

nabbs bec

2025 IMPACT REPORT

OUR MISSION

NABS-BEC mission is to support members of the Canadian Advertising and Media industry with dedicated services including Short-Term Financial Aid, Career Coaching Career and Wellness Workshops, and Community Resources. We exist because the industry cares that no one in our community is ever left behind.



LETTER FROM THE DIRECTOR

We're pleased to share the 2025 NABS-BEC Impact Report.

This report is designed to highlight the charitable services we provide to our industry, while also celebrating the many ways our community continues to show up, give back, and help fundraise for this important cause.

Why does an industry charity matter? In a time of rapid change and ongoing economic challenges, NABS-BEC serves as a source of hope and support when the unexpected happens.

Simply put, we are your safety net. Our programs and services are designed to help you manage career difficulties and life challenges, plus, when needed, provide financial aid for life essentials. We're honoured to have supported hundreds of individuals over the past year alone.

This report also celebrates the incredible generosity of our donors, both corporate and individual, who stepped up to support the cause. We're deeply grateful for their leadership. Yet, despite the support of so many, fundraising remains a challenge, as the need for our services continues to grow in these uncertain times. We hope this report inspires the next wave of support.

Since 1983, our community has believed in the power of showing up for one another through NABS-BEC. We are committed to continuing that legacy of care and invite everyone in our industry to be part of it.

All the best,

A handwritten signature in black ink, appearing to read "Rosetta", with a stylized, flowing script.

THE STAFF



Rosetta Heckhausen
Managing Director



Libby Begg
Director,
Communications



Loraine Brown
Director,
Programs & Services



Tracy Ferguson
Director,
Fundraising - Central



Jennifer Hawtin
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National Media Sale



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Programs & Services



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Manager,
Fundraising & Operations



Cathy Morrison
Manager,
Finance



Lucinda Pickett
Manager,
Media Sale



Stéphanie Duguay
Coordinator, Bilingual
Programs & Services

THE 2025 BOARD



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Co-Chair



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Alexandra Panousis
Consultant



Lindsay Rutherford
IKPN



Mike Searson
Corus Entertainment



Trent Thompson
Cossette

PROGRAMS

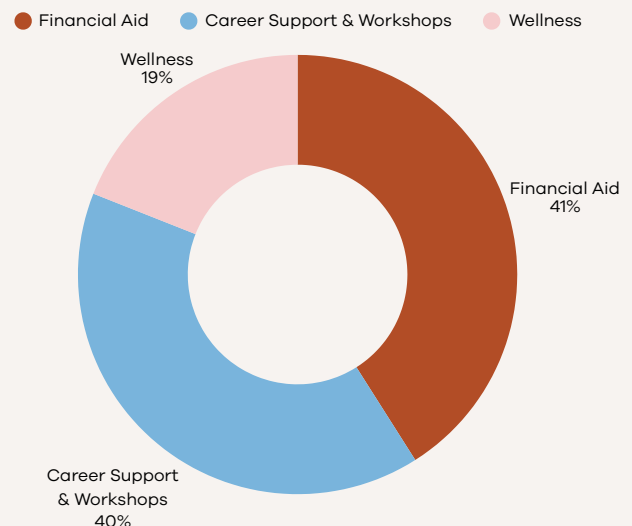
The cornerstone of the charity, Programs and Services refer to our FREE resources offered to all in the Canadian Advertising and Media Community. This includes application-based emergency short-term financial aid, Career coaching and workshops as well as Wellness Resources and workshops.

Key stats;

- **43.2%** are professionals working at Creative Agencies.
- **66.6%** are female identifying professionals.
- **36.6%** are professionals aged 30-39.
- **33%** are professionals that have worked in the industry 10-20 years.

OVERVIEW

Emergency short-term financial aid and career support and workshops were the top requested services in 2025.



SHORT TERM FINANCIAL AID

This vital program, core to NABS-BEC offering, provides those experiencing financial or other hardships, a bridge from a difficult spot to a better one. Other services include financial planning and debt counselling. Demand continued to grow significantly in 2025.

CASE STUDY

The applicant suffered a series of setbacks from medical expenses, low-income periods, to being laid off. The applicant was seeking short-term financial aid in order to help them catch up and establish financial stability.

NABS-BEC Support:

NABS-BEC provided short-term financial aid to help cover essential living expenses, including housing, food and basic necessities.

TESTIMONIALS

“WOW, I'M SO TOUCHED! IT'S A HUGE WEIGHT OFF MY SHOULDERS. THAT'S VERY GENEROUS OF YOU, THANK YOU SO MUCH.”

“I CANNOT STRESS ENOUGH HOW MUCH RELIEF THIS BRINGS ME. THIS SUPPORT GIVES ME SOME PEACE OF MIND AND BREATHING ROOM TO FOCUS ON GETTING BACK ON MY FEET.”

CAREER COACHING

NABS-BEC offers comprehensive career support through our FREE virtual workshop series run by professional career coaches. Additionally, there is opportunity for needs based one-on-one coaching as well as mentorship opportunities through our friends at **GroundFloor**.

CASE STUDY

The applicant was seeking support for basic needs as they were let go abruptly from their employment. They were actively seeking new employment opportunities without success; they were also dealing with mental health challenges during this period.

NABS-BEC Support:

NABS-BEC provided career coaching, wellness resources and short-term financial aid to help cover essential living expenses. Later in the year, after receiving career coaching and a consistent job search, they were able to secure a position.

TESTIMONIAL

“I’M SO HAPPY THAT I REACHED OUT. I’M HAPPY TO CONFIRM THAT I RECEIVED A JOB OFFER AND I’M IN THE FINAL INTERVIEW FOR A SIMILAR ROLE! SINCE OUR LAST CONNECTION, I’VE APPLIED FOR MANY JOBS USING YOUR RECOMMENDED TIPS TO SET ME UP FOR SUCCESS!”

WELLNESS

NABS-BEC offers Wellness support through our FREE virtual workshop series run by registered therapy clinicians from **A Journey Inward Therapy**.

We offer a curated listed of Wellness services based on region and area of need.

CASE STUDY

The applicant lost their job, after having faced a traumatic situation, was grieving and struggling to find a new career opportunity.

NABS-BEC Support:

NABS-BEC provided the applicant with wellness resources to help alleviate anxiety and receive support around grieving, as well as short-term financial aid for a 3-month period to help cover essential living expenses.

TESTIMONIAL

“I HAVE DEEP GRATITUDE FOR THE SUPPORT NABS-BEC HAS PROVIDED. I WAS GIVEN AN OPPORTUNITY TO REORDER MY WORRIES SO I COULD SEE A FUTURE FOR MYSELF BEYOND THE IMMEDIATE HARDSHIP I WAS EXPERIENCING. THERE IS A FAR GREATER EMOTIONAL VALUE TO THEIR PROGRAM THAN I COULD HAVE IMAGINED. “

FUNDRAISING

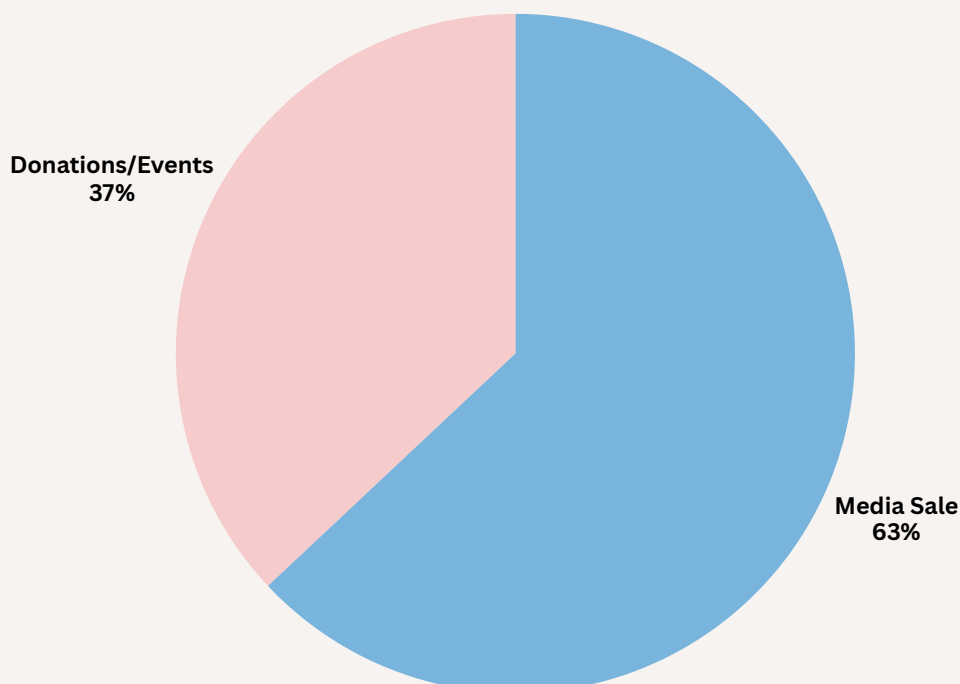
NABS-BEC fundraises through our national Media Sale, events, merchandise sales, as well as corporate and individual donations.

We simply could not run the charity without the generosity of our whole community, and we thank everyone who made a donation to NABS-BEC in 2025.

OVERVIEW

Media Sale - \$1.29MM

Donations (including Events) - \$480K



CASE STUDY

DIGITAL DAY CAMP

For the past three years, Digital Day Camp has chosen to forgo giving away swag bags at their events. Instead, they mandated that a portion of each sponsorship package would include a donation to NABS-BEC. The result was over \$30K raised. Thank you to the organizers of Digital Day Camp for your continued generosity!!!



TESTIMONIAL

“WE ARE SO PROUD THAT DIGITAL DAY CAMP NOT ONLY BRINGS TOGETHER LEADERS FROM ACROSS THE CANADIAN DIGITAL INDUSTRY, BUT ALSO MEANINGFULLY SUPPORTS A CAUSE LIKE NABS. BY CHOOSING TO MAKE A DONATION IN LIEU OF TRADITIONAL SWAG, OUR SPONSORS ARE DIRECTLY IMPACTING THE LIVES OF COLLEAGUES AT A TIME WHEN THE NEED IS GREATER THAN EVER, WHILE ALSO HELPING US MAKE THE EVENT MORE THOUGHTFUL AND SUSTAINABLE.”

DAVID U.K.

CEO, Wired Carbon, DAG Canada, Digital Day Camp, Pros & Content, artistHQ



MEDIA SALE

The NABS-BEC Media Sale is our single largest charitable fundraiser. Many of the most prominent media companies in the country donate valuable media to the cause.

Our National Media Sale Director sells the donated media to both agencies and direct clients with all proceeds going back to the charity.

We thank our generous media donors and buyers for their participation!

Thank you to our 2025 Media Sale donors:

Acast

ADAPT media

ALLVISION

astral

Bell Media



Black Press Media

brandedcities



CENTRAL ONTARIO
BROADCASTING



corus.



GLOBE MEDIA GROUP

indieNET

CTN

GLACIER
MEDIA GROUP



OUTFRONT/



NAMG | National Arena
Marketing Group



POSTMEDIA

INDIE88FM

**LA
PRESSE**

PATTISON
OUTDOOR ADVERTISING



**Pelmorex
Corp**

QUÉBECOR
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media

SAMSUNG
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theScore

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SJC



STINGRAY

TORONTO STAR

ub
M E D I A

VENDO
media



**The Weather
Network**

yesTV



ZOOMERMEDIA
READ • WATCH • LISTEN • LOG ON



Thank you to our 2025 Media Sale buyers:

Active International

Agency59

Association National des Editeurs de Livres

BDO Canada

Blue Ant Media

Cossette Media

Credit Canada

Efflorescence

En Scene

Fondation Emergence

Genacol

Group M/Kinetic OOH

Horizon Media

IAB Canada

Innocean

Jungle Media

Kingstar Media

Leukemia & Lymphoma Society of Canada

M&K Media

Mindshare Canada Ltd.

Mission Productions

NeoClimat

PHD Media

Publicis Media

Saatchi & Saatchi

Sheridan College

Spark Foundry

Thara Communications

The Showroom

Toyo Tire Canada

Twenty6Two

United Rentals

TESTIMONIALS

“NABS plays a quiet but critical role in our industry - supporting people when life throws them the unexpected. The work they do ensures that no one in advertising and media ever has to navigate challenge alone. We’re proud to support NABS, not just for the help they provide today, but for the safety net they represent for all of us, whenever it’s needed.”

***Matt McGowan,
SVP Business Solutions, Bell Media***

“At Rogers Sports & Media, we believe partnership is more than just business, it's about supporting the people who power our industry. Our commitment to NABS reflects that belief, and we're proud to help drive meaningful impact across our community.”

***Michael Navalta,
Director: National Agency and Total TV Sales,
Rogers Sports & Media***

“Supporting the NABS-BEC Media Sale is a reflection of Corus’ ongoing commitment to care for the people who make our industry thrive. The work NABS-BEC does has a real and lasting impact, and we’re proud to help amplify that support. It’s a reminder of the strength we have when we show up for one another.”

***Emma Fachini,
VP National Revenue, Corus Entertainment***

“Working with NABS is truly a win-win. It brings our industry together around something that really matters and has a direct, positive impact on people’s lives. We’re proud to support their initiatives through our media investments, as we all benefit from giving back.”

***Alexandre Michaud,
Co-President, Groupe Genacol***

“Acast is extremely proud of our partnership with NABS-BEC. Helping to build and execute campaigns, while at the same time giving back to the media community, is an essential ingredient in this business.”

***Heather Gordon
Managing Director, Canada, Acast***

“Supporting the NABS-BEC Media Sale is a natural extension of Samsung Ads’ commitment to strengthening the ad-supported streaming community. Being the first platform to donate CTV inventory allows us not only to open up the medium to a broader set of marketers, but also to give back to this organization that has long supported the people behind our industry.”

***Dave Pauk,
Country Manager/GM Canada, Samsung Ads***

“At Channel Zero and CHCH-TV, we’re proud to support NABS-BEC and the vital role they play in supporting the well-being of our industry. Their commitment to helping individuals through both professional and personal challenges makes a meaningful difference, and we’re honoured to be a partner in that mission”

***Rob Montanaro,
VP Sales, Channel Zero Inc.***

“Partnering with NABS-BEC is a meaningful part of our media strategy and community commitment. We’re proud to support an organization that strengthens and cares for the people behind Canada’s advertising and media industry.”

***Arden King,
Manager, MarComm, Public Affairs and Marketing,
Sheridan College***



EVENTS

Thanks to the Ad Club of Toronto, ABCOM Vancouver, A2C Montreal, Ad Club of Edmonton, Calgary Marketing Association and Digital Day Camp who held various events with a portion of proceeds generously donated to NABS-BEC!

Also, NABS-BEC produced several of our own events including West Region's Cannes Lions Screenings and Quebec's VolleyBec event.



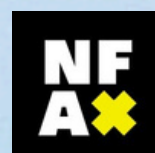
CORPORATE DONORS

For the past 25+ years, FONs (Friends of NABS-BEC) has been a major fundraiser. We are grateful to the many corporate donors who support our critically important programs and encourage anyone who does not see their company name on this list to make a donation today!

\$50K +



\$25K-\$49,999



\$10K - \$24,999

Omnicom Media Group

FCB

Fuse Create

Association of Broadcast
Communicators (ABCOM)

\$5K-\$9,999

Target Broadcast/Stephen Sienko

Zulu Alpha Kilo

McCann Worldwide Group

Salt Experiential

Interpublic Group of Canada
(now part of Omnicom Group)

ATB Financial

\$2,500-\$4,999

A2C

tCAN (The Canadian Agency Network)

Cairns O'Neil

Apex PR

MiQ Digital

Agency X Inc.

Google

Active International Canada

Involved Media Canada

Canadian Association of Broadcast

Representatives (CABR)

Central Station

\$1,500-\$2,499

Empire Company Ltd.

Jelly Marketing Inc.

Know Company

Advertising Standards Canada

Agence Cartier

\$1K-\$1,499

Médialliance

TBWA Canada

One23West

Twenty6two International

Here Be Monsters

Perion

Mediology

TESTIMONIAL

“Publicis has long supported the NABS-BEC cause, but particularly in the past few years, as we’ve seen the industry change and the need for individual support increase, we wanted to help ensure that these resources were available to as many colleagues as possible, both within the Publicis family and beyond it. We’re proud to support our Canadian industry charity and encourage other agencies to do the same.”

***Brett McIntosh,
President, Publicis Canada***



**THANK YOU
FOR YOUR
SUPPORT!**