

THE WALRUS 2021 IN REVIEW



Outrageous Optimism

♦ ♦ ♦

2021 WAS A BIG YEAR FOR THE WALRUS. We kicked things off in January with our first online gala, celebrating “Outrageous Optimism.” We selected this theme because we all needed it. We were entering the second year of COVID-19 and couldn’t gather in person due to a spike in cases. Despite these limitations, our community came together in support of The Walrus.

It’s impossible to talk about 2021 without bringing up the pandemic. It made everything harder, but it also highlighted the importance of our work: trustworthy independent journalism, meticulous fact-checking, and engaging talks. At a time of great polarization, storytelling and conversation can bring us closer.

In collaboration with our Board of Directors and National Advisory Committee, we launched a new three-year strategic plan. At the foundation of our strategy is inclusion, which you’ll see woven throughout our work. We have three pillars: expanding our reach and deepening our relationships, growing our revenue, and strengthening our resilience as an organization. These are all working toward a capstone of impact.

The Walrus continues to reach more people in new ways, from web to social media, podcasts to TikTok. We received over 5 million page views in 2021, a first for *thewalrus.ca*. Our podcast *The Conversation Piece* has been downloaded over 160,000 times. We also provided a wide range of events online, from The Walrus Talks at Home to The Walrus Leadership Forum, covering topical issues such as health care, Canadian journalism, and ideas from youth working in science, technology, art, engineering, and math. The Walrus Lab also produced the 2021 Amazon Canada First Novel Award online, awarding Michelle Good top honours for her must-read book *Five Little Indians*.

The Walrus welcomed four new members to our board—including our first living in Atlantic Canada—and celebrated the retirement of our longest-serving board member, Bruce Bennett. As we near our twentieth anniversary, we also thank our founding donor, The Chawkers Foundation, which continues to walk alongside us as we evolve and grow. We also thank the members of the National Advisory Council and the Educational Review Committee for their ongoing work and feedback. The Board of Directors, as donors and volunteers, takes pride in how The Walrus has leaned in to informing and delighting us from their homes to ours.

With the new and creative opportunities presented by the pandemic, many organizations achieved in a year what might normally take five years. We were one of them. None of it would have been possible without our team and community, including staff, contributors, donors, partners, and volunteers. This report is one for the history books—thanks for being a part of it.

—
Jennifer Hollett
Executive Director, The Walrus

Jodi Butts
Chair, The Walrus

WHAT STANDS OUT from story meetings at The Walrus in 2021 is the soundtrack: early morning birdsong from Saltspring Island, at one end, met with the first sounds of Berlin nightlife several time zones away. In the pandemic’s second year, our eighteen editorial staff and fellows continued to work remotely, calling in from an ever-expanding range of locations across Canada and beyond. And, while we still haven’t found an easy way to schedule meetings when some are having breakfast just as others are going to bed, our team has found many advantages to working remotely, from staying connected to the ability to cover Canada’s conversation from more perspectives—and regions—than ever before.

2021 saw us take all the lessons we’d had to learn fast during the pandemic’s first few months—working remotely, adapting our production schedules, being responsive to the news cycle, and above all, remaining focused on our readers—and evolving The Walrus into a true multiplatform publication with content on a variety of channels. Major features on education, health care, the climate crisis, and arts and culture reflected a more timely, topical approach to reporting and brought The Walrus closer than ever into current affairs. But we kept our commitment to fact-checking and high-quality writing and continued to train the next generation of journalists through the editorial fellowship program.

In 2021, The Walrus contributed to the first national newsroom diversity survey created by the Canadian Association of Journalists, met regularly with the Canadian Association of Black Journalists and Canadian Journalists of Colour on their eight calls to action, and finalized our first contributor survey. In October, we contributed to a statement in protest of the online harassment of journalists, co-signed by several dozen major media outlets.

As much as 2021 was a challenging year (especially as the Omicron variant spread), it was also defined by teamwork and flexibility. Just as rewarding has been the experience of watching our audience expand dramatically. However you come to The Walrus—whether as a longtime subscriber or as someone who followed us yesterday on Instagram—we’re driven by your decision to be part of our community. Thank you for joining the conversation.

—
Jessica Johnson
Editor-in-Chief, The Walrus

Canada’s Conversation and Beyond

♦ ♦ ♦

Reach, Relationships, Resilience

THE PANDEMIC TAUGHT US that extraordinary challenges present extraordinary opportunities. While 2021 represented a hold-steady year for The Walrus, in many ways, it gave us the opportunity to test our collective resilience, recalibrate our operation, focus on growth, and reach into 2022 and beyond.

In early 2021, we launched our new three-year strategic plan, which will take us to 2023 with a laser focus on reach, relationships, revenue, and resilience. We began rolling out a new reader-driven membership model online, which will provide an even stronger supporter base for the years to come. With inaugural support from Justice Fund, we were proud to launch a writer-in-residence program for emerging Black journalists and welcome Julia-Simone Rutgers as our first writer in residence.

The Walrus is committed to strengthening inclusion, diversity, equity, and accessibility in all facets of our work. Over 2021, The Walrus staff and board members participated in training by

diversity, equity, and inclusion consultant Komal Bhasin, who facilitated proactive discussions on how we can recognize and address barriers to equity and inclusion. With Bhasin’s leadership, The Walrus formed a working group with managers from across the organization to create a diversity, equity, and inclusion roadmap and strategy that reflects the diversity of Canada’s conversation, both internally and externally.

None of the achievements on the following pages would have been possible without the ongoing support of our donors, partners, and sponsors, and for this we are beyond grateful. Read more about how our work is sustained on pages 30 and 31.

THE WORKING GROUP assessed The Walrus using the Global Diversity Equity and Inclusion Benchmarks. The GDEIB is a standard framework to help guide organizations to achieve best practices in diversity, equity, and inclusion (DEI). The globally recognized framework allows us to review our current DEI progress and develop a roadmap to support our strategic plan.

AT THE WALRUS TALKS AT HOME: Reimagining Resilience, in October 2021, we learned about the problematic nature of the term *resilience*. Panellist Anne Spice, a Tlingit member of Kwanlin Dün First Nation and an acting assistant professor in the Department of Geography and Environmental Studies at Toronto Metropolitan University, helped us deconstruct the nature of the term. “We are becoming accustomed to celebrations of our survival,” Spice said. “But having our resilience noted without having it recognized in the context of which that resilience became necessary feels wrong.”

Cover image credits (left to right, top to bottom): Jorian Charlton, Holly Stapleton, Grant Harder, Chloë Ellingson

The Walrus Events

As the waves of the pandemic crashed over all of us, The Walrus events team continued to reimagine our event series to reach national and international audiences in their homes. In 2021, we reached over 10,000 households across twenty-five virtual events featuring ninety-eight speakers from across Canada. Throughout the year, the themes of our events complemented the themes of our journalism; the stories of the complex challenges our country is grappling with.

We welcomed new convening partners from life sciences and physical

mental health, the changing digital landscape, and the circular economy. And, for the first time, The Walrus Talks had an all-youth panel, The Walrus Talks at Home: Ingenuity.

The Walrus Leadership Forums have proven to be a popular format to convene conversations on Canada’s life sciences industry, the future of journalism in Canada, preparing Indigenous Canadian youth for the future of work, and whom and what Canadians trust—and distrust—in the midst of the pandemic. These midday events featured keynote presentations that dived

Top five countries our audience came from in 2021: US, Canada, India, UK, and Australia



Photo courtesy of Rim Khazall, reader of The Walrus

and mental health care, as well as organizations focused on connecting with Canadians on trust in our national institutions and media literacy. Throughout the year, we collaborated with Meta on three public events to expand public discussion on the future of the internet, while TD Bank Group continued its support for conversations on inclusion. We are grateful for the sustained support of Air Canada, Indspire, Labatt Breweries of Canada, and Shaw Communications. Their partnership provides The Walrus with a solid foundation for our annual event programming.

Over 2021, The Walrus Talks encompassed topics including health care,

deep into the topic followed by Q&As with virtual audiences.

The Walrus Leadership Roundtables brought together leaders in business, government, media, academia, public policy, and not-for-profit sectors from across Canada. The conversations broached some of the most complex challenges facing Canadians this decade, such as the future of work, drug procurement and manufacturing, health systems resilience, and the state of the media.

“Best hour I have spent on Zoom!”

— Audience member, The Walrus Talks at Home, 2021

AT A GLANCE

- 195 articles
- 5.2M page views on *thewalrus.ca*
- 152K followers on social media (Facebook, Instagram, Twitter)
- 163K downloads of *The Conversation Piece*
- 25 live streamed events and conversations
- 10,964 viewers registered from 100 countries for The Walrus Talks at Home

TOP FIVE COUNTRIES OUR AUDIENCE CAME FROM IN 2021: US, CANADA, INDIA, UK, AND AUSTRALIA

- 92 artists featured in print and online
- 7 fellows trained in longform journalism and fact-checking
- 10 media partnerships

THE FACTS

MANY MEDIA ORGANIZATIONS today are directing fewer resources, not more, to fact-checking and research. At The Walrus, we are in the business of uncovering the facts so readers can inform themselves and form better opinions. Through our long-standing editorial fellowship program, fellows at The Walrus are rigorously trained in the art and science of fact-checking, which underpins every published piece. The Walrus is proud to uphold its foundational commitment to its longform journalism, which has a 96 percent trust rating according to Proof’s CanTrust Index.

In May 2021, Viviane Fairbank’s feature article “After the Facts” explored how the post-truth era of fake news is fueling a push for greater accuracy. As a former editorial fellow and head of research at The Walrus, Fairbank examined the role of fact-checking in an increasingly polarized society and the need to establish “the dialogue that is required for people to listen and care about facts at all.” Later that month, Fairbank presented her work on this article at our Spring Fling event for our donor community. (Read more about how we celebrated our donors during a lockdown year on page 27.)

Ask an Expert

Our Ask an Expert series was launched in the March/April 2021 issue. Devoted to tackling key issues across our journalism pillars, with fact verification and advice

from industry experts, this section addresses some of the largest social, economic, and scientific questions of our time.

Over 2021, we had some burning questions that we posed to a number of industry experts. How will COVID-19 lockdowns impact our economic stability and health? Should we remain part of the British monarchy? What will it take for a Canadian hockey team to win the Stanley Cup?

In “Ask an Economist,” Rob Gillezeau explained that the trade-off between economic growth and public health measures wasn’t as stark as it seemed. “If we look at the literature, there are a number of research papers consistently finding that the spread of the virus itself, rather than public health measures restricting movement and gathering, explains the vast majority of the decline in economic activity,” he said in the March/April 2021 issue.

The series also addressed the housing crisis. In the September/October 2021 issue’s “Ask a Real Estate Expert,” economist Diana Petramala weighed in on whether the housing bubble is heading for a crash. And, in the December 2021 issue’s “Ask a DNA Expert,” Hendrik Poinar, a molecular evolutionary geneticist, addressed whether a real-life Jurassic Park was feasible. ♦ ♦ ♦
 (The short answer: we still don’t have viable DNA to clone ancient species—and, if we find it, cloning might still be a bad idea.)



After the Facts
by Viviane Fairbank

“Thoroughly enjoyed and learned so much from your coverage on international students and the RCMP this year. Keep informing me.”

—
T. Karolewski,
Toronto



Ask an Expert series

HEALTH

HIGHLIGHTS

The Myth of Universal Health Care
by Nadine Caron and Danielle Martin
(O'Hagan Essay on Public Affairs)

Doctors on Call
by Carine Abouseif

All Booked Up: The Frustrations of Finding a Black Therapist
by Alicia Lue

Doctors With Borders
by Jagdeesh Mann

Open Wide and Say 'Ahhhh!': Why Our Dental System Still Bites
by Anne Thériault

FEW TOPICS HAVE BEEN more vital or fraught than health care in Canada during the second year of the pandemic. In “The Myth of Universal Health Care,” the annual O’Hagan Essay on Public Affairs, doctors Nadine Caron and Danielle Martin addressed the shortcomings of Canadian health care. “Canada has long had the dubious distinction of being the only country in the world with universal health care that doesn’t include prescription drugs,” they wrote.

The Walrus has covered what changed and what stayed the same during the past two years. COVID-19 forced a massive shift to virtual doctor appointments or phone consultations—and the shift could bring health care back to a focus on patients, wrote features editor Carine Abouseif in her cover story, “Doctors on Call.” In the June 2021 issue’s “Doctors With Borders,” Jagdeesh Mann investigated why qualified international medical graduates still face barriers to working in Canadian medicine despite chronic doctor shortages. And, online, Laura Hensley covered gender differences in vaccine side effects with “Same Vaccine, Different Effects: Why Women Are Feeling Worse after the Jab.”

Other stories explored access to mental health care. The monocultural makeup of the field of psychology makes it difficult for Black patients to find Black therapists, as Alicia Lue investigated in “All Booked Up: The Frustrations of Finding a Black Therapist.” In one of our most widely shared stories of the year, “OCD Is Not a Joke,” Lisa Whittington-Hill

described the experience of suffering with OCD when surrounded by a culture that has made it a punchline.

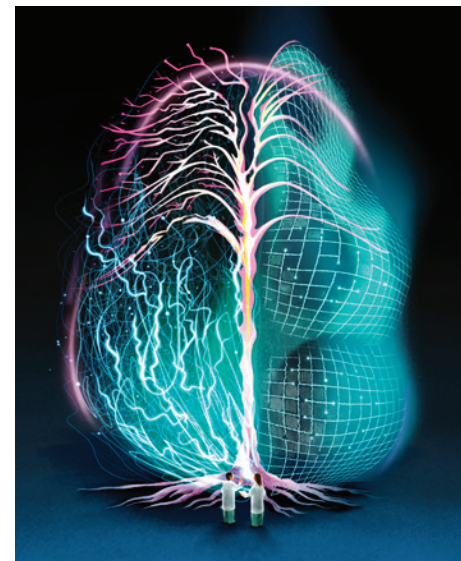
The political side of public health has also been front and centre during the pandemic. For the December 2021 issue, Matthew Halliday covered a government investigation into a potential new brain disorder in New Brunswick. As Halliday explained in “New Brunswick’s Medical Mystery,” the province’s closed-door investigation, which seemed more concerned with downplaying the situation than with uncovering the truth, has damaged trust in government among the communities affected. “Whatever the results, the secretive, expertise-eschewing nature of the process will for many be enough to cast doubt on its conclusions and leave open the question of political interference,” he wrote.

The Walrus events also featured speakers who offered insights into how Canada can build more resilient and self-sufficient health systems. “We’re part of an ecosystem, and when one leg on the stool wobbles, we all fall,” said Pamela Fralick, the president of Innovative Medicines Canada, at The Walrus Leadership Forum on Health Care in April 2021. The event, moderated by *Globe and Mail* columnist André Picard, focused on how Canada can build a more robust sector for manufacturing vaccines. A month earlier, in March 2021, The Walrus Talks at Home: Mental Health also explored the effects of COVID-19 on our well-being and the cost of underfunding mental health research.



OCD Is Not a Joke
by Lisa Whittington-Hill

Our longform coverage of health care was recognized by several other media outlets this year. The CBC’s *Front Burner* podcast interviewed Matthew Halliday for “New Brunswick’s Medical Mystery,” and Italy’s Rai Radio 3 featured Lisa Whittington-Hill’s story “OCD Is Not a Joke.” Anne Thériault appeared on *The Big Story* podcast to discuss her piece “Open Wide and Say ‘Ahhhh!’: Why Our Dental System Still Bites,” and NPR’s *Think* interviewed Simon Lewsen about his June 2021 cover story “Mapping Mental Illness.” As well, Carine Abouseif’s December 2021 cover story on virtual health care was featured on the *Toronto Star*’s *This Matters* podcast.



Mapping Mental Illness
by Simon Lewsen



Danielle Martin and Nadine Caron, who co-authored the 2021 O’Hagan Essay on Public Affairs for The Walrus, delivered a powerful keynote address at the Canadian Medical Association’s Health Summit Series based on their essay. “I had the pleasure to moderate the first session of the #CMAHealthSummit this evening with keynotes from @docdanielle, Nadine Caron as well as @picardonhealth and patient advocate Sudi Barre. Read Dr. Martin and Dr. Caron’s excellent piece in @thewalrus,” tweeted journalist Althia Raj after the event.

IN THE MARCH/APRIL 2021 ISSUE, a letter to the editor by Canadian Doctors for Medicare physicians Danyaal Raza and Sarah Fraser strengthened the case laid out in the O’Hagan essay:

Due to the burden of COVID-19, countries around the world are coping with backlogs and wait lists for care, and proponents of privatization are already using this situation to advance their agenda. The best available research tells a different story: to achieve true universality, including pharmacare, long-term care, and mental health support, we need more public funding, not less. Policy makers and health care practitioners would do well to heed Caron and Martin’s advice.

THE WALRUS EVENTS

The Walrus Talks at Home: Mental Health
presented by Brain Canada (March)

The Walrus Leadership Forum on Health Care
presented by Innovative Medicines Canada (April)

The Walrus Leadership Forum on Life Sciences
presented by Innovative Medicines Canada (December)

The Walrus Leadership Roundtable on Health: Preparing for the Next Pandemic. Advancing Health Systems Resilience
presented by Amgen Canada and Gilead Sciences Canada (November)

♦ ♦ ♦

Illustration (above, left) by Natalie Vineberg. Illustration (above, right) by Pete Ryan. Illustration (below) by Jeremy Leung



Labelling the Proud Boys Terrorists May Do More Harm than Good
by Ira Wells



Northern Inroads
by Gloria Dickie



The Manly Makeover of a Conservative Leader
by Scott Reid

POLITICS

IN 2021, as the country continued to battle a global pandemic, Canada held a federal election. The Walrus published journalism related to the electoral campaign and fuelled conversations on reconciliation, immigration, the economy, and other key election issues.

In “The Manly Makeover of a Conservative Leader,” Scott Reid covered the rebranding of Erin O’Toole to discuss the importance of personal image in contemporary politics. Meanwhile, Curtis Gillespie profiled former Bank of England governor Mark Carney and addressed rumours of his run for political office in Canada with “Mark Carney’s Next Move.” And, in “The Ruthless Math of Political Campaigns: Is Big Data Bad for Democracy?” Stephen Maher asked whether the increasing use of analytics in politics will result in pockets of Canadians that no one will bother trying to persuade.

Other stories went beyond Ottawa and federal politics. Tyler McCreary and Jerome Turner looked at the impact of the Wet’suwet’en

protests in “Did the Protests Work? The Wet’suwet’en Resistance One Year Later,” and Adnan Khan’s “Citizen of Nowhere” covered the complicated limbo of a stateless man. Gloria Dickie’s “Northern Inroads,” meanwhile, explored China’s Arctic ambitions. “Canada has spent decades ignoring its Arctic potential, and as a result, the region’s economy lags far behind that of most other northern regions around the world,” Dickie wrote. “Evidently, the Canadian Arctic has not proven such a blind spot for China.”

In February 2021, The Walrus Leadership Forum on Trust, presented by Proof Strategies, explored whom Canadians trust and how to cultivate trust among Canadians. And, at The Walrus Talks at Home: Voices Online, presented by Meta in May 2021, a group of speakers discussed changes to online discourse. “Wikipedians should be as diverse as the group that uses it,” said Sandra Corbeil, who leads the Women in STEM initiative at Ingenium and holds Wikipedia edit-a-thons to create pages about women in science.

The Walrus was one of the first Canadian media outlets to take part in Twitter Spaces, a new tool launched in 2020 to host live audio conversations. In September 2021, we hosted a politics-related discussion ahead of the federal election about the role of personal image in politicians’ electoral campaigns. We were pleased to welcome Scott Reid, who hosted the conversation along with The Walrus editor-in-chief Jessica Johnson and digital director Angela Misri.

THE WALRUS IS COMMITTED to making our journalism as accessible as possible, which is why we are pleased to continue our partnership with Accessible Media Inc. (AMI) to offer our written stories in an audio format online. *Voices of The Walrus*, a weekly podcast created by AMI-audio, brings our features, essays, and fiction to life as audio stories. The podcast is available on several apps, ensuring that Canada’s conversation is accessible and available to wider audiences.

HIGHLIGHTS

The Ruthless Math of Political Campaigns: Is Big Data Bad for Democracy?
by Stephen Maher

Mark Carney’s Next Move
by Curtis Gillespie

THE WALRUS EVENTS

The Walrus Leadership Forum on Trust
presented by Proof Strategies (February)

The Walrus Talks at Home: Voices Online
presented by Meta (May)

♦ ♦ ♦

Photograph (opposite left) by Gamal Diab/EPA. Illustration (opposite right) by Min Gyo Chung. Illustration (above) by Natalie Vineberg

HIGHLIGHTS

Climate Blues
by Britt Wray

The Hidden Cost
of Rechargeable
Batteries
by Caitlin
Stall-Paquet

What Will Be the
Tipping Point of
the Climate
Crisis? (excerpt)
by Andri Snær
Magnason

THE WALRUS
EVENTS

The Walrus
Leadership
Roundtable:
Resilient
Communities
presented by
Concordia University
(January)

The Walrus Talks
at Home:
The Next Gen
on the Circular
Economy
presented by
Desjardins Group
(September)

SCIENCE AND THE CLIMATE CRISIS

LONGFORM COVERAGE of the climate crisis was one of the most important pillars for The Walrus in 2021. The year saw many countries make new commitments at the COP26 conference in September, as well as the release of reports from the Intergovernmental Panel on Climate Change and the International Energy Agency that emphasized the need for urgent action.

“The Hidden Cost of Rechargeable Batteries” by Caitlin Stall-Paquet followed the development of a lithium-mining area in Quebec and found that even green tech can come with environmental costs. In “Climate Blues,” Britt Wray explored the psychological effects of climate change and how to move from anxiety and shame to mindful acceptance and action. And, in “For the Love of Peat,” Edward Struzik wrote about how long-maligned peatlands are key mitigators of climate change. “Peatlands burble and smell and appear to suck up anything that falls into them—all the while doing quiet work to slow wildfires, temper floods, and

store carbon as a humble buffer for a changing world,” Struzik wrote.

Other reported stories tracked changing ecosystems. In “Salmon Sickness,” Max Binks-Collier found that a virus may be partly responsible for declining salmon populations, but the government is taking little action—possibly out of concern for the impact on fisheries.

Several of The Walrus Talks touched on issues of sustainability and resilience. The Walrus Talks at Home: The Next Gen on the Circular Economy, presented by Desjardins Group, featured talks and a Q&A with a panel of four professionals on Canada’s future economy. “If COVID-19 has taught us anything, it’s that a transition is not complete if it is not inclusive,” said Anna-Kay Russell, manager of public affairs at WoodGreen Community Services. “It is vital that we also ask ourselves, How can we ensure that Canada’s future circular economy is affordable and livable for all?”



Salmon Sickness
by Max Binks-Collier

♦ ♦ ♦

Photography by
Melissa Renwick

BUSINESS AND TECHNOLOGY

THE WORLDS OF technology and business became even more inseparable in 2021. The year saw the power of social networks to continue to drive movements, from the growth of parenting influencers on Instagram to the creation of Gen Z communities on TikTok.

Social media deepened divisions over social issues and, at times, created entirely new ones. In “Everybody Hates Millennials: Gen Z and the TikTok Generation Wars,” Sejla Rizvic explored how TikTok has fanned the flames of inter-generational animosity. “The Double Exploitation of Deepfake Porn” by Maggie MacDonald described the dangers posed by technologies that allow one person’s face to be swapped out for another’s. And Navneet Alang’s “Neighbourhood Watch” found that porch cameras and Facebook groups are creating virtual gated communities. “There’s an obvious logic to it,” he wrote. “If you cannot put up literal gates, put up virtual ones.”

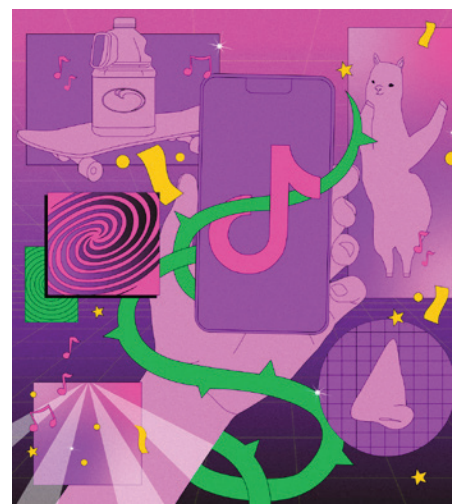
Other stories investigated long-term business trends. Kieran Delamont’s “What Do You Do with a Billion Grams of Surplus Weed?” found that, after three years of rapid growth, the cannabis industry now has a surplus of product—and

no one to buy it. In “How Empty Storefronts Are Killing Our Neighbourhoods,” Lucy Uprichard, 2021 Chawkers Fellow at The Walrus, reported on the disappearance of local shops in Canadian cities and the end of communities that form around them. And, in “Students for Sale,” Nicholas Hune-Brown investigated the exploitation of international students by an education industry that sells misleading and unrealistic ideas about life in Canada.

In September 2021, The Walrus Talks at Home: News and Platforms, sponsored by Meta, featured a set of speakers from established and new media outlets to discuss the way Canadians consume and connect with the news. And, in May 2021, The Walrus Talks at Home: Exporting ESG, sponsored by Export Development Canada, featured speakers who discussed the importance of measuring environmental and social impacts in business. “Our value system and world view is based on wealth creation as a community versus the individual,” said Thomas Benjoe, the president and CEO of FHQ Developments, an economic-development corporation for the File Hill’s Qu’Appelle Tribal Council.



What Do You Do with a Billion Grams of Surplus Weed?
by Kieran Delamont



Everybody Hates Millennials: Gen Z and the TikTok Generation Wars
by Sejla Rizvic

MEDIA HIGHLIGHTS

The CBC’s *Front Burner* interviewed Matthew Remski about his piece “When QAnon Came to Canada.” New Canadian Media featured an excerpt from Nicholas Hune-Brown’s essay “Students for Sale,” which was also featured as one of *Longreads’* Top 5 Longreads of the Week in September 2021. Furthermore, Hune-Brown was interviewed by *The Big Story* podcast and featured on Omni TV.

Timothy Caulfield, Canada Research Chair in health law and policy, was also interviewed by the CBC’s *Ottawa Morning* prior to his appearance at The Walrus Talks at Home: The Future of Speech Online, in June 2021.

HIGHLIGHTS

The Double Exploitation of Deepfake Porn
by Maggie MacDonald

Neighbourhood Watch
by Navneet Alang

Have We Been Thinking about Inflation All Wrong?
by Max Fawcett

How Empty Storefronts Are Killing Our Neighbourhoods
by Lucy Uprichard

THE WALRUS EVENTS

The Walrus Talks at Home: News and Platforms
presented by Meta (September)

The Walrus Talks at Home: Exporting ESG
presented by Export Development Canada (May)

♦ ♦ ♦

Illustration (above) by Byron Eggenschwiler.
Illustration (below) by Yazmin Butcher

UP NEXT

**THE WALRUS
EVENTS**

The Walrus Leadership Forum: The Great Skills Shift presented by RBC (September)

The Walrus Talks at Home: Youth Mental Health presented by Brain Canada (November)

The Walrus Talks at Home: Ingenuity supported by The Rossy Foundation (November)

THE PANDEMIC HAS had a massive impact on young people, and in 2021, The Walrus took a fresh look at some of the most important issues of our time through the lens of youth. Young voices are increasingly influential in the public sphere, and we recognize that young Canadians are underserved by the current news landscape and underrepresented by professional media outlets. This is also the demographic that is most likely to turn to social media in search of information.

We were pleased to launch a philanthropic partnership with The Rossy Foundation in 2021 to support an upcoming editorial series for youth by youth, in addition to youth panels and a podcast in 2022.

We launched The Walrus TikTok channel in late 2020 and have continued to post videos in order to broaden our reach to new audiences in their social feeds. As one of the few Canadian publications on the platform, we have enjoyed

garnering views on our posts and will continue to expand on this platform. We ended 2021 with a popular post: 13,500 plays on our video feature for “Canadian Authors Pick Their Favourite Books of 2021.”

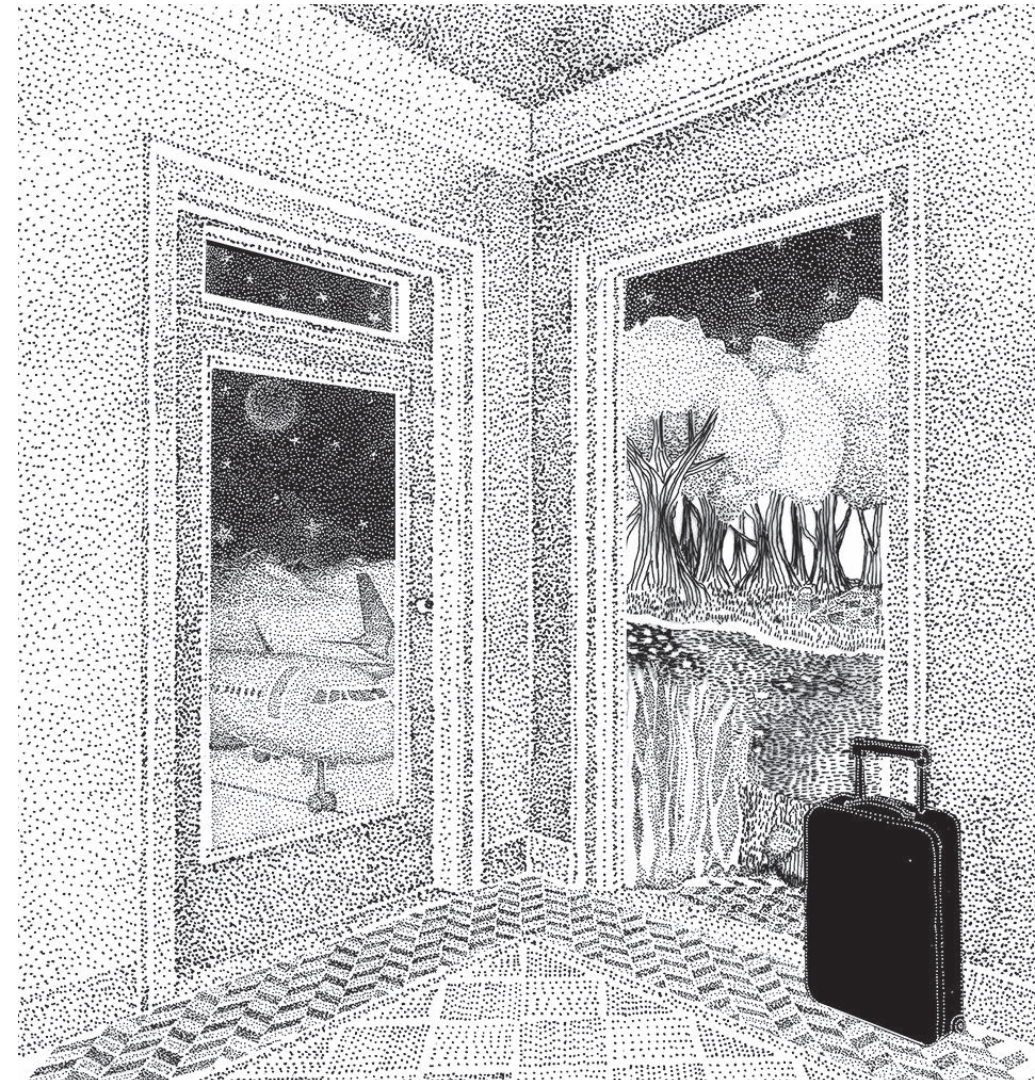
Issues affecting young people also appeared throughout The Walrus events. In September 2021, The Walrus Leadership Forum: The Great Skills Shift, supported by RBC, explored how we can ensure that the next generation of Indigenous professionals has the skills it needs for success. Speakers at The Walrus Talks at Home: Youth Mental Health, presented by Brain Canada, discussed how to better support young people’s mental health during a time of upheaval. And, in November 2021, The Walrus Talks at Home: Ingenuity, supported by The Rossy Foundation, brought together four youth leaders to showcase creative problem-solving in science, technology, engineering, the arts, and mathematics.

“You should all be hired as consultants for your respective provincial Ministries of Education! Wonderful insights!”

—
Audience member in chat,
The Walrus Talks at Home:
Ingenuity



◆◆◆
Illustration (left) by blackpowerbarbie and (below) by Hadi Madwar. These are commissioned works for The Walrus made possible with support from RBC Emerging Artists



JUSTICE AND SOCIETY

HIGHLIGHTS

The New Lobster Wars
by Zoe Heaps Tennant

Standoff at 1492 Land Back Lane
by Luke Ottenhof

My Day in Zoom Court
by Sophia Watson (pseudonym)

How Immigration Really Works
by Kelly Toughill

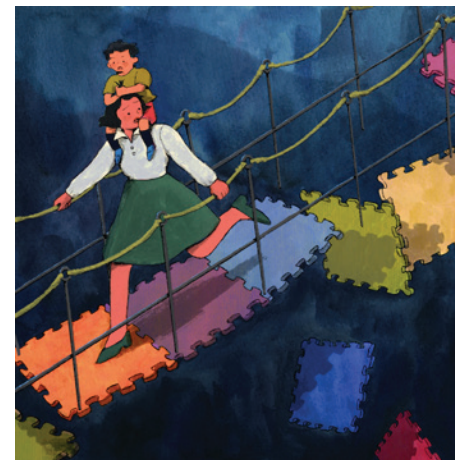
THE WALRUS EXPLORED complex legal, social, and national issues throughout 2021, including the Canadian court system and the history of the Royal Canadian Mounted Police, with a view to supporting greater understanding of the country.

“Justice on Trial” by Eva Holland covered the trial of Brayden Bushby, who was charged with the death of Barbara Kentner. The story, supported by the International Women’s Media Foundation’s Howard G. Buffett Fund for Women Journalists, featured deep reporting on the trial and a discussion of how the court system can dehumanize victims and enforce colonial processes on Indigenous communities. “Standoff at 1492 Land Back Lane” by Luke Ottenhof sought to explain a land dispute near Caledonia, Ontario, that dates back 250 years. And Clare Fieseler’s “To Catch a Turtle Thief” chronicled a police investigation into an international turtle-smuggling operation.

Other stories focused on how to confront a changing view of history. M. E. Rogan’s “Quitting America” describes the author’s journey to renounce American citizenship and escape the myth of American exceptionalism.

“The RCMP Revisited” by Jane Gerster, meanwhile, investigated how the founding conceptions of the Mounties have made the institution especially difficult to reform. “It was designed as a paramilitary the Canadian government could wield as part of its nation-building project, not a regular-duty police force with the deep community relationships and flexible, adept officers required to not just investigate crime but prevent it,” wrote Gerster.

The Walrus events delved into issues of justice and society at a number of events. In March, The Walrus Talks at Home: Living Better, presented by Concordia University, examined how the pandemic has changed the way we live. “I want us to ask, Why can’t our blueprint for recovery build something better than normal?” said Lauren McKeon, former digital editor at The Walrus and author of *No More Nice Girls: Gender, Power and Why It’s Time to Stop Playing by the Rules*. May 2021 saw both The Walrus Leadership Forum: Strengthening Canadian Journalism, presented by Carleton University, and The Walrus Talks at Home: Resilience, presented by TD Bank Group, where speakers discussed how to cultivate resilience individually and as a society.



The Case for Affordable Child Care
by Anne Shibata Casselman



Quitting America
by M. E. Rogan

THE WALRUS LEADERSHIP FORUM:

Strengthening Canadian Journalism was dedicated to “Advancing Representation and Creating a Culture of Equity, Inclusion, and Belonging” and featured voices from Canadian media including Candis Callison, Nana aba Duncan, Arvin Joaquin, Reshmi Nair, and Tara Weber. The virtual event was live streamed to a national audience and subsequently broadcast twice on CPAC— a testament to the broad public-affairs appeal of the topic.



The RCMP Revisited
by Jane Gerster

The Big Story podcast interviewed Jane Gerster on her piece “The RCMP Revisited.” Eva Holland’s story “Justice on Trial” was the winner in the magazine category for the Dave Greber Freelance Writing Awards for Canadian reporting on social justice issues. Holland tweeted, “It was in the works for about a year and a half—much gratitude to the @IWMF’s Howard G. Buffett Fund for its support and to @cstarnino and everyone else at Walrus HQ.”

THE WALRUS EVENTS

The Walrus Talks at Home: Living Better
presented by Concordia University (March)

The Walrus Talks at Home: Shifting the She-Cession
presented by YW Calgary (March)

The Walrus Talks at Home: Resilience
presented by TD Bank Group (May)

The Walrus Leadership Forum: Strengthening Canadian Journalism
presented by Carleton University (May)

The Walrus Talks at Home: Reimagining Resilience
presented by TD Bank Group (October)

♦ ♦ ♦
Illustration (above left) by Michelle Theodore. Photography (below left) by Phil Bergerson. Illustration (right) by Paul Kim

ARTS AND CULTURE

2021 CONTINUED TO BE financially and creatively challenging for many artists, with public spaces on lockdown and limited opportunities to present their work. The Walrus is one of the spaces where audiences could continue to connect with creators on an accessible national platform. We were proud to cover some of our country's best writers and artists over the year, showcasing their work in Canada and beyond. Four visual artists shared their hopes for themselves and the world in 2021 in our first print issue of the year: themes such as serenity, justice, home, and activism were reflected in specially commissioned works by blackpowerbarbie, Jonathan Dyck, Dalbert B. Vilarino, and Maya McKibbin.

As the pandemic found more people turning to film and television for diversion, The Walrus shared insightful pieces on the state of entertainment. From the endless cycle of reboots to embracing screen adaptations of fan-favourite literature, the legacy of William Gibson to what television gets wrong about poverty, our writers and editors captured the pulse of pop culture. Tatum Dooley's "Looking Past the Group of Seven" asked whether it's time to retire the collective as Canada's definitive painters, while Connor Garel's

"Taken for the Team" featured artist Esmāa Mohamoud's explorations of sports, gender, and race. And Cody Caetano's "The Shadow Land: Indigenous Memoirs and the Question of 'Trauma Porn'" discussed how to tell painful stories without causing more harm.

The Walrus also published photographic essays. "Finding Home" by Amber Bracken featured scenes from an Indigenous-led encampment in Edmonton and called attention to the city's housing crisis. And Jorian Charlton's portrait series "The Way We Were" evoked the warmth and tenderness of a Black family photo album.

In October 2021, The Walrus Talks at Home: Our Digital Lives, presented by MediaSmarts, addressed how the pandemic has changed the state of digital literacy and our media consumption. "When we're online, empathy has to become not just a reflex but a conscious practice," said Matthew Johnson, director of education for MediaSmarts. And, at The Walrus Talks at Home: CanCon Online, presented by Meta in October 2021, speakers discussed how digital platforms have increasingly become spaces for Canadians to produce and engage with content.



Taken for the Team
by Connor Garel



The Way We Were
by Jorian Charlton



The End of Minimalism
by Mireille Silcoff

MEDIA HIGHLIGHTS:

Mireille Silcoff was interviewed on CBC Radio about her essay "The End of Minimalism." The piece was also translated into a written and audio version in Hebrew in the Israeli newspaper *Calcalist* in September.



Activism
Illustration by Maya McKibbin

"I hope we can hold governments accountable by staying informed and politically active, giving directly to community members, and continuing to learn from one another."
— Maya McKibbin

McKibbin is one of the many artists showcased over 2021 thanks to support from the RBC Foundation's Emerging Artists program.

HIGHLIGHTS

Finding Home
by Amber Bracken

Looking Past the Group of Seven
by Tatum Dooley

The Art of the Poster
by Meredith Holigroski

Why We Need a Good Villain: From Ancient Lore to Pandemic Finger-Pointing
by Angela Misri

Adding Colour to the Romance Genre
by Zeahaa Rehman

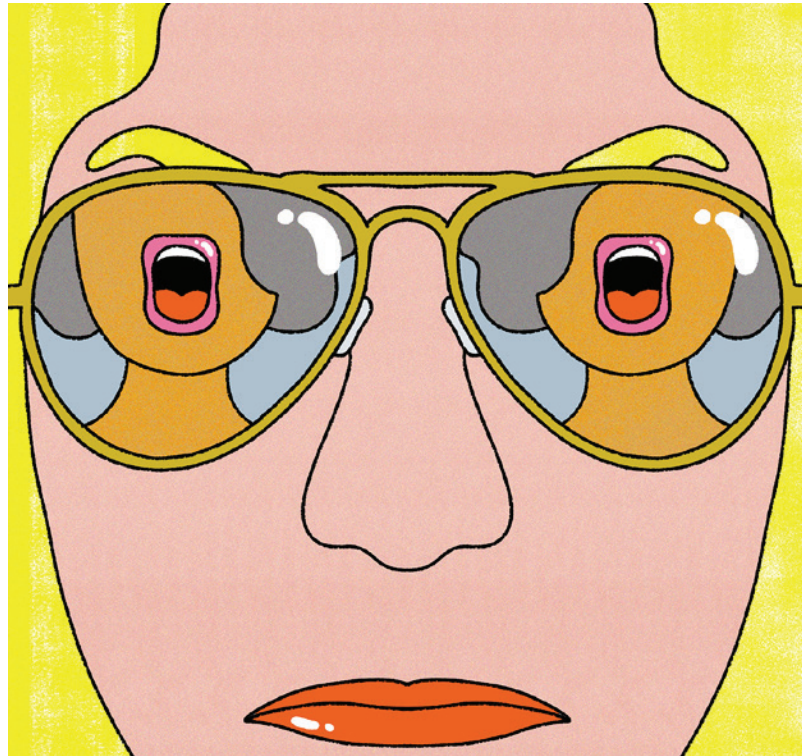
What Television Gets Wrong about Poverty
by Daniel Panneton

The Wheel of Time: Why It's So Hard to Accept Adaptations of Our Favourite Books
by Harley Rustad

♦ ♦ ♦

Artwork (opposite left)
by Esmāa Mohamoud.
Photograph (below)
by Jorian Charlton.
Illustration (above)
by Katie Carey

LITERATURE AND POETRY



Liz Claiborne Sheets
by Douglas Coupland

THE WALRUS continued to publish some of the best Canadian writing and poetry over 2021, delighting readers and providing a wide platform for authors and poets.

“How do you find sweet syrup at the end of the world?” asks the narrator of Randy Boyagoda’s “Little Sanctuary,” a short story set in a country devastated by war. “Giganto” by Charlotte Gill, meanwhile, follows the search for a mythical creature known by various names: almasty, migyhur, meh-teh, dzu-teh. “Around here, the common term is a result of colonial mangling, a bastardization of a word from a Coast Salish language, Sásq’ets, or ‘wild man.’”

Michael LaPointe’s “Private Hands” follows the personal assistant of Harvey Siskind, a wealthy man consumed with building a guitar collection. And Douglas Coupland’s “Three Stories to Make Your Head Feel Different” featured new fiction from his 2021 collection, *Binge*.



The Startup
by Rachel Jansen

The Needs of Humans

By Sarah Wolfson

I am in need of a manicure.
A manicore. A man to cure.
A cure-all. A curiosity. A
costume shop. A wholesaler
of the sea’s calcic treasures.
A pair of puddle jumpers, size four.
An extra U-lock. A vampire
metaphor. Some zebra stripes
to describe an angry octopus.
A sheep to take me back to
childhood, an electric fence,
and the perfect willow reed
with which to reach out and
receive the shock. I need
the rumour of a rabid fox
to spark a lifetime of imagined
illnesses. Some thin ice to wave

at the many ways of escape. A
good milk cow. A single rectangular
pupil to uphold my idea of
ideation. A skin rash, hay induced.
A small brook with a slippery rock,
a curtain of moss. An afternoon.
All of it. And ticks, drinking
themselves to perfect sickness
by the four-thousand-fold on
the hirsute moose’s hide. Someone
close. Someone who knows.
Someone who where there’s a will,
there’s a. I need a way. And a
why. Moreover, I need a lone
black sock. An open foundation.
A short report about the ordinary
mating habits of crickets.

“Thank you for soliciting poems for The Walrus and for taking ‘The Needs of Humans.’ I have never gotten so much positive feedback on a published poem—or such a wide audience. I’ve been hearing from strangers about how much they appreciated that poem, some of them people who don’t typically read poetry. Someone recently told me they opened a meeting by reading it!”
— Sarah Wolfson, poet

IN NOVEMBER 2021, we held a Twitter Space with author Douglas Coupland, who released *Binge*, a new collection of short fiction, after a years-long publishing gap. Jessica Johnson hosted a conversation with Coupland, where he discussed his work and how the pandemic has helped his creativity and took audience questions. The event was a success, with close to 400 listeners joining.

“I find your content to be incredibly uplifting, insightful, and inspiring. The calibre of writing and content is just so appreciated in my life right now.”

—
Peggy D, Toronto

HIGHLIGHTS

The Mission
by Troy Sebastian/
Nupquᑕa-k #am̓

Private Hands
by Michael LaPointe

Giganto
by Charlotte Gill

POETRY

The Tragedian
by Billy-Ray Belcourt

Palinopsia
by Jacob Scheier

Dream Fragment
by Steven Heighton

Observed and Observing, That’s Him
by Armand Garnet Ruffo

Myth
by Terese Mason Pierre

♦ ♦ ♦

Illustration
(opposite left)
by Melanie Lambrick.
Illustration (opposite
below) by Nimit
Malavia

Thank you to all our fellows for their incredible contributions to advancing Canada’s fact-based conversation in 2021:

Allison Baker (Toronto, ON) and Emily Baron Cadloff (Halifax, NS)
Power Corporation of Canada Senior Fellows

Aaliyah Dasoo (Toronto, ON)
The Walrus Editorial Fellow

Connor Garel (Toronto, ON) and Leila El-Shennawy (Ottawa, ON)
Cannonbury Fellows

Jason Herterich (Toronto, ON)
TD Fellow on Disability and Inclusion

Julia-Simone Rutgers (Winnipeg, MB)
Justice Fund Writer in Residence

Lucy Uprichard (Montreal, QC) and Mashal Butt (Vancouver, BC)
Chawkers Fellows

“I really wanted to work as part of an editorial team and see a magazine issue through from start to finish rather than contributing my part from a distance. That was the opportunity that the fellowship represented to me and why I was so thrilled to be chosen for the position. I can say with the utmost confidence that being a part of the team at The Walrus has provided more professional development within a few months than I could ever have hoped for while working on my own.”

— Lucy Uprichard, 2021 Chawkers Fellow

Fellowships and Education

THE WALRUS Editorial Fellowship Program provides valuable training to early career journalists and editors and is an essential part of our commitment to a fact-based conversation in Canada. 2021 marked a period of reflection and growth in terms of this educational component of our work.

With the visionary support of The Chawkers Foundation and The Cannonbury Foundation, The Walrus enhanced its long-standing six-month fellowship to run for a full year with a focus on providing an even more robust mentorship experience as well as equity of opportunity for emerging journalists across Canada. We now regularly rotate one-year fellows in spring and fall.

Thanks to generous support from TD, we welcomed Jason Herterich as our TD Fellow on Disability and Inclusion. Herterich assisted The Walrus in exploring a number of

editorial and audience-facing questions related to disability and inclusion throughout the year.

With the partnership of Justice Fund, The Walrus announced the appointment of Julia-Simone Rutgers as our inaugural writer in residence for the Justice Fund Writing Residency for Emerging Black Journalists, launched in 2021. This new initiative provides an early career Black journalist with the time and mentorship required to fully develop their longform work at The Walrus.

The Walrus Senior Editorial Fellowship, a role that provides supervisory experience to more experienced journalists, grew into a one-year program from its original six-month format. This change will provide long-term stability and greater equity of opportunity for fellows. We thank Power Corporation of Canada for its ongoing support of this initiative.

“Love the idea that you are nurturing the future of budding journalists. We sorely need them.”
— Carol Mackay

Reach and Impact

EVERYTHING WE DO at The Walrus is in service to Canada’s conversation. Your support of The Walrus helps us produce great journalism and demonstrate the power of fact-based, thoroughly researched storytelling. Every year, our editorial staff takes part in mentorship and outreach at journalism schools and creative writing programs across the country.

Also in 2021, Pacinthe Mattar, a contributor to The Walrus, was awarded the Martin Wise Goodman Canadian Nieman Fellowship (2022) at Harvard University, where she studied how journalism can better foster, retain, and promote Black, Indigenous, and other racialized journalists. Mattar’s 2020 essay “Objectivity Is a Privilege Afforded to White Journalists” was also discussed in the *Guardian*’s September 2021 review of *On These Grounds*, a documentary exploring police violence in schools.

Current and former staff of The Walrus took on educational projects throughout the year. In November 2021, for Holocaust Education Week, Erin Sylvester, the acting managing editor of The Walrus, interviewed *New Yorker* journalist Andrew Marantz on the topic of misinformation and disinformation and the role of social media platforms in this evolving threat to trustworthy journalism. Also in November, editor-in-chief Jessica Johnson took part in a conversation at

the Human Rights Museum on social media and democracy.

In late 2021, Harley Rustad, a features editor at The Walrus, was announced as a mentor for the prestigious 2022 Writer’s Trust Mentorship program. And head of research Allison Baker and former head of research Viviane Fairbank were awarded the Michener-L. Richard O’Hagan Fellowship, which will support the creation of a book-length version of The Walrus Fact-Checking Guide. This resource was originally developed by Fairbank and The Walrus to train editorial fellows and freelance fact-checkers; its eventual full-length version will be used to strengthen the art and science of fact-checking in journalism.

The Walrus stories travelled far beyond the pages of the magazine. In 2021, the Japan Copyright Educational Association asked to reprint Teva Harrison’s 2017 essay “How to Find a Four Leaf Clover” in a textbook published by Aichi University, the Canadian Sociological Association organized a panel to highlight Nicholas Hune-Brown’s September/October 2021 cover story “Students for Sale,” the British Columbia Ministry of Education requested to use stories from The Walrus on tests, and the Educational Testing Service asked to use Matthew Halliday’s 2018 investigation “Why Recycling Doesn’t Work” on AP exams.

“The depth and breadth of the writing in The Walrus is second to none. I always find a couple of articles that cover topics I would not normally read on and find I am better informed after each issue.”

— Toni Bothwell, Ontario

In 2021, The Walrus and New Canadian Media partnered to deliver the third annual national training program for immigrant journalists, featuring online workshops, webinars, and mentorship for a total of 150 participants. Executive director Jennifer Hollett, director of The Walrus Lab Mihira Lakshman, digital director Angela Misri, and managing editor Samia Madwar lent their expertise and insights at these events.

“Thank you for all you do to champion excellent journalism in Canada.”

— Maria Hypponen, BC

Awards and Accolades

IN 2021, we were pleased to receive several awards for our journalism. Each award is recognition of the hard work put in by writers, editors, artists, and fact checkers to create a finished work expressed in the best way possible.

At the sixth annual Digital Publishing Awards, held in June 2021, The Walrus won gold in the Best Feature Article category for Kelly Boutsalis’s “Teaching Indigenous Star Stories,” an inspiring piece about a renaissance in Indigenous astronomy.

On the same night, the forty-fourth National Magazine Awards were held, and The Walrus picked up six awards for journalistic excellence. As a showcase of the breadth of our contributors, we were nominated for twenty-two categories, making us the top finalist at the ceremony.

Max Fawcett won silver for his series on Canada and the economy while gold winners included Best

Emerging Writer Sherina Harris for “The Butterfly Effect,” Hudson Christie for his “The Rise of the Roommate” illustrations, and Annie Hylton for her heartbreaking story about a family’s search for Mackie Basil, a young Indigenous

woman. Pacinthe Mattar and Hadiya Roderique both took home gold for their pieces dissecting racial biases in media and academia, respectively.

The Walrus essays, stories, and poetry were also selected by Biblioasis as part of its annual *Best Canadian* series.

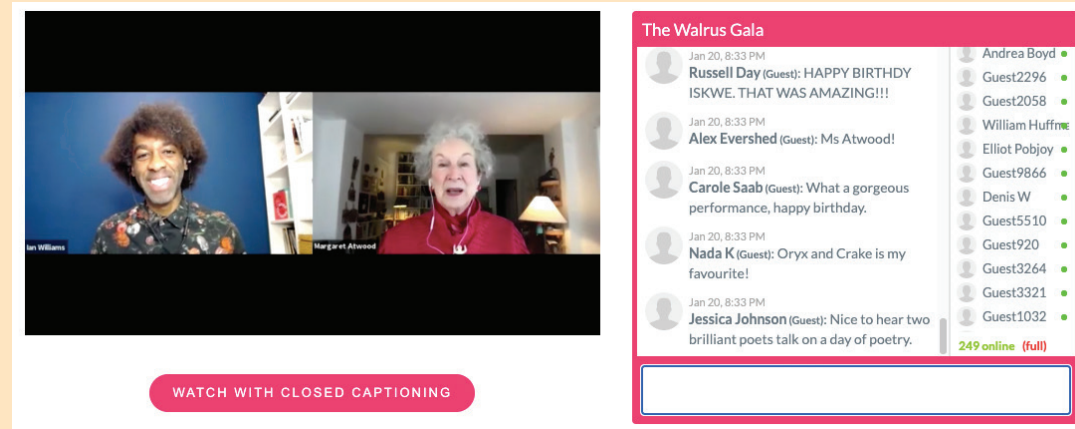
Kevin Patterson’s “Anatomy of a Pandemic” and Stephanie Nolan’s “Invasion of the Ticks” were featured in *Best Canadian Essays 2021* while *Best Canadian Stories 2021* included Sara O’Leary’s “The Ones We Carry with Us.” And “Essential Tremor” by Barbara Nickel, “The Peace Lily” by Kayla Czaga, “Stick” by M. Travis Lane, and “Thanks for Asking” by Roxanna Bennett were all selected for *Best Canadian Poetry 2021*.

The Walrus Lab has been managing the Amazon Canada First Novel Award for several years, and 2021’s winner, Michelle Good, also won the Governor General’s Literary Award

for fiction. Other The Walrus alumni who were recognized by the Governor General’s awards were Anne Carson for poetry and The Walrus Educational Review Committee member Madhur Anand for memoir.



Rise of the Roommate
Illustration by Hudson Christie
Gold National Magazine Award winner



WATCH WITH CLOSED CAPTIONING

Celebrating Canada’s Conversation

WE KICKED OFF 2021 with a dose of Outrageous Optimism, convening more than 600 attendees from across Canada and the United States for a historic event—our first-ever virtual gala. Guests enjoyed comedy by Ali Hassan, a powerful performance by iskwē, and conversations with Margaret Atwood, Ian Williams, David Frum, and Bif Naked. Streaming live, The Walrus House Band inspired a lockdown dance off with covers of Whitney Houston, Pharrell Williams, and more—injecting some much-needed soul into a dark, wintry Wednesday evening. Supporters across the country joined in a toast to Canadian journalism at the online VIP reception and after-party, with sponsors receiving an at-home catered box of goodies by Daniel et Daniel. It was an evening to remember.

With social-gathering limitations in place throughout much of the year, we remained in touch with our supporters through two virtual

celebrations of journalism and literature. Our Spring Fling, held in May, brought together our closest friends and supporters to hear from Viviane Fairbank, author of “After the Facts” (see p. 6), in conversation with The Walrus features editor Carine Abouseif. Attendees also heard from art director Paul Kim and 2021 Cannonbury Fellow Connor Garel on some of the arts features and photo essays we published.

In December, we invited author, artist, and poet John Elizabeth Stintzi to give a reading from their novel *Vanishing Monuments*, which was nominated for the Amazon Canada First Novel Award earlier in the year. Friends and donors joined us on screen to hear Stintzi in conversation with Garel on how art plays an important role in self-care during the pandemic.

.....
Ian Williams and Margaret Atwood in conversation, The Walrus Gala (virtual edition), January 2021

“Covid be damned, it’s about #outrageous-optimism tonight at #TheWalrusGala”

— Danny Glenwright via Twitter

“Special thanks to @jenniferhollett and @thewalrus team for the lovely invitation to #thewalrusgala last night.”

— Canadian Arab Institute via Twitter

“It was an upbeat, uplifting, and fun evening. Three cheers for Outrageous Optimism!”

— Eva Czigler and Peter Herrndorf, Toronto

“Proud to be a part of this!”

— Chethan Lakshman, Calgary

The Walrus Lab

The Walrus can help your business tell its story as part of Canada's conversation. Contact Mihira Lakshman, director of The Walrus Lab, at mihira@thewalrus.ca to learn more.

THE WALRUS LAB is the client-services division of The Walrus, specializing in strategic content creation for brands in digital, print, podcasts, and event platforms.

Climate change was a key pillar in 2021 for The Walrus Lab. The podcast *What About Water?* entered its third season, becoming The Lab's longest-running podcast. Produced with the University of Saskatchewan's Global Institute for Water Security, the podcast features in-depth interviews with experts about the impact of climate change on the world's water resources. The Walrus Lab also provided fact-checking expertise to ensure that each episode was accurate and informative.

The podcast *What Do We Do Tomorrow?*, produced by The Walrus Lab, was recognized by the 2021 Hot Docs Podcast Festival as part of the festival's opening act of top podcasts chosen from submissions across North America.

The five-part podcast series from 6 Degrees, the global forum for inclusion, features host Hannah Sung discussing the biggest problems facing the world. The Walrus Lab also embarked on a new project with Meta, The Future of the Internet, to curate provocative conversations. This project includes a series of The Walrus Talks at Home events along with a podcast and a special supplement in The Walrus print magazine and online at thewalrus.ca.

The Walrus Lab's biggest project continues to be the Amazon Canada First Novel Award, a book prize for emerging Canadian novelists and youth writers. The Walrus Lab put on its first-ever virtual ceremony in front of a live audience on May 27, 2021. Close to 200 people were in attendance as the Amazon Canada First Novel Award of \$60,000 was awarded to Michelle Good for her debut novel, *Five Little Indians*, and the Youth Short Story Prize went to Rama Altaieb for "Lost Childhood."



In November, The Walrus Lab organized a virtual event for the YMCA of Greater Toronto Area. Igniting Potential in Our Communities was hosted by YMCA of GTA president and CEO Medhat Mahdy and moderated by Ismaila Alfa, host of the CBC's *Metro Morning*. Additional speakers included Katie German, director of advocacy and programs at FoodShare; Mohamad Fakhri, president and CEO of Paramount Fine Foods; and Courtney M. Charles, vice president of basketball and franchise operations at Raptors 905.



Podcast production is becoming a major strength of The Walrus Lab. We began 2020 with one client-branded podcast produced out of The Walrus Lab. We finished 2021 with six podcasts produced for various clients.



Michelle Good's *Five Little Indians*, 2021's Amazon Canada First Novel Award winner, was optioned by Prospero Pictures to be adapted into a television series. Good previously won the Governor General's Literary Award for fiction in 2020.

In 2021,
The Walrus Lab
clients included:

6 Degrees

Amazon Canada

Canadian
Museum of Nature

Deloitte Canada

Desjardins Group

Global Institute
for Water Security

The Gordon
Foundation

Heritage Canada

Labatt Breweries
of Canada

Lord Cultural
Resources

Meta

Nature
Conservancy of
Canada

Pfizer Canada

Proof Strategies

Save the
Children Canada

Scotiabank

Shaw
Communications

TD Bank Group

VeriStell Institute

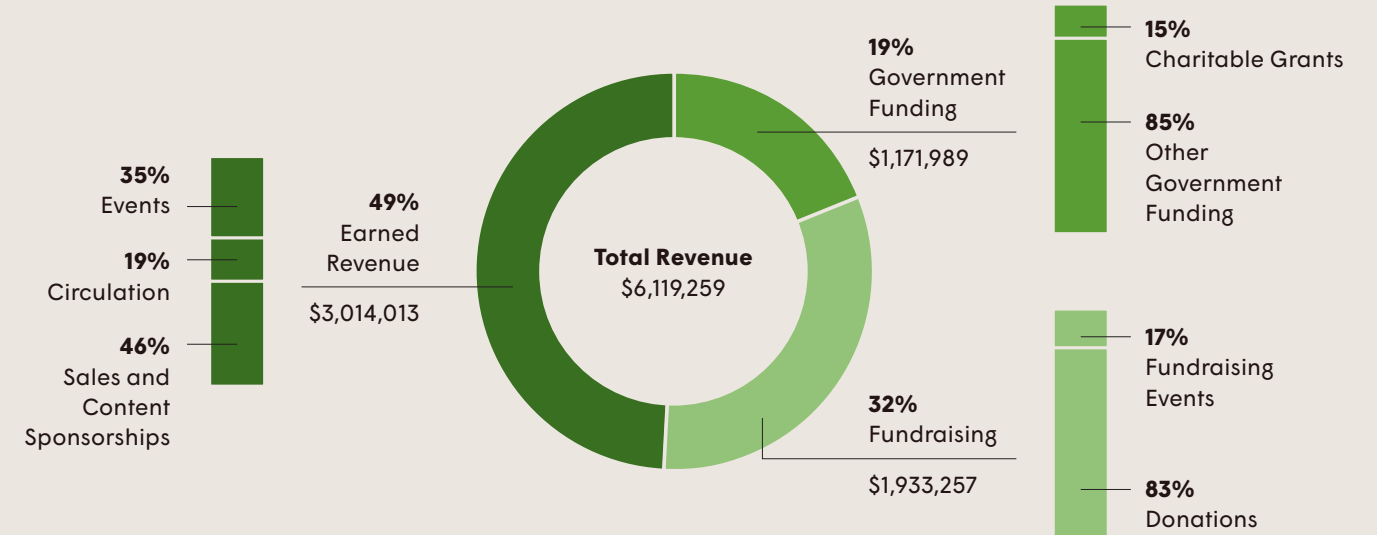
Windmill
Microlending

YMCA of GTA

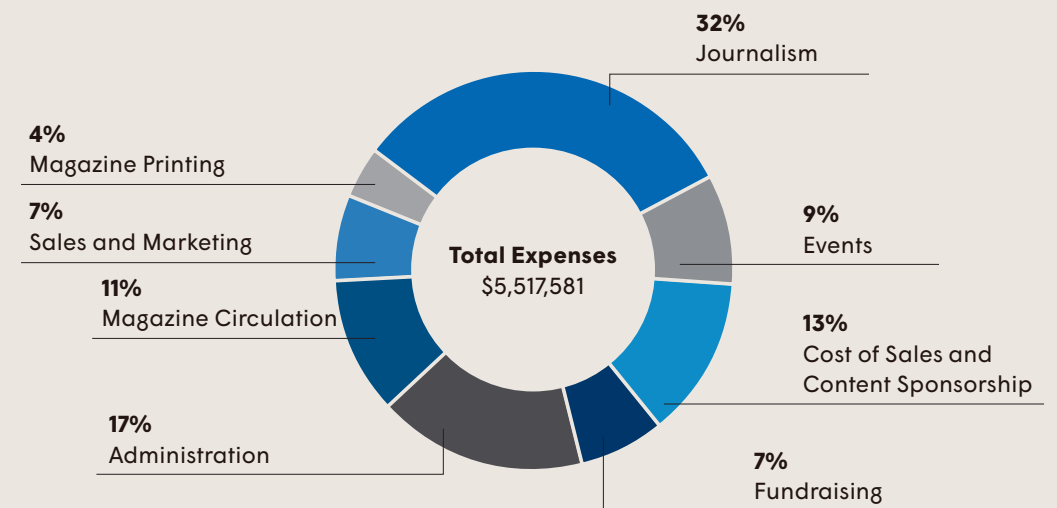
YW Calgary

The Walrus 2021 Financials

REVENUE



EXPENSES



THE WALRUS is a registered charity with an educational mandate. Our unique revenue model allows for diversification of funding, which consists of philanthropic support and sponsorships, revenue generated through The Walrus Lab, government funding, and circulation. In 2021, we launched a monthly support program with the goal of garnering a significant number of monthly donors to help sustain our journalism. You can find more information at the bottom of our articles on thewalrus.ca.

In 2021, 49% of funds raised came from philanthropy and corporate partnerships, as well as our annual gala. We are grateful to our donors, partners, and sponsors for their

commitment to trustworthy, fact-based journalism in support of a healthy, informed society.

Our national partners provide foundational support to all areas of our journalism. Thank you to TD Bank Group, Labatt, and Air Canada. We were also proud to recognize Meta as our Future of the Internet partner in 2021.

We are especially thankful for the long-standing support of our founding donor, The Chawkers Foundation, and for visionary commitments by RBC Emerging Artists, as well as our members of The Walrus Trust. We are grateful for funding provided by the Government of Ontario and the Ontario Arts Council, as well as by the Government of Canada and the Ontario Creates Magazine Fund.



THE WALRUS stands strong thanks to the support of visionary philanthropists and annual donors. In 2021, close to 2,500 individuals, foundations, and corporations stood behind the trustworthy Canadian reporting produced by The Walrus. We thank the partners on these pages whose commitments help us sustain Canada’s conversation on the most pressing issues of our time.

MEMBERS OF THE WALRUS TRUST

- | | |
|--|--|
| Diane Blake and Stephen Smith | The Honourable Margaret Norrie McCain, CC, ONB |
| Ira Gluskin and Maxine Granovsky Gluskin | Rosemary Phelan |
| Janelle Lassonde and Pierre Lassonde, CM, QC | Kim Samuel |

OPTIMISTIC CANADIANS

Visionary Donors

- | | |
|---|-----------------------------------|
| Barry and Laurie Green Family Charitable Foundation ♡ | Mike and Martha Pedersen ♡ |
| Donald K. Johnson ♡ | Gretchen Ross and Donald Ross, OC |

Champion Donors

- | | |
|--|---|
| Louise MacCallum and Michael Barnstijn ♡ | The McCaig Family (Ann, Roxanne, Jane and John) |
| The Lewis Cohen Family Foundation | Peter and Sarah O’Hagan |
| Zai Mamdani, Mamdani Family Foundation | Michael Young Family Foundation ♡ |

Ambassador Donors

- | | |
|--|---|
| Shelley Ambrose and Douglas Knight, CM | Dr. Eric Jackman, CM ♡ |
| Helen Burstyn, CM ♡ | Lakshman Family ♡ |
| Jodi and Gerald Butts | Bruce MacLellan and Karen Girling |
| Michael Decter, CM | Nadir Mohamed, CM, and Shabin Mohamed ♡ |
| Rupert Duchesne, CM, and Holly Coll-Black | David and Dr. Patricia Morton |
| Roger Garland, CM, and Kevin Garland ♡ | Chima Nkemdirim |
| Blake and Belinda Goldring | Karen Prentice |
| The Honourable William C. Graham, OC ♡ | Tim and Frances Price |
| Richard Haskayne, OC, AOE, and Lois Haskayne | Dani Reiss, CM |

♡ These donors have made a second optimistic commitment.

THE WALRUS EDITORIAL FELLOWSHIP PROGRAM

- The Chawkers Foundation
- Geoff Beattie and Amanda Lang (Cannonbury Fellowship)
- Justice Fund Toronto
- Power Corporation of Canada
- TD Bank Group

BENEFACTORS

- The Chawkers Foundation
- Concordia University
- Labatt Breweries of Canada
- Meta
- Ontario Arts Council
- RBC Emerging Artists
- The Rossy Foundation
- Scotiabank
- Shaw Communications
- The Slight Family Foundation
- TD Bank Group

CONVENING PARTNERS, THE WALRUS TALKS

Our national ideas-based events series are made possible with the backing of industry leaders across Canada. We thank our convening event partners: Amgen Canada, Brain Canada, Carleton University, Concordia University, Desjardins Group, Export Development Canada, Gilead Sciences Canada, Innovative Medicines Canada, Johnson & Johnson, MediaSmarts, Meta, Proof Strategies, Pfizer Canada, RBC, The Rossy Foundation, Santis Health, Sun Life, TD Bank Group, and YW Calgary.

NATIONAL PARTNERS



For a comprehensive list of all 2021 supporters, please visit thewalrus.ca/donate and scroll down to our 2021 donor listing.

BOARD OF DIRECTORS

Jodi Butts,
Chair
Shari Austin,
Vice-Chair
Chima Nkemdirim,
Vice-Chair
Gillian Smith,
Vice-Chair
Ian Alexander
Stephen Atkinson
Bruce Bennett
Diane Blake
Shakir Chambers
Clint Davis
Ira Gluskin
Elizabeth Gomery
Alyssa Hussein
Åsa Kachan
Claire Lanctôt
Janelle Lassonde
Zai Mamdani
Roxanne McCaig
Scott Mullin

EDUCATIONAL REVIEW COMMITTEE

Ian Alexander, *Chair*
Mark Migotti, *Vice-Chair*
Madhur Anand
Benjamin Berger
Randy Boyagoda
Lea Caragata
Nadine Caron
David Cramb
Stephen Kimber
Logan MacDonald
Fenwick McKelvey
Tokunbo Ojo
Zoe Todd

NATIONAL ADVISORY COUNCIL

Siri Agrell
Zahra Al-Harazi
Shelley Ambrose
Charlie Angelakos
Maxine Bailey
Bruce Bennett
Helen Burstyn
Cameron Charlebois
Paul Cohen
Heather Conway
Clint Davis
Michael Decter
John Delacourt
Rupert Duchesne
Martha Durdin
William Fox
Roger Garland
Emmanuelle Gattuso
John Geiger
Marina Glogovac
Blake Goldring
Francesca Grosso
David Harrison
Dr. Eric Jackman
Tom Jackson
Roberta Jamieson
Donald K. Johnson

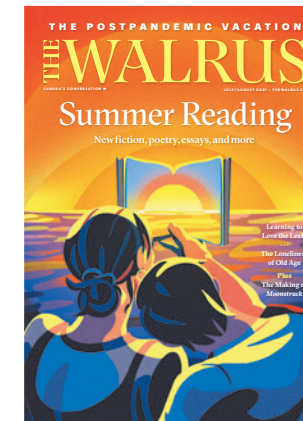
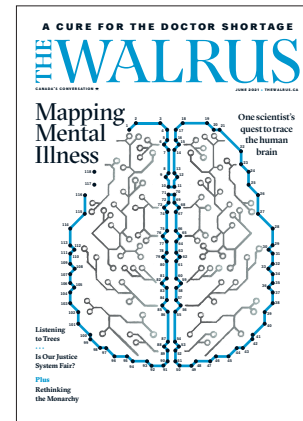
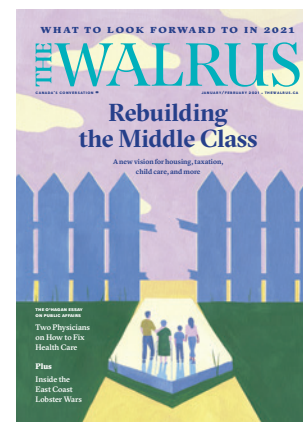
LEADERSHIP TEAM

Jennifer Hollett,
Executive Director
Jessica Johnson,
Editor-in-Chief
Karl Percy,
Chief Financial Officer
Tracie Jones,
*Director of Partnerships
and Sponsorships*
Mihira Lakshman,
Director of The Walrus Lab
Laura Lavie,
Development Director

Lucille Joseph
Mark Kingwell
Chethan Lakshman
Gerald Lazare
D’Arcy Levesque
James Little
Louise MacCallum
Hugh MacKinnon
Bruce MacLellan
Robin McLay
Anna Porter
Julian Porter
Justin Poy
Karen Prentice
Irfhan Rawji
Gretchen Ross
Pierre Santoni
Niigaanwewidam James
Sinclair
Lee Smolin
Helga Stephenson
Mira Sucharov
Anne Sutherland
Vince Timpano
John Tory Jr.
Aritha van Herk

Bryan Maloney,
*Director of Audience
Engagement*
Angela Misri,
Digital Director
Monita Mohan,
Marketing Manager
Maria Musikka,
Production Director

♦ ♦ ♦
Board and committee listings
reflect the 2020/21 year.



The Walrus 2021

♦ ♦ ♦

The Walrus provokes new thinking and sparks conversation on matters vital to Canadians.

As a registered charity, we publish independent, fact-based journalism, produce national, ideas-focused events, and train emerging professionals in publishing and nonprofit management.

The Walrus is invested in the idea that a healthy society relies on informed citizens.

THE WALRUS | CANADA'S
CONVERSATION



For more information,
please visit thewalrus.ca
or contact:

Tracie Jones,
Director of Partnerships
and Sponsorships
tracie@thewalrus.ca

Mihira Lakshman,
Director of
The Walrus Lab
mihira@thewalrus.ca

Laura Lavie,
Development Director
laura@thewalrus.ca

♦ ♦ ♦

CHARITABLE
REGISTRATION NO.
861851624-RR0001