



PODCAST

OUR STORY

Since 1995, CharityVillage has been the HR partner for recruitment in the Canadian nonprofit sector. Our specialized job board for Canadian nonprofit professionals has helped thousands of organizations find exceptional talent. Through our online learning courses, volunteer and event listings, webinars, newsletters, articles, tools and resources, we help nonprofit staff and volunteers do their best work every day.

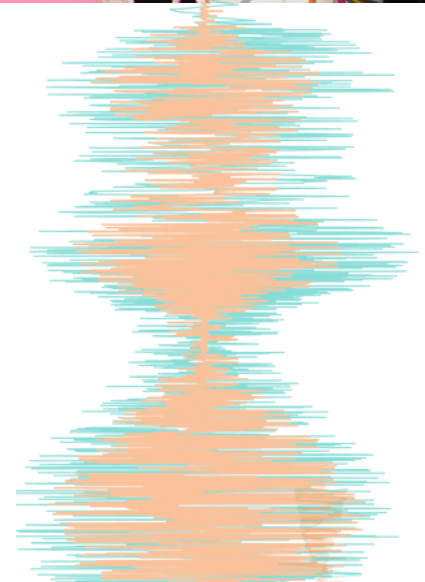
OUR PODCAST

The CharityVillage podcast is an opportunity to discuss important ideas and trends impacting the Canadian nonprofit sector. Hosted by CharityVillage President and former CBC journalist Mary Barroll, our podcast covers hot-button issues of importance to Canada's nonprofit sector and the professionals who work within it. Each episode features interviews with subject matter experts to provide a holistic discussion of the complex issues facing the nonprofit sector today. [Click here](#) to listen to past episodes.



PODCAST EPISODES

- **Truth & Reconciliation in the Nonprofit Sector**
- **How Bill S-216 Could Transform the Sector**
- **Workplace Mental Health in Canada's Nonprofit Sector**
- **Is the "Great Resignation" Real?**
- **Diversity, Equity, and Inclusion in the Nonprofit Sector**





PODCAST

OUR ENGAGEMENT



10k Downloads & Streams in 2023



Ad Reach

196,000 - Website Ad Reach
140,000 - Newsletter Ad Reach



Social Media
153,000 Impressions



Available on 26 Streaming Platforms



35,676 Pageviews

TESTIMONIALS



*"Enjoyed my walk this morning listening to CharityVillage's latest podcast on revenue diversification. Of interest is the importance of organizational culture and governance in diversifying revenues and exploring social enterprise options."
Kristi Fairholm Mader, Director of Innovation and Initiatives at Scale Collaborative*

*"Halfway through listening to this CharityVillage podcast and so far some great thoughts on burnout in the nonprofit sector, how to manage workload (I'm all ears!), and what matters most to employees in the wake of covid stress."
Katelyn James, Operations Director at One City Peterborough*

PODCAST EPISODES

Leveraging the Expertise of Sector Leaders

FEATURING:

CHANEL GREWAY
CEO & Founder
Chanel Grenaway & Associates

JOSH BASILE
Community Relations Manager
AccessiBe

DR. WENDY CUKIER
Founder
Diversity Institute

KRIS ARCHIE
CEO
The Circle on Philanthropy

JADE PICHETTE
Director of Programs
Pride at Work Canada

TIM FOX
VP of Indigenous Relations & Equity Strategy
Calgary Foundation

JESSIE WILLIAMS
Director of Business Development and Communications
New Relationship Trust

TRISH MANDEWO
Synergy Executive & Boards Consulting
Group

HOSTED BY:

MARY BARROLL
President
CharityVillage

Available on:

FEATURING:

CATHY TAYLOR
Executive Director
Ontario Nonprofit Network

KRIS ARCHIE
CEO
The Circle on Philanthropy and Aboriginal Peoples in Canada

BILL MINTRAM
Director of Indigenous and Northern Relations
Rideau Hall Foundation

THE HONOURABLE RATNA OMIQVAR
Senator for Ontario
The Senate of Canada

MARK BLUMBERG
Partner
Blumberg Segal LLP

SUSAN MANWARING
Partner
Miller Thomson LLP

HOW BILL S-216 COULD TRANSFORM THE CANADIAN NONPROFIT SECTOR FOREVER

HOSTED BY:

MARY BARROLL
President
CharityVillage

Available on:

FEATURING:

KRIS ARCHIE
CEO,
The Circle on Philanthropy and Aboriginal Peoples in Canada

PETER DINSDALE
President & CEO,
YMCA Canada

TIM FOX
VP of Indigenous Relations & Equity Strategy,
Calgary Foundation

WILLIAM MINTRAM
Director of Indigenous and Northern Relations,
Rideau Hall Foundation

INDIGENOUS LEADERS DISCUSS TRUTH AND RECONCILIATION IN THE NONPROFIT SECTOR

HOSTED BY:

MARY BARROLL
President
CharityVillage

Available on:

FEATURING:

CAROLINE KEALEY
Founder,
Results Map®

PAULA ALLEN
Global Leader, Research and Total Wellbeing,
TELUS Health

DR. LUKE SCHNEIDER
Clinical Research Associate,
PSPNET

RENSIA MELLES
Founder,
Integral Workplace Health

STEVE LURIE
Executive Director,
Canadian Mental Health Association

WORKPLACE MENTAL HEALTH IN CANADA'S NONPROFIT SECTOR: IT'S TIME FOR A CHECK UP

HOSTED BY:

MARY BARROLL
President
CharityVillage

Available on:

» **LISTEN NOW**





SPONSORSHIP OPPORTUNITIES

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- 1 Featured Infotorial in our weekly newsletter
- Your company name recognized in all episodes and show notes, with the inclusion of your chosen website links
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- Recognition as podcast Series Sponsor in all weekly newsletter podcast promotions
- Inclusion on the CharityVillage podcast website
- Inclusion in all social media channel podcast promotions

EPISODE SPONSORSHIP \$2500/EPISODE

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- 20 second advertisement within episode, read by our podcast host or co-host (opening)
- Thank you message from host (closing)
- Your company name recognized in the episode and show notes, with the inclusion of your chosen website links
- Distribution across all available podcast platforms, including hundreds of third-party apps
- Recognition as podcast Episode Sponsor in weekly newsletter episode promotions
- Inclusion on the CharityVillage podcast website
- Inclusion in all social media channel episode promotions

AGE OF MONTHLY CANADIAN PODCAST LISTENERS:

18-34 - 39%
35-54 - 34%
55+ - 28%

WHY GET INVOLVED?

Canada boasts one of the highest percentages of podcast listeners when compared to other large countries. In fact, 43% of Canadian adults have listened to a podcast in the past month!

There is more good news for podcast advertisers: Podcast advertising is an excellent way to reach specific audiences, as listeners are increasingly connecting with podcasts that speak to their direct interests. In fact, 56% of Canadian podcast listeners feel a shared value with brands that support their favourite podcast. On top of that, 91% of listeners listen to all or the majority of a podcast episode.

CONTACT US

Digital Advertising Sales Representative, Hannah Burry



Email: hannah@charityvillage.com