

The Charity Report

Your independent news source in the charity sector

Media Release

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The Charity Report launches to focus on news from the charity sector

Editor in chief Gail Picco announced the launch of *The Charity Report*, a news hub and intelligence source for those engaged in the charity sector with the mission of being “an independent source of news in the charity sector.”

The global charity sector is immense. In Canada alone, more than \$250 billion flows through charities every year. Globally, charity revenue is more than \$2 trillion annually. Yet for many Canadians, the most they hear about charities, aside from the fundraising requests they receive, is when a charity hits the front page because of some sort of scandal.

“Compared to other business sectors, what we don’t know about the charity sector is a lot,” says editor in chief Gail Picco. “But the sector is just too big—and there too many lives at stake—for people not have the information and intelligence they need to make informed decisions and target resources.”

The Charity Report has assembled a top tier team of researchers, writers and journalists to produce:

1. A free website with independent news coverage of charities, which will be comprised of photo essays, feature articles, feature interviews, news stories and headline news at www.thecharityreport.com
2. A series of monthly intelligence reports for paid subscribers
3. Bespoke research to organizations wanting tailor-made intelligence

Intelligence reports will cover subjects, such as the amount of resources international NGOs had to expend due to the Syrian conflict, the nature of an emerging leadership crisis in the sector, the amount of money raised for cancer research and where it goes, and how AI and virtual reality is being used by charities.

“We have a special interest in the 99% of charities whose work doesn’t usually get covered in daily news,” says Managing Editor Denny Young, “and who do not have access to the intelligence that allows them to improve their impact and target their resources.”

“We are an independent voice in the sector,” emphasizes Picco. “Our job is to provide well-balanced, well-researched information. We have a wide-ranging experience of the sector and want to showcase the work of charities within the context they operate, provide analysis of sector wide trends, and ask the hard questions when we have to.”

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