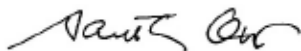


SUBJECT	DEVELOPMENT & ALUMNI ENGAGEMENT FY19 YEAR-END PROGRESS REPORT
MEETING DATE	JUNE 5, 2019

Forwarded on the Recommendation of the President

**APPROVED FOR
SUBMISSION**



 Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION

Report Date	May 21, 2019
Presented By	Heather McCaw, Vice-President Development & Alumni Engagement Jeff Todd, Associate Vice-President Alumni and Executive Director, <i>alumni UBC</i> Hillary Gosselin, Managing Director, Development

EXECUTIVE SUMMARY

In FY19, \$200.2 million in funds has been raised from more than 17,000 donors in support of UBC priorities. These fundraising results are on par with last year and ahead of the three-year average. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY19 with multi-year payments.

In its second year, the Blue & Gold Campaign for Students was greatly accelerated and the campaign has now reached a total of \$84 million raised from 15,103 donors who gave more than 19,700 gifts.

In the second year of the *alumni UBC* strategic plan, *Connecting Forward*, 75,788 alumni have been engaged through broad-based engagement, surpassing a goal of 72,000. 12,980 alumni connected through deeper engagement opportunities including 4,679 alumni engaged as volunteers for UBC, an increase of 29% over last year.

Attached: DAE Year End FY19 Progress Report

STRATEGIC CORE AREAS SUPPORTED

- a People and Places
- a Research Excellence
- a Transformative Learning
- a Local / Global Engagement

DESCRIPTION & RATIONALE	Development and Alumni Engagement reports semi-annually on its, at Quarter 2 and fiscal year end.
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BENEFITS	Over 17,000 donors contribute to UBC’s margin of excellence by investing in UBC priorities in support of students, faculty, research and learning.
Learning, Research, Financial, Sustainability & Reputational	With more than 75,000 alumni involved in the life of the university each year, UBC’s alumni contribute to the reputation of the university through their professional activities and community commitments. With more than 330,000 alumni – they are UBC’s largest constituent group.

Previous Report Date	November 26, 2018 (FY 18/19 Q2)
Decision	For Information
Action / Follow Up	
Previous Report Date	June 14, 2018 (FY 17/18 YE)
Decision	For Information
Action / Follow Up	
Previous Report Date	September 12, 2017 (FY 16/17 YE)
Decision	For Information
Action / Follow Up	
Previous Report Date	December 6, 2016 (FY 16/17 Q2)
Decision	For Information
Action / Follow Up	
Previous Report Date	June 7, 2016 (FY 15/16 YE)
Decision	For Information
Action / Follow Up	

BACKGROUND

Development and Alumni Engagement (DAE) works with individuals, corporations, foundations and organizations to solicit gifts in support of UBC priorities, and to engage alumni and other UBC constituents in mutually beneficial ways in collaboration with *alumni UBC*. DAE reports semi-annually on its progress to UBC's Board of Governors at Quarter 2 and fiscal year-end.

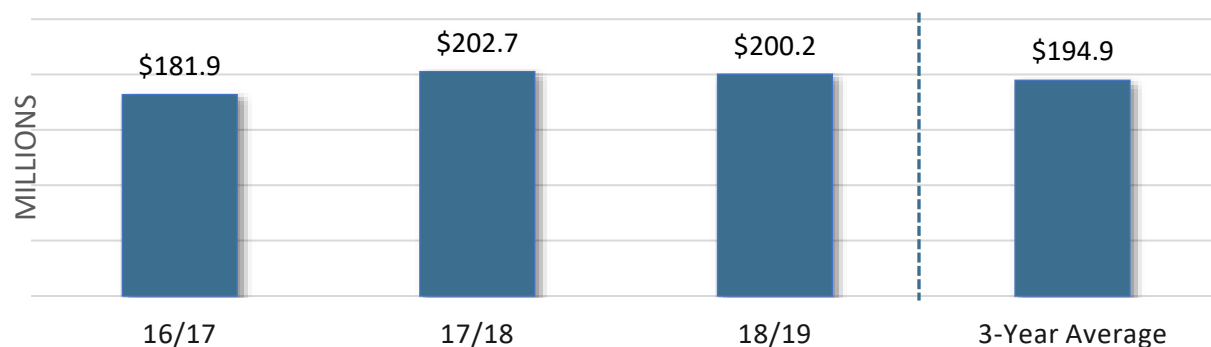
DEVELOPMENT RESULTS

Development at UBC is focused on personal solicitation of major gifts (\$25K+) through professional staff, supported by annual broad-based solicitations through digital, mail, and phone platforms.

Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY19 with multi-year payments.

FY19 Goal: \$200 million

Funds Raised

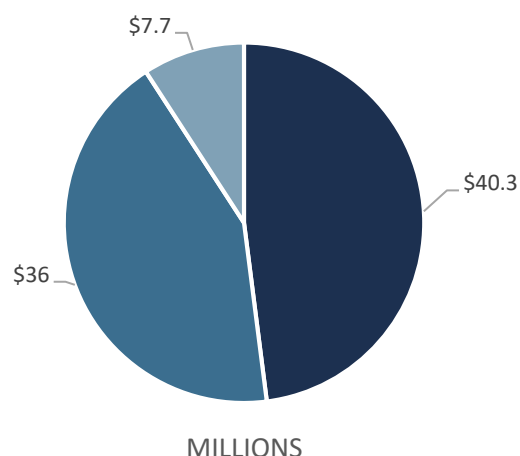


In addition, \$24.1 million was recorded in FY19 for new expectancies outside the funds raised total to benefit UBC in the future.

BLUE & GOLD CAMPAIGN FOR STUDENTS

At the end of its second year, **\$84 million** was raised overall for the Blue & Gold Campaign for Students from **15,103 donors** who gave **more than 19,700 gifts**.

The campaign was launched in 2017 with the objective to raise \$100 million over three years with a focus on student awards and support for enhanced educational experiences.



■ Annual Student Awards ■ Endowed Awards ■ Student Experience

FUNDS RAISED TO CAMPUS, FACULTY OR CAMPUS UNIT

DAE reports out on funds raised from all development units, including specialized programs, as designated to each campus, faculty or campus unit.

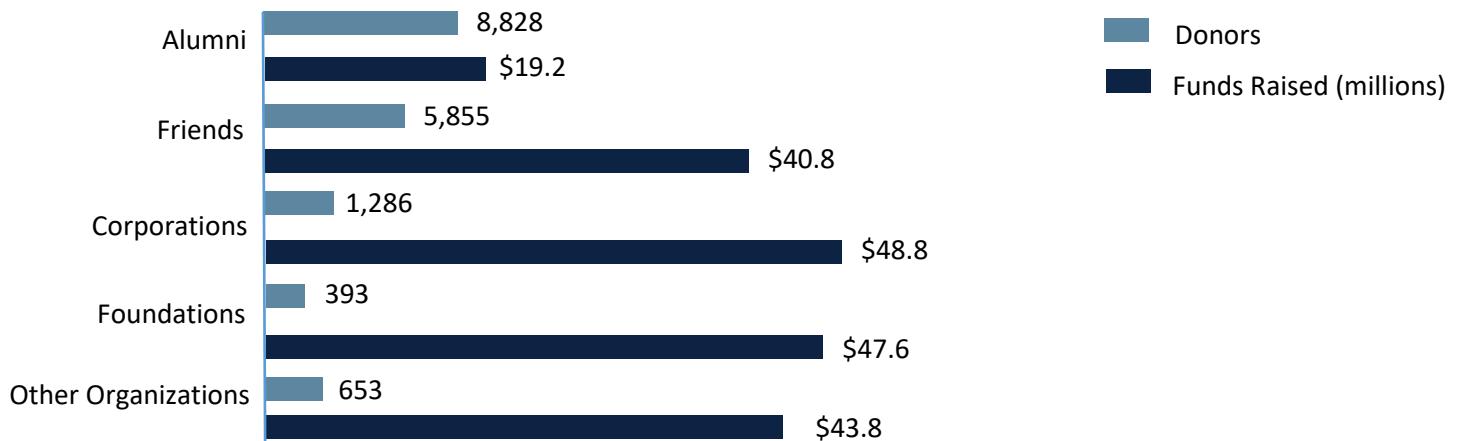
Campus, Faculty, & Unit	Funds Raised
UBC Okanagan	\$7,295,294
UBC Vancouver	
Peter A. Allard School of Law	\$2,884,986
Applied Science	\$19,390,018
Arts	\$19,312,063
Athletics and Recreation	\$2,923,121
Dentistry	\$3,800,234
Education	\$2,695,339
Forestry	\$4,183,055
Land and Food Systems	\$3,712,361
Library	\$1,800,617
Medicine	\$74,691,898
Pharmaceutical Sciences	\$2,070,897
Sauder School of Business	\$5,545,702
Science	\$19,608,444
Campus-Wide Support ¹	\$30,309,029
Total	\$200,223,058

¹ Campus-Wide Support reflects gifts not captured within a specific campus, faculty or unit or gifts that cross multiple areas.

FUNDS RAISED BY DONOR TYPE AND DESIGNATION

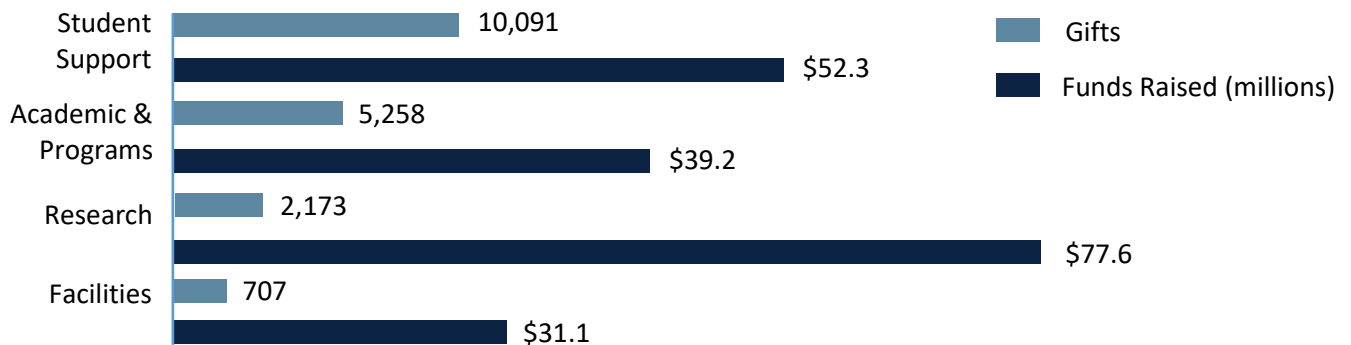
Funds Raised by Donor Type

The type of donor reflects the individuals and organizations who committed the gift. In FY19, 17,015 donors supported UBC priorities. Individuals, including alumni, friends, faculty and staff, represent 30% of the funds raised and 86% of the number of donors.



Funds Raised by Gift Designation

The designation of gift reflects where the gift was directed. 18,229 gifts were received in FY19.



ALUMNI ENGAGEMENT RESULTS

Alumni engagement is guided by *alumni UBC's* strategic plan, *Connecting Forward*, which concluded its second year of implementation, and in support of strategy 18 of UBC's strategic plan, *Shaping UBC's Next Century*.

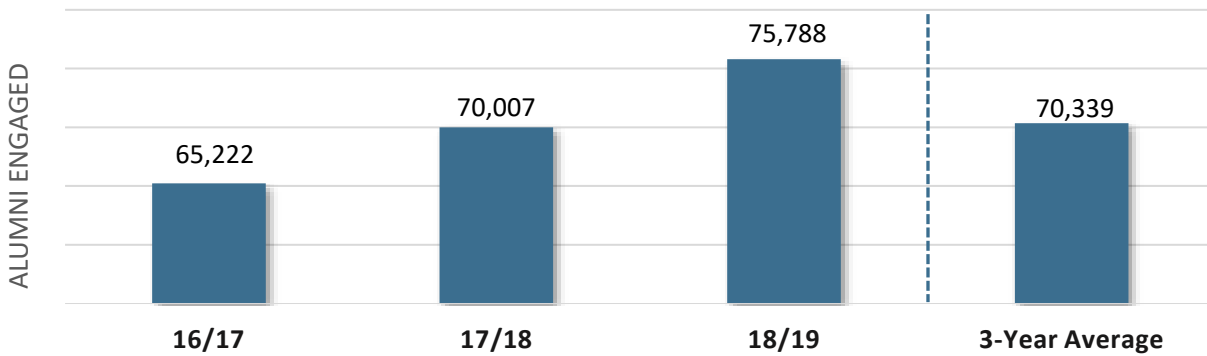
alumni UBC's two strategic imperatives are broad alumni engagement and deeper engagement:

Broad engagement is represented through program participation and the effective use of technology and communications across digital and print platforms to both inform and deliver resources to UBC alumni.

FY19 Annual Goal: 72,000

FY19 Cumulative Goal: 99,688 (YE Result: 106,725)

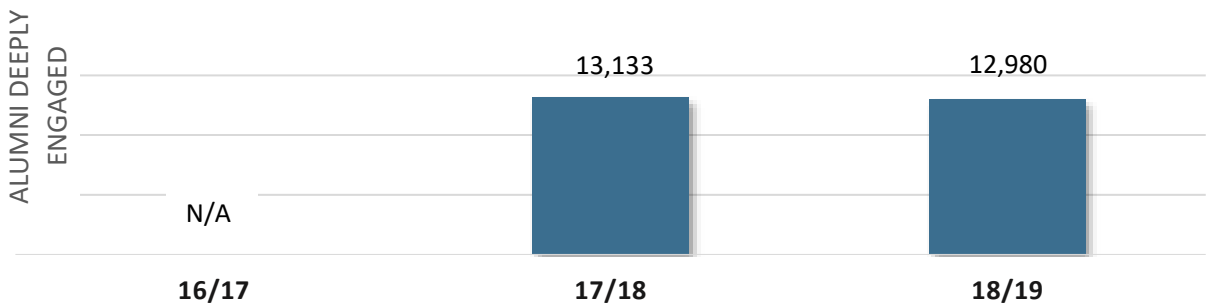
Strategic Plan (Cumulative Goal – March 2022): 198,000



Deeper engagement* represents alumni who take some form of action in support of UBC (i.e. volunteerism, donating, etc.).

FY19 Goal: 16,500

Strategic Plan (Annual Goal – March 2022): 26,000



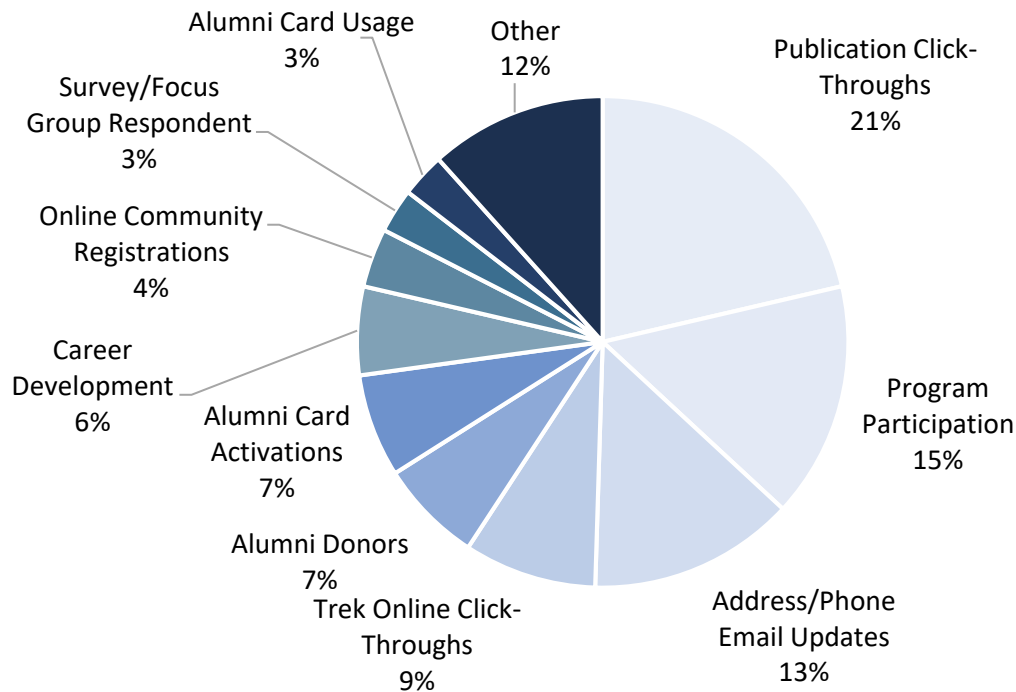
*Deeper engagement is a new measurement of alumni engagement introduced in FY18 as part of the *alumni UBC* strategic plan, *Connecting Forward*.

ALUMNI ENGAGED BY CAMPUS, FACULTY OR CAMPUS UNIT

Campus, Faculty or Campus Unit	Alumni Engaged
UBC Okanagan	3,609
UBC Vancouver	
Applied Science	10,825
Arts	14,801
Athletics and Recreation*	1,442
Dentistry	1,489
Education	8,118
Forestry	2,129
Land and Food Systems	2,187
Allard School of Law	4,156
Medicine	6,567
Pharmacy	2,361
Sauder	9,783
Science	9,693
Other	70
Total	75,788

**The Athletics and Recreation results are not a part of the total as those they engage are represented in the faculty of graduation of the alumnus/alumna.*

ENGAGEMENT DRIVERS



DAE FOCUS FOR 19/20

- Raise \$210 million for UBC priorities
- Engage 76,000 individual alumni of whom 16,000 demonstrate a deeper commitment to UBC
- Continue to build capacity across the portfolio by refreshing programs, reporting and web presence
- Enhance donor and alumni experience by broadening DAE's event programming and updating online platforms
- Implement phase 1 of the growth plan for UBC fundraising and alumni engagement as presented at the request of the joint People, Community & International Committee and Finance Committee of the Board of Governors in September 2018