



2023 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Financial empowerment

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Financial empowerment is crucial for underserved communities, playing a pivotal role in driving positive change and socioeconomic progress. It enables individuals to make informed financial decisions, improve their well-being, and break free from poverty cycles. By providing access to education, resources, and opportunities, it empowers individuals to build assets, save for the future, start businesses, and invest in education and health. This autonomy fosters a sense of control over economic lives and contributes to the growth and development of communities, promoting a more equitable and inclusive society.

Proposed topic highlights:

- AWARENESS** — the importance of financial inclusion and its role in promoting economic prosperity.
- IMPACT** — Success stories of increased incomes, business growth, and improved livelihoods through financial empowerment.
- WOMEN'S EMPOWERMENT** — how financial inclusion helps women overcome barriers, fostering gender equality and enabling their success.
- COLLABORATION & PARTNERSHIPS** — the power of collaborative efforts in achieving sustainable development goals.
- SUSTAINABILITY** — the future of providing long-term support for underserved communities, ensuring their continued growth and development.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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Print/Digital Weekly Readers – 5,898,000
Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 11	November 29	December 6	November 29