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2026 GIVING TUESDAY DONOR GUIDE

Key Trends in Philanthropy & Looking Toward 2027

The 2026 Donor Guide focuses on empowering your generosity by highlighting current trends shaping philanthropy across North America. Understanding these shifts can help you maximize your impact and align your end-of-year giving so your donations target the greatest needs in your community.

KEY TRENDS IN 2026 PHILANTHROPY & LOOKING TOWARD 2027

The charitable giving landscape is evolving beyond transaction capital deployment. There is movement towards leveraging assets, collaborative models, and new power dynamics.

1

Flow of Capital & Shifting Power Dynamics

Philanthropy is seeing a fundamental shift in funder-grantee relationships. Trust-based philanthropy continues to prioritize flexible, unrestricted funding while empowering next-generation wealth inheritors and women leaders (the "regendering of wealth") to demand deeper relationships, equity, and transparency.

Actionable Tip:
Prioritize giving unrestricted funds. Indicate on grant applications or donations that funds are for general operating support or areas of greatest need.

2

Moving from Impact Reporting to Learning Systems

There is a growing realization that "money does not equal impact" - writing a larger cheque doesn't automatically deliver better results. Philanthropy is shifting away from rigid annual output reporting toward learning systems that accommodate pivots, risk-taking, and systemic evaluation.

Actionable Tip:
Evaluate non-profits based on their capacity to adapt, learn, and address root causes rather than focusing strictly on low administrative overhead.

3

Systems-Level Funder Collaboration & Blended Capital

Cross-funder coordination is moving from isolated gifts to ecosystem-level collaboration. Strategic funders are combining resources through venture philanthropy, impact investing, and cross-sector datathons to tackle complex "wicked problems."

Actionable Tip:
Attend funder gatherings like Families Summit of Minds or Forward Global to connect with, and learn from, other funders in your community.

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4 Addressing "Slow Philanthropy" & UHNW Capital Activation (Looking to 2027)

As we head into 2027, addressing why giving among ultra-high-net-worth (UHNW) donors often lags behind their ambitions is becoming a central focus. Frameworks using pre-commitments, intentional testamentary bequests, and streamlined giving vehicles help overcome psychological and administrative friction.

> **Actionable Tip:**
> Create a clear multi-year distribution plan or pre-commitment strategy to ensure committed capital is deployed efficiently without unnecessary delay.

5 Strategic Optimization of Donor-Advised Funds (DAFs)

DAFs remain a cornerstone of tax-advantaged giving, but focus has shifted toward active donor engagement and structured granting schedules to prevent capital from sitting idle.

> **Actionable Tip:**
> Establish an annual granting schedule for your DAF and engage advisors to connect with community foundations and high-impact causes. Email DAF@place2give.ca to schedule a time to review your grantmaking calendar.

6 Experiential Philanthropy & Pairing Capital with Support

Donors are increasingly engaging in high-touch, experiential philanthropy - such as donor expeditions and pairing financial gifts with mentorship or technical capacity building to amplify non-profit sustainability.

> **Actionable Tip:**
> Combine your financial contributions with personal time, skills, or board leadership to provide holistic support.

IMPORTANT DATES AND EVENTS

Mark your calendar for key philanthropic dates and opportunities in 2026 and 2027.

GIVING TUESDAY
DECEMBER 1, 2026

International Disbursement Written Instructions	Nov 27, 2026
Canadian Disbursement Written Instructions	Dec 2, 2026
Securities Transfer Deadline (for processing before year-end)	Dec 16, 2026
New Fund Account Paperwork Deadline	Dec 18, 2026

Please download this Donor Guide for future reference.
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YOUR 2027 GIVING ACTION PLAN

Use this checklist to structure your giving throughout the year.

Task	Target Date	Status
Review 2026 Tax Receipts & Impact	Q1 2027	☐
Define 2027 Core Giving Themes	Q1 2027	☐
Establish DAF Distribution Schedule	Q2 2027	☐
Review Multi-Year Bequest & Legacy Plan	Q3 2027	☐
Finalize Year-End Giving & Unrestricted Grants	Q4 2027	☐

MAXIMIZING YOUR IMPACT

A strategic approach ensures your donations create the greatest good.

1 Consolidate Your Giving

Focus on fewer, high-impact organizations with larger unrestricted gifts to minimize administrative overhead for charities.

2 Explore Corporate Matching

Check if your employer offers a matching gift program to multiply your contribution.

3 Donate Complex Assets

Consider giving appreciated stock, real estate, or business interests for maximum tax efficiency.

4 Engage Next-Gen Family Members

Involve younger family members in grantmaking decisions to align family values and legacy goals.

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