

# THE SOUNDTRACK OF COMMUNITY SUPPORT



## 2024-25 Donor Impact Report



"CKUA is part of our Alberta heritage. It's something we can be proud of. It's unique."

**Dr. Fredrykka Rinaldi, CKUA Donor**

Across winter festivals, summer celebrations, building events, and the shared energy of our Spring and Fall Fundraisers, CKUA became a place where people didn't just tune in - they showed up. **Your support made it possible to meet our community where they are,** creating moments of connection that linger long after the music fades.

These experiences matter. They create spaces where people feel welcome, seen, and part of something larger than themselves. Because of you, **CKUA continues to be more than a station.** CKUA is a gathering place for community, culture, and care. Thank you for being part of what makes CKUA so special.

*"What you see here is more than impact. It is a reflection of a community that believes in the power of music and connection. Your support fuels every broadcast, every story, and every moment of connection across Alberta and beyond. **You are what makes CKUA possible.**"*

**Kevin Fitzgerald, Chief Development Officer**

## CKUA By the Numbers

CKUA is proud of our growing donor community and grateful for the incredible support of our listeners and donors.

**\$6.7M**  
Total Fundraising Revenue

**\$1.8M**  
Raised through major giving

**\$2.07M**  
Raised through monthly giving

**12,129**  
Total Donors

**1,090**  
New Donors

**24,681**  
Raffle Ticket Purchasers

**\$651K**  
Raised through 50/50 raffles

**\$2.1M**  
Raised through on-air fundraisers

**\$79K**  
Raised through other giving

**760**  
Leadership Donors

**7,306**  
Total Monthly Donors

**794**  
Communities That Supported CKUA

# YOUR IMPACT, ON AIR

In January 2025, CKUA launched six new programs - *Very Early Music* with **Lark Clark**, *The Wild Card* with **Jasmine Vickaryous**, *Wax & Wane* with **Joe Hartfeil**, *Julian Taylor's Jukebox* with **Julian Taylor**, *The Cookbook* with **Jeff Kynoch**, and *This Just In* with **Amy van Keeken** - each bringing unique perspectives and a distinctive sound to the schedule.

Behind every number is a moment of connection - live music shared from festival grounds, new programs that bring fresh perspectives, and thousands of songs that introduce listeners to something new.

**This is the impact of your support, heard every day on CKUA.**



**1,350**

Canadian equity deserving artists featured



**31,642**

Canadian songs played



**55%**

Songs played from equity deserving groups



**23**

Live-to-air broadcasts from festivals



**9**

Live radio shows from festivals



**179**

Interviews with festival artists & staff