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<b>SUBJECT</b>	<b>DEVELOPMENT &amp; ALUMNI ENGAGEMENT (DAE) FY20 YEAR END REPORT</b>
<b>SUBMITTED TO</b>	People, Community and International Committee
<b>MEETING DATE</b>	June 1, 2020
<b>SESSION CLASSIFICATION</b>	Recommended session criteria from Board Meetings Policy: OPEN
<b>REQUEST</b>	For information only - No action requested
<b>LEAD EXECUTIVE</b>	Heather McCaw, Vice-President Development and Alumni Engagement
<b>SUPPORTED BY</b>	Hillary Gosselin, Associate Vice-President, Development Natalie Cook Zywicki, Associate Vice-President, Alumni and Executive Director, alumni UBC

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### PRIOR SUBMISSIONS

The subject matter of this submission has been considered previously by the People, Community and International Committee on the following occasions:

1. [November 26 2019](#) (OPEN SESSION)  
For information
2. [June 5 2019](#) (OPEN SESSION)  
For information

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### EXECUTIVE SUMMARY

All three major DAE metrics - funds raised, alumni engaged and alumni with deeper engagement - reached record levels during FY20.

In FY20, \$215.2 million in funds was raised from more than 14,780 donors in support of UBC priorities. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY20 with multi-year payments.

At the end of its third year, \$129.5 million was raised overall for the Blue & Gold Campaign for Students from 18,257 donors who gave more than 29,500 gifts.

In the third year of the *alumni UBC* strategic plan, *Connecting Forward*, 78,322 alumni have been engaged through broad-based engagement and 26,766 alumni connected through deeper engagement opportunities.

The focus for the coming year is to maintain current level of results, assess the impact of extraordinary circumstances and continue planning and preparation for a comprehensive fundraising and alumni engagement campaign.

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### APPENDICES

1. DAE FY20 Year End Report - Appendix

## 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.

All three major DAE metrics - funds raised, alumni engaged and alumni with deeper engagement - reached record levels during FY20.

## DEVELOPMENT RESULTS

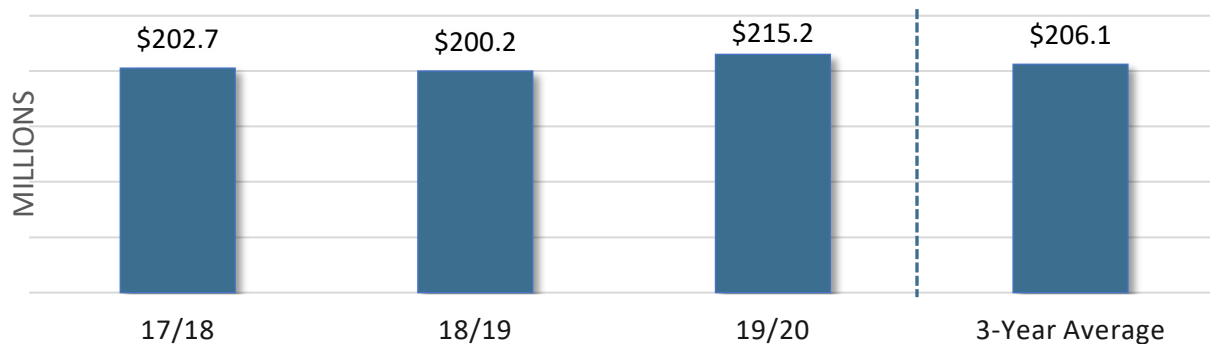
Development at UBC is focused on personal solicitation of major gifts (\$25K+) through professional staff, supported by annual broad-based solicitations through digital, mail, and phone platforms.

**Funds raised** is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY20 with multi-year payments.

**FY20 Goal:** \$210 million

**FY20 Result:** \$215.2 million raised - UBC's best annual fundraising results to date

### Funds Raised

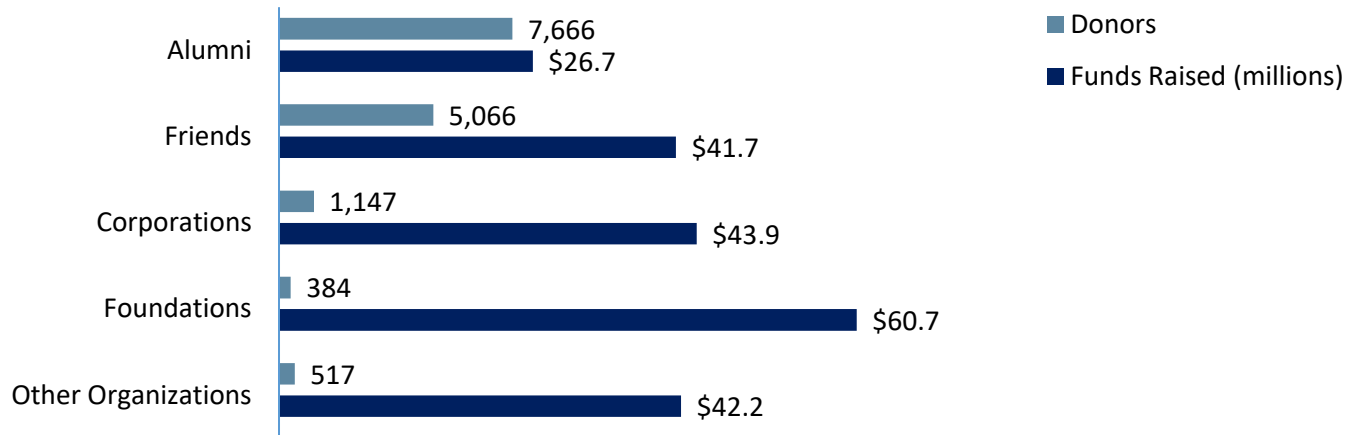


In addition, \$17.3 million was recorded in FY20 for new expectancies outside the funds raised total to benefit UBC in the future.

**FUNDS RAISED BY DONOR TYPE AND DESIGNATION**

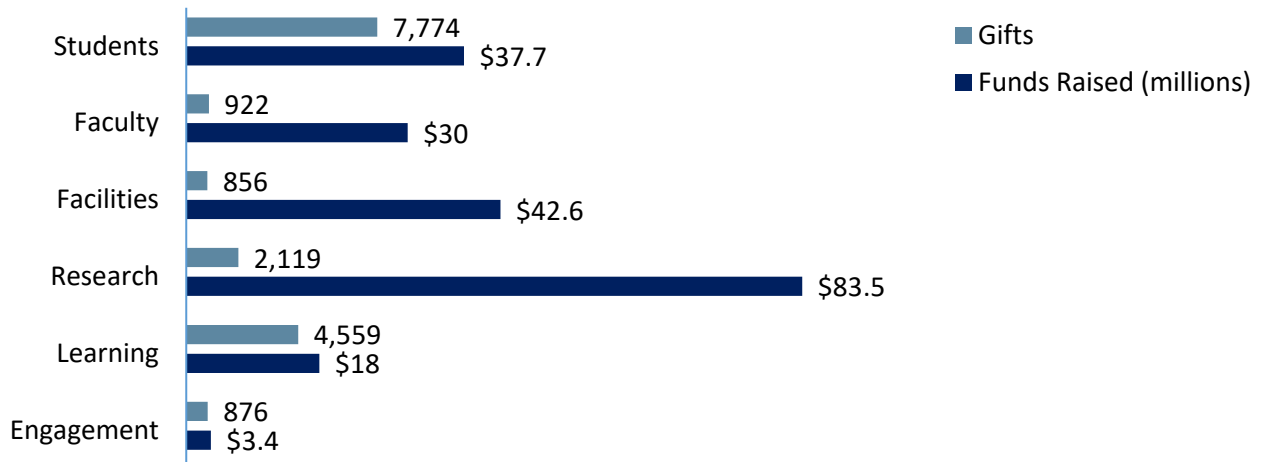
**Funds Raised by Donor Type**

The type of donor reflects the individuals and organizations who committed the gift. In FY20, 14,780 donors supported UBC priorities. Individuals, including alumni, friends, faculty and staff, represent 32% 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. 17,106 gifts were received in FY20.



**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.

<b>Campus, Faculty, &amp; Unit</b>	<b>Funds Raised</b>
UBC Okanagan	\$13,570,176
UBC Vancouver	
Peter A. Allard School of Law	\$3,717,064
Applied Science	\$21,441,948
Arts	\$10,499,527
Athletics and Recreation	\$25,954,412
Dentistry	\$2,637,798
Education	\$2,602,510
Forestry	\$5,931,668
Land and Food Systems	\$4,075,268
Library	\$1,231,071
Medicine	\$71,636,602
Pharmaceutical Sciences	\$1,672,083
Sauder School of Business	\$7,935,993
Science	\$20,821,360
Campus-Wide Support <sup>1</sup>	\$21,506,985
<b>Total</b>	<b>\$215,234,464</b>

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

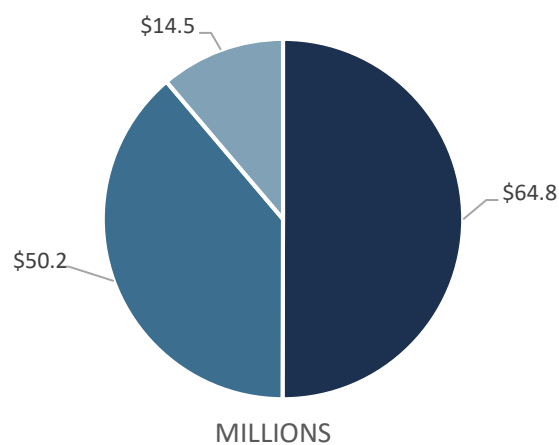
**BLUE & GOLD CAMPAIGN FOR STUDENTS**

At the end of its third year, **\$129.5 million** was raised overall for the Blue & Gold Campaign for Students from **18,257 donors** who gave **more than 29,500 gifts**.

The \$100 million goal was achieved well ahead of target and in September 2019, UBC announced the extension of its Blue & Gold Campaign for Students — doubling the target to \$200 million by 2022.

**FY20 Blue & Gold Results**

**\$44.1M funds raised from 9,736 gifts**



■ Annual Student Awards ■ Endowed Awards ■ Student Experience

**ALUMNI ENGAGEMENT RESULTS**

Alumni engagement is guided by *alumni UBC's* strategic plan, *Connecting Forward*, which concluded its third 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:

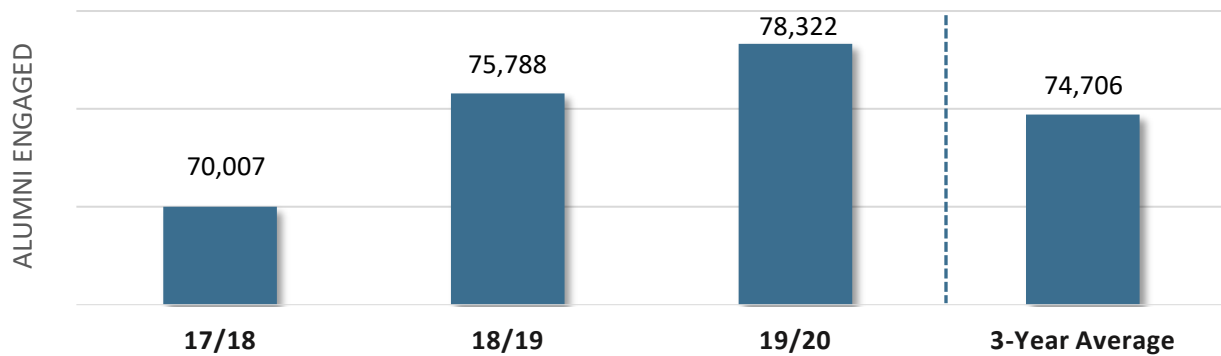
**Broad engagement** is represented through program participation and the effective use of technology and communications across digital and print platforms to both inform and deliver resources to UBC alumni.

**FY20 Annual Goal:** 76,000

**FY20 Annual Result:** 78,322 alumni engaged - a record level of connections

**FY20 Cumulative Goal:** 99,688 (YE Result: 106,725)

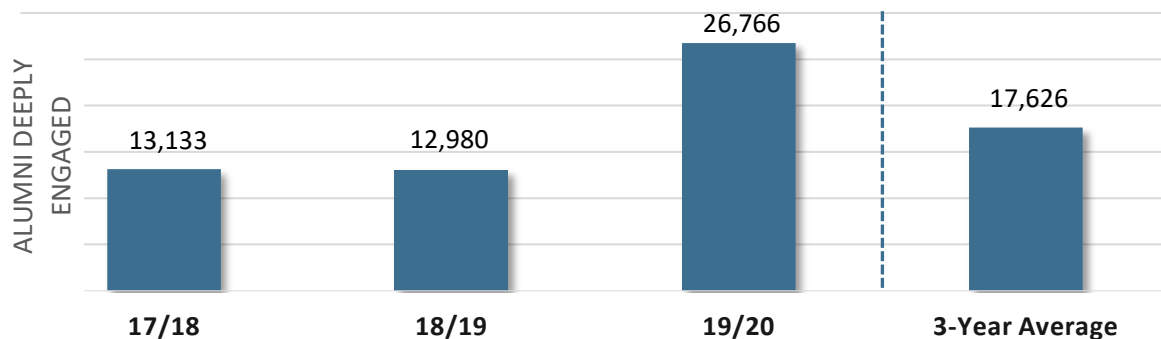
**Strategic Plan (Cumulative Goal – March 2022):** 198,000



**Deeper engagement\*** represents alumni contributing their voice, influence, skills and capacity in support of the University's mission.

**FY20 Goal:** 19,470

**Strategic Plan (Annual Goal – March 2022):** 27,570



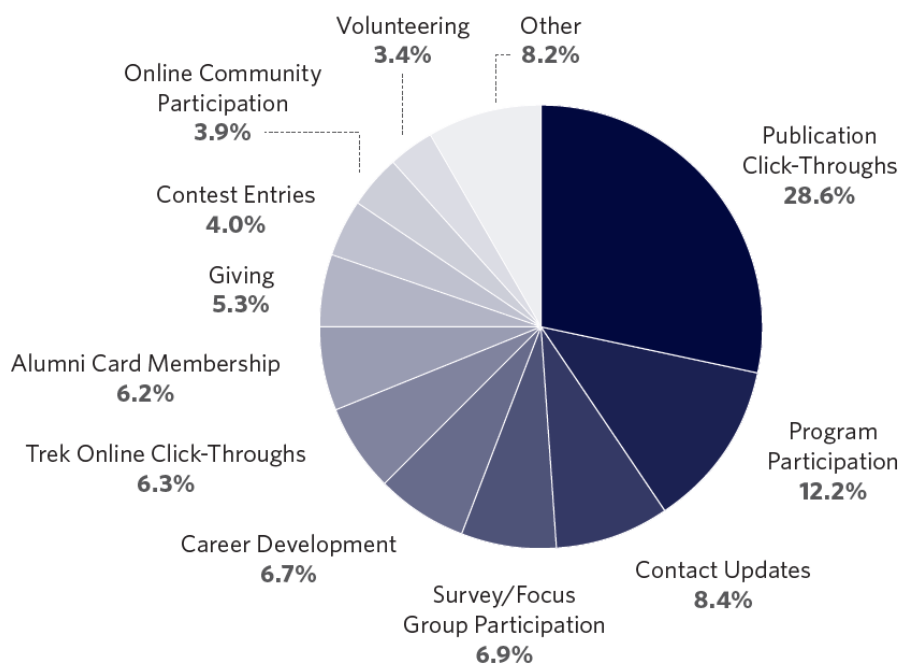
\* The definition of deeper engagement was broadened last year as the original definition had a narrow lens focusing exclusively on volunteers and donors. The new definition now includes all alumni contributing their voice, influence, skills and capacity in support of the University's mission.

**ALUMNI ENGAGED BY CAMPUS, FACULTY OR CAMPUS UNIT**

<b>Campus, Faculty or Campus Unit</b>	<b>Alumni Engaged</b>
UBC Okanagan	4,018
UBC Vancouver	
Applied Science	10,174
Arts	16,443
Athletics and Recreation*	5,756
Dentistry	1,420
Education	9,424
Forestry	2,735
Land and Food Systems	2,398
Allard School of Law	4,146
Medicine	6,701
Pharmacy	1,860
Sauder	9,107
Science	9,800
Other	98
<b>Total</b>	<b>78,322</b>

*\*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 20/21**

- Raise \$210 million for UBC priorities
- Engage 81,000 individual alumni, including 23,000 who demonstrate a deeper commitment to UBC
- Maintain success and momentum of the Blue & Gold Campaign for Students
- Continue planning and preparation for a comprehensive fundraising and alumni engagement campaign
- Assess impact of extraordinary circumstances