commitment to the Canadian conversation by taking the page to the stage. Every year, we bring important ideas to communities across the country in the form of public events, leadership dinners, and speakers' series.

In 2013, Walrus Talks were held in **Calgary, Toronto, Montreal, Victoria, and Vancouver**, sponsored by **TD, RBC, Enbridge, Suncor, CAPP, and Shaw**. They focused on thought-provoking matters, such as the art of conversation, building bridges, and philanthropy; and they featured a range of speakers, including War Child's **Samantha Nutt**, retired bishop of the Diocese of New Westminster **Michael Ingham**, science broadcaster **Jay Ingram**, Truth and Reconciliation commissioner **Wilton Littlechild**, broadcaster **Shelagh Rogers**, Cape Farewell's **David Buckland**, and author **Margaret Atwood**, among others.

Highlights of the 2013 **Labatt Presents the Walrus Speaker Series** include **Bonnie Brooks**, president of the Hudson's Bay Company, giving a talk entitled the Reinvention of an Icon, and **Roberta Bondar**, astronaut, scientist, photographer, author, and physician, talking about science, environment, and community.

At the **Fourth Annual Walrus National Gallery Debate**, held in May, debaters took on the question, does Canadian culture still need protecting?

In total, 2013 Walrus events engaged approximately 5,000 Canadians across the country on ideas that shape and define us all.

On TV:

Smart on the page, smart on the screen. **Walrus TV** presents original documentaries inspired by *Walrus* magazine stories, available in high definition in Canada (600,000 households) on the **Smithsonian Channel**, a subsidiary of **Blue Ant Media**. Walrus TV brings public discussions to the screen, allowing readers to further engage with articles or watch missed events.

In 2013, more than 9,000 viewers tuned in to Walrus TV via *thewalrus.ca*.

On the Web:

Approximately 1,023,000 readers visited *thewalrus.ca* in 2013, a traffic increase of 6 percent from the previous year.

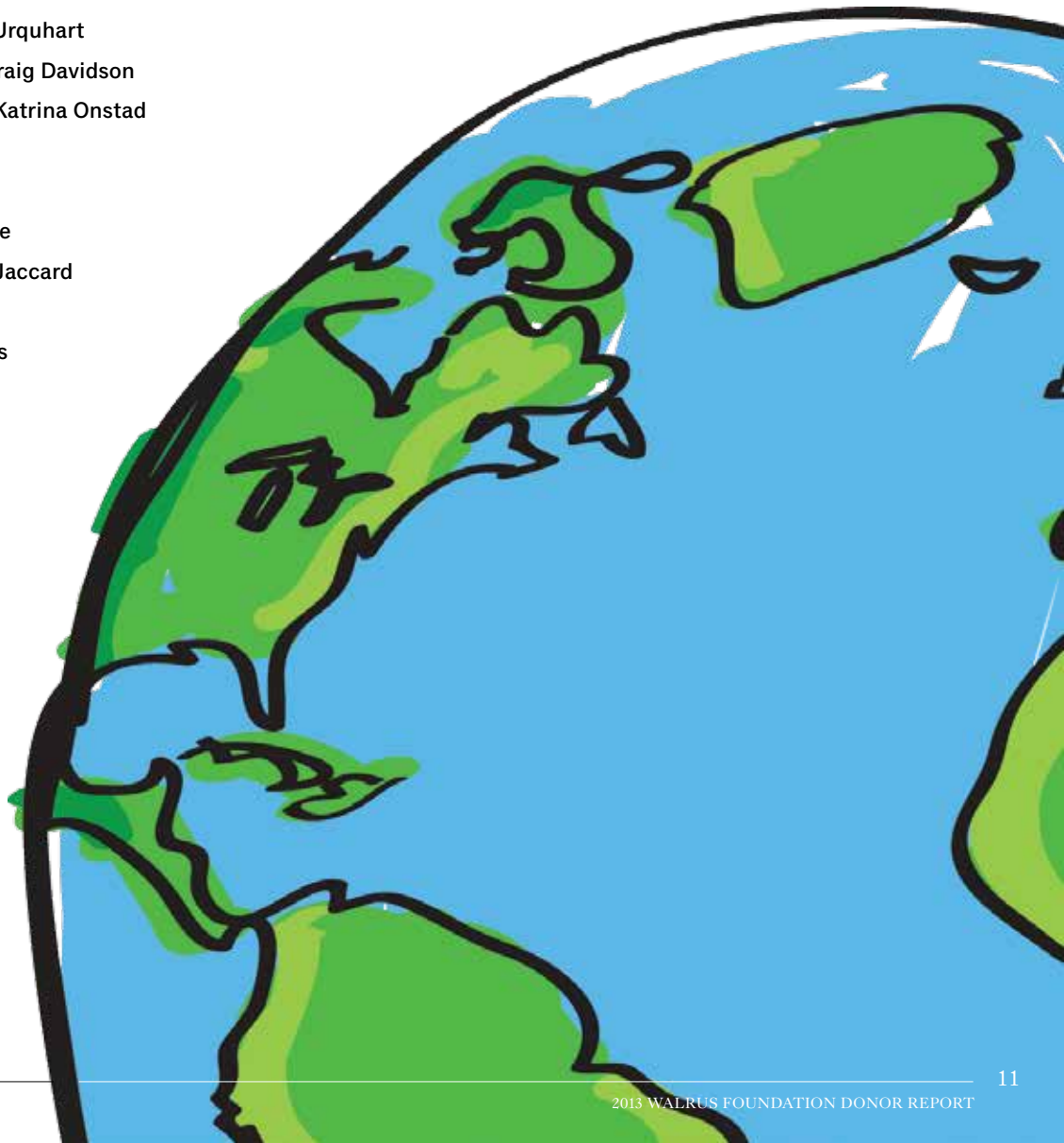
The ten most read articles from *thewalrus.ca* in 2013:

- ♦ “Boy Next Door,” by **Stacey May Fowles**
- ♦ “The Meaning of White,” by **Emily Urquhart**
- ♦ “The Marineland Dreamland,” by **Craig Davidson**
- ♦ “Portrait of a Ten-Year-Old Girl,” by **Katrina Onstad**
- ♦ “Body and Soul,” by **Drew Nelles**
- ♦ “Big Mac,” by **Taras Grescoe**
- ♦ “The New Normal,” by **Rachel Giese**
- ♦ “The Accidental Activist,” by **Mark Jaccard**
- ♦ “The Contender,” by **Richard Gwyn**
- ♦ “Vigilante Nation,” by **Chris Hedges**

On the Go:

Readers can enjoy *The Walrus* on their tablets or mobile phones. Full subscriptions or individual issues are available through Apple or Google (and in 2014, also through Kobo and Barnes and Noble). *The Walrus*'s tablet app has been downloaded by readers from **forty-nine countries** around the globe, including Australia, Brazil, China, Denmark, India, Israel, Japan, Malaysia, Nigeria, Pakistan, Russia, Saudi Arabia, South Africa, Turkey, and the United States.

Listen to an interview with **Eleanor Catton**—winner of the 2013 Governor General's Literary Award for Fiction—which was co-produced by the **Canada Council for the Arts**, or hear **Marian Botsford Fraser** discuss the crimes and punishment of dangerous offender Renée Acoby, plus many other discussions, on the **Walrus Podcast**. There were a total of 11,275 downloads in 2013 via *thewalrus.ca* and iTunes.



Circulation and readership (per issue):

The Walrus magazine's circulation: 60,000

The Walrus magazine's readership: approximately 250,000

The Walrus is: A COMMUNITY

Partners and Sponsors:

Our roster of 2013 partners in both the private and public sectors, including other non-profits, represents a broad range of industry leaders, a sampling of which follows.

Adventure Canada
Aimia/Aeroplan
Stratford Forum
Cape Farewell
International Festival of Authors
The Dance Current Magazine
Royal Ontario Museum
Art Gallery of Ontario
TD Bank Group
RBC
Labatt
Enbridge
Zoomer
New Canadian Media
Legion Magazine
Ontario Media Development Corporation
Ontario Arts Council
Enbridge
CAPP
Suncor
McGill University
Walter and Duncan Gordon Foundation
Hal Jackman Foundation
McMichael Canadian Art Collection
High Performance Rodeo
Chawkers Foundation
Slaight Family Foundation

In 2013, the Walrus Foundation continued its considerable support of other charitable endeavours by providing \$750,000 worth of advertising space in *The Walrus* magazine to non-profits and organizations, including the **Nature Conservancy of Canada**, **Soulpepper**, and **Dixon Hall Music School**, among others.

Social Media

The Walrus engages an active **Twitter** community of nearly **50,000 followers**. On **Facebook**, *The Walrus* has **17,500 followers**, and our **e-newsletter** reaches a fast-growing network of **16,000** readers per issue.

Walrus Foundation Gala:

Thanks to the 450 partygoers who attended in January 2013, and co-chairs **George and Leanne Lewis**, we raised \$291,000 (net) in support of the Walrus Foundation's activities.

10th Anniversary Party:

In September, we celebrated ten years of keeping the conversation going by bringing together members of *The Walrus* community, including writers, artists, board members, volunteers, donors, sponsors, partners, staff members, and interns past and present. We're a big family! Nearly **350 Walrii** toasted a decade of intelligent, thoughtful long-form journalism.



Advisory Council member **Louise MacCallum**, **Linda Quattrin**, **Michael Barnstijn**, and board member **Jerry Lazare** at the 10th Anniversary Party.

In 2013, 951 donors gave to the Walrus Foundation, our highest number of contributors yet.

The Walrus is: YOU

Your gift to the Walrus Foundation is an investment in a Canada where communities are connected, informed, and engaged in issues relating to citizenship and culture. **THANK YOU!**



Illustration by Bruce McCall

The Next Five Years:

In the fall of 2013, in celebration of the tenth anniversary print edition, published in October, we launched the new **Walrus Campaign for Optimistic Canadians**.

Over the next five years, from 2013 leading up to Canada's sesquicentennial, in 2017, we are inviting donors to contribute to this special program. Funds generated by the Campaign for Optimistic Canadians will be applied to operational or designated priorities, enabling us to continue to tell stories that matter, inspire discussion, find emerging voices, educate and mentor young professionals, reach new audiences, and engage Canadians at home and around the world.

Several special major-gift donors led the charge by stepping forward in **2013** with multi-year commitments to the Walrus Campaign for Optimistic Canadians. We are pleased to recognize these visionaries, champions, and ambassadors of *The Walrus*:

Anonymous Donor

Chisholm/Thomson Family Fund

La Fondation Emmanuelle Gattuso

Andrew and Valerie Pringle

RBC Foundation

Gretchen and Donald Ross

Lassonde Family Foundation

Louise MacCallum and Michael Barnstijn

Lois and Doug Mitchell

Kevin and Roger Garland

We are particularly grateful to **Andrew and Valerie Pringle**, who offered an additional generous gift to match donations made in response to our year-end direct mail and online appeals. Thanks to the Pringles and *you*, we raised more than \$60,000 in the last two months of 2013, all of which supported Walrus Foundation activities.

We are also pleased to acknowledge support from the **Ontario Trillium Foundation**. In 2013, the OTF completed a two-year pledge in support of the Walrus Foundation's strategic priorities: increasing our digital presence, expanding our resources, and developing more long-term partnerships with Canadian institutions. We received additional support from the **McLean Foundation** and the **George Cedric Metcalf Charitable Foundation**.

Financial Snapshot 2013

REVENUE (unaudited)

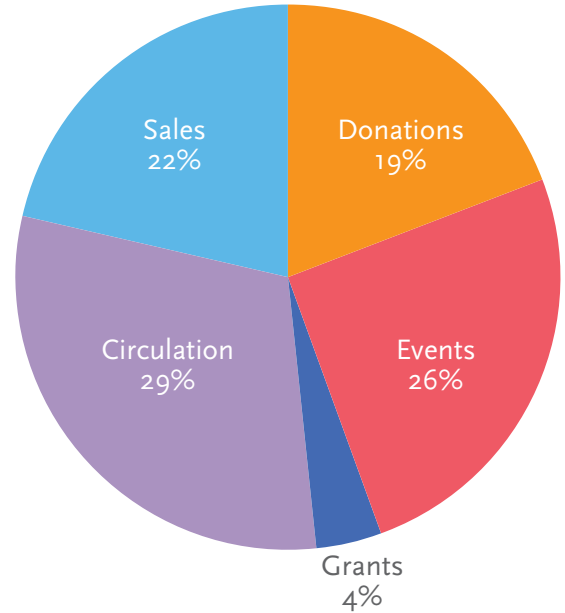
Magazine and Digital Division

Sales:	\$1,007,749.31
Circulation:	\$1,288,523.45
TOTAL	\$2,296,272.76

Development and Fundraising Division

Donations:	\$881,539.23
Events:	\$1,158,895.37
Charitable Government Grants:	\$174,482.38
TOTAL	\$2,214,916.98

TOTAL FOUNDATION REVENUE: \$4,511,189.74



EXPENSES (unaudited)

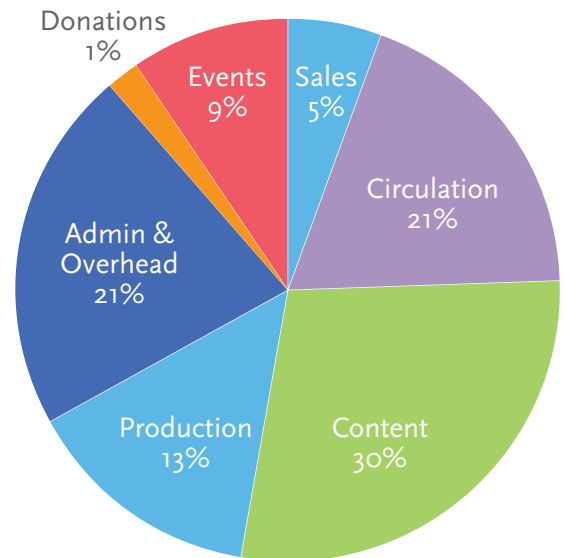
Magazine and Digital Division

Sales:	\$195,709.86
Circulation:	\$819,307.64
Content:	\$1,170,446.57
Production:	\$519,537.04
Administration and Overhead:	\$448,665.54
TOTAL	\$3,153,666.65

Development and Fundraising Division

Donations:	\$50,846.48
Events:	\$357,071.11
Administration and Overhead:	\$372,030.94
TOTAL	\$779,948.53

TOTAL FOUNDATION EXPENSES: \$3,933,615.18



Over the past three years the Walrus Foundation has achieved a balanced budget and has a surplus for 2013, the magazine's tenth anniversary year.

Board of Directors:

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Gretchen Ross

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THANK YOU FOR YOUR SUPPORT

The April issue of *The Walrus* magazine lists all 2013 donors and sponsors of the Walrus Foundation. You can also see the full listing at thewalrus.ca/donor-listing-2013.

We need your continued support more than ever, and we are counting on your commitment to keep the conversation going for the next ten years and beyond.

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

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Executive Director

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OR

Erin Prendergast

Director of Development

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(416) 971-5004, ext. 255

To donate now, go to

thewalrus.ca/optimism

Join the Walrus community today!