



SUBJECT	DEVELOPMENT & ALUMNI ENGAGEMENT (DAE) QUARTER 2 FY21 PROGRESS REPORT
SUBMITTED TO	People, Community & International Committee
MEETING DATE	November 20, 2020
SESSION CLASSIFICATION	Recommended session criteria from Board Meetings Policy: OPEN
REQUEST	For information only - No action requested
LEAD EXECUTIVE	Heather McCaw, Vice-President, Development and Alumni Engagement
SUPPORTED BY	Hillary Gosselin, Associate Vice-President, Development Natalie Cook Zywicki, Associate Vice-President, Alumni and Executive Director, <i>alumni UBC</i>

PRIOR SUBMISSIONS

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

1. [June 1 2020](#) (OPEN SESSION)
For information
2. [November 26 2019](#) (OPEN SESSION)
For information
3. [June 5 2019](#) (OPEN SESSION)
For information

EXECUTIVE SUMMARY

As of Quarter 2, \$94.6 million has been raised in support of UBC priorities. These results are ahead of last year at this time 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 FY21 with multi-year payments.

The Blue & Gold Campaign for Students continues to receive a positive response with \$141.9M raised from more than 33,000 gifts.

The UBC President's Pandemic Recovery Initiative, created to provide emergency relief funds to protect the wellbeing of UBC students and accelerate advanced research, has raised a total of \$3.1 million from over 1,200 gifts.

In the fourth year of the *alumni UBC* strategic plan, *Connecting Forward*, 57,470 alumni have been engaged through broad-based engagement as of Quarter 2, ahead of last year at this time. 9,752 of those engaged represent alumni who have taken some form of deeper engagement in support of UBC.

APPENDICES

1. DAE Q2 FY21 Progress Report

APPENDIX 1 – DEVELOPMENT & ALUMNI ENGAGEMENT QUARTER 2 FY21 PROGRESS REPORT

BACKGROUND

In collaboration with campus partners, Development and Alumni Engagement (DAE) works with individuals, corporations, foundations and organizations to secure gifts in support of UBC priorities, and to provide advocacy for and engagement with the university in collaboration with *alumni* UBC.

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 FY21 with multi-year payment schedules.

FY21 Goal: \$210 million

As UBC fundraising consists mainly of major gifts, results during the year can vary due to the timing of large and transformational pledges and gifts.



SELECT ACTIVITY HIGHLIGHTS

BLUE & GOLD CAMPAIGN FOR STUDENTS

Since the original launch of this campaign in FY18, the Blue & Gold Campaign surpassed its goal and has been extended to double its target to \$200 million by 2022.

The results continue to be positive:

- Overall Campaign totals for the Blue & Gold Campaign - \$141.9M raised from more than 33,000 gifts by September 30, 2020.
- \$125.9 million of the funds raised is in support of student awards, \$50.2 million for awards that remove financial barriers (Hybrid Award, Bursary, Entrance Award, External Award), \$25 million

for merit based awards, and the remaining \$50.7 million includes estate expectancies and gifts with award terms that have not yet been finalized.

- The remainder of the funds raised provide Student Support and includes: experiential learning, travel abroad/field school, conferences, competitions, internships/externships and career development. Examples of Student Support include: Medicine Rural Placements Program, Forestry Field School Endowment, Corporate Counsel Externship Program, Science Undergraduate Research Experience and Applied Science Student Competition Team Fund.

UBC PRESIDENT’S PANDEMIC RECOVERY INITIATIVE FUND

This initiative has been created to provide emergency relief funds to protect the wellbeing of UBC students and accelerate advanced research:

Funds raised for this initiative as of September 30, 2020:

- Total \$3.1 million from over 1,200 gifts
- \$2.1 million to support research and \$1 million to support students

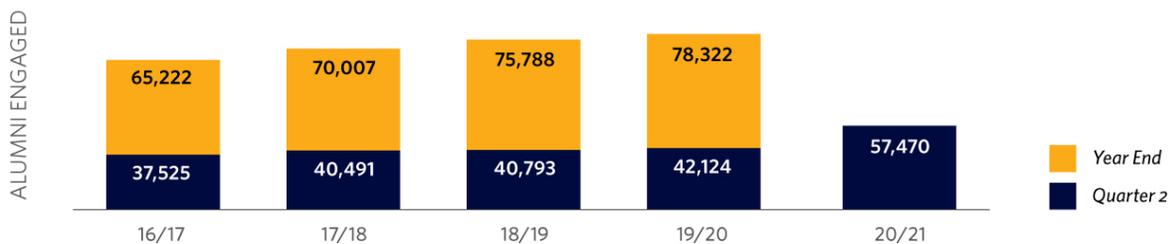
ALUMNI ENGAGEMENT RESULTS

Alumni engagement is guided by *alumni UBC’s* strategic plan, *Connecting Forward*, which is in its fourth year of implementation, along with UBC’s strategic plan, *Shaping UBC’s Next Century*.

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

Broad engagement looks to ensure more alumni benefit from the collective resources of UBC and the global alumni network, and more students become familiar with *alumni UBC*.

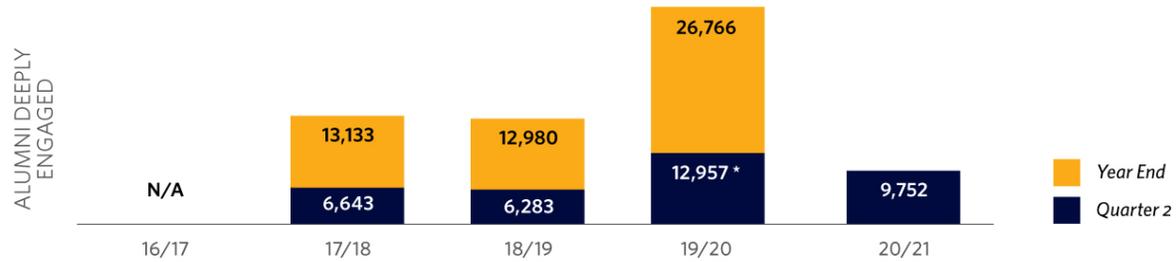
FY21 Annual Goal: 81,000 (YTD 57,470)



Deeper engagement looks to deepen connection with key alumni, so UBC benefits from their voice, influence, skills, and capacity.

FY21 Goal: 23,000 (YTD 9,752)

Strategic Plan Annual Goal in 2022: 27,570



Tracking deeper engagement is a newer measurement of alumni engagement introduced in FY18 as part of the *alumni UBC* strategic plan, *Connecting Forward*. * In support of UBC’s strategic plan a broader definition of deeper engagement was implemented in FY20.

SELECT ACTIVITY HIGHLIGHTS

- Pivoted to fully online programming, engaging a record number of alumni.
- Welcomed 11,000 new alumni with online receptions for both the Vancouver and Okanagan campus.
- In response to the public health crisis, created and launched a series of webinars focussing on issues raised by and learning about COVID-19 within two weeks of the pandemic being declared.

DAE FOCUS FOR THE REMAINDER OF FY21

- 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 and respond to the impact of extraordinary circumstances