

Launching March 18<sup>th</sup>

# The Charity Report

*... your independent source of news in the charity sector*



At a glance



[www.thecharityreport.com](http://www.thecharityreport.com)

On March 18, 2020, two charity sector veterans, Gail Picco and Denny Young, are launching a new media outlet, *The Charity Report*, “an independent source of news in the charity sector.”

“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 to have the intelligence they need to make informed decisions, and target resources, at a price they can afford.”

*The Charity Report* offers a fix to narrow the intelligence gap, and has assembled a singular team of writers, researchers, journalists and editors to produce:

1. A free website with independent news coverage of charities updated daily, and a completely new edition published on Wednesdays [www.thecharityreport.com](http://www.thecharityreport.com)

2. A series of monthly intelligence reports with information about how they can improve their impact and target limited resources

3. Bespoke research to organizations wanting tailor-made intelligence.

## A Dynamic News Source for the Charity Sector

Let’s look at some numbers.

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 know about charities, aside from the fundraising requests they receive, is when a charity hits the front page because of a ‘scam.’

*The Charity Report* offers more insightful reportage of the sector and its challenges, especially the 99% of charities whose work is not widely known or understood. The free news site includes Photo Essays, Features, News, Headlines and a Literary Hub.

The existence of *The Charity Report* means people who work in charities have a news site where they see themselves reflected. We showcase the work of charities within the context they operate, provide analysis of sector wide trends and ask tough questions when we have to.

And that’s just the free stuff.

### Subscribe to *The Charity Report* Intelligence Series

For a fee of \$360 a year or \$35 a month, you will have exclusive access to 12 comprehensively researched intelligence reports that tackle some of the thorniest issues in the charity sector and provide charities with information about how they can improve their impact and target limited resources. After March 18, 2020, go to [www.thecharityreport.com](http://www.thecharityreport.com) and click subscribe.

### Intelligence Reports in Progress

1. Cancer Research Dollars: The Field of Play in Canada
2. Inside the Sector’s Leadership Challenge
3. The Evolution of the Women’s Movement in Canada: The Contemporary Landscape
4. The Rate of PTSD Among International Aid Workers
5. Artificial Intelligence and Virtual Reality: How Charities Are Preparing for the Next Revolution
6. As the Poor Get Poorer, What Strategies Are Working?
7. Do Mergers Work for Charities? Cases in Point
8. How Trends in Direct Marketing Have Changed the Donation Mix For Charities
9. The 1% Philanthropist: Major Gift Dynamics

*The information gathered by Charity Report’s researchers and writers is not publicly available or readily available in a digestible form. We are conducting primary research on topics that could play a vital role in helping charities make informed decisions and target their resources. **The intelligence reports will only be available to subscribers.** Bespoke research is available for organizations needing tailor-made intelligence.*