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<b>SUBJECT</b>	<b>DEVELOPMENT &amp; ALUMNI ENGAGEMENT (DAE) FY21 YEAR END REPORT</b>
<b>SUBMITTED TO</b>	People, Community and International Committee
<b>MEETING DATE</b>	June 9, 2021
<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. [Nov 20 2020](#) (OPEN SESSION)  
For information
2. [June 1 2020](#) (OPEN SESSION)  
For information

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### EXECUTIVE SUMMARY

In FY21, \$210.3 million in funds was raised from more than 13,196 donors in support of UBC priorities. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY21 with multi-year payments.

At the end of its fourth year, \$176.7 million was raised overall for the Blue & Gold Campaign for Students from 18,303 donors.

Launched in April 2020, the University President's Pandemic Recovery Response Initiative raised \$4.3 million overall from over 1,800 gifts. \$1.1 million was raised to support students and \$3.2 million was raised to support research.

In the fourth year of the *alumni UBC* strategic plan, *Connecting Forward*, 82,134 alumni have been engaged through broad-based engagement and 27,741 alumni connected through deeper engagement opportunities.

The focus for the coming year is to engage 86,000 individual alumni, including 27,570 who demonstrate a deeper commitment to UBC; exceed \$200 million fundraising goal; successfully conclude Blue & Gold Campaign; and to prepare for the public phase of a comprehensive fundraising and alumni engagement campaign.

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### APPENDICES

1. DAE FY21 Year End Report

## 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

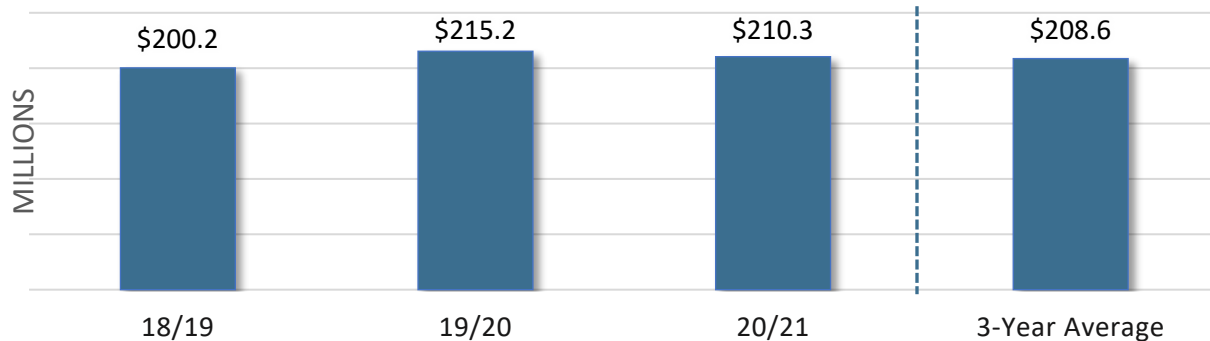
Development at UBC is focused on personal solicitation of major gifts (\$25K+) through professional staff, supported by annual broad-based solicitations through digital, mail, and phone platforms.

**Funds raised** is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY21 with multi-year payments.

**FY21 Goal:** \$210 million

**FY21 Result:** \$210.3 million raised

### Funds Raised

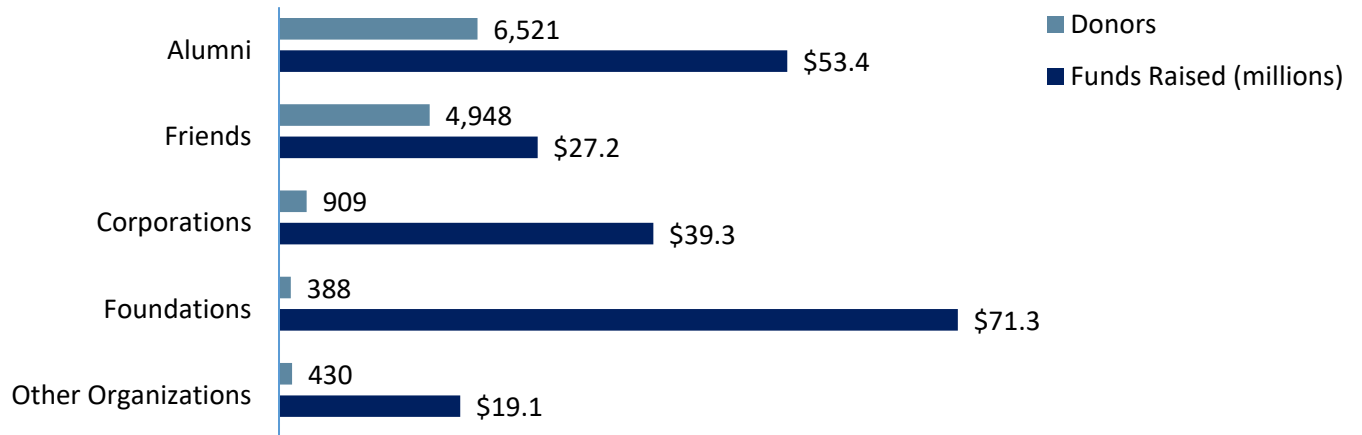


In addition, \$3.8 million was recorded in FY21 for new expectancies outside the funds raised total to benefit UBC in the future.

**FUNDS RAISED BY DONOR TYPE AND DESIGNATION**

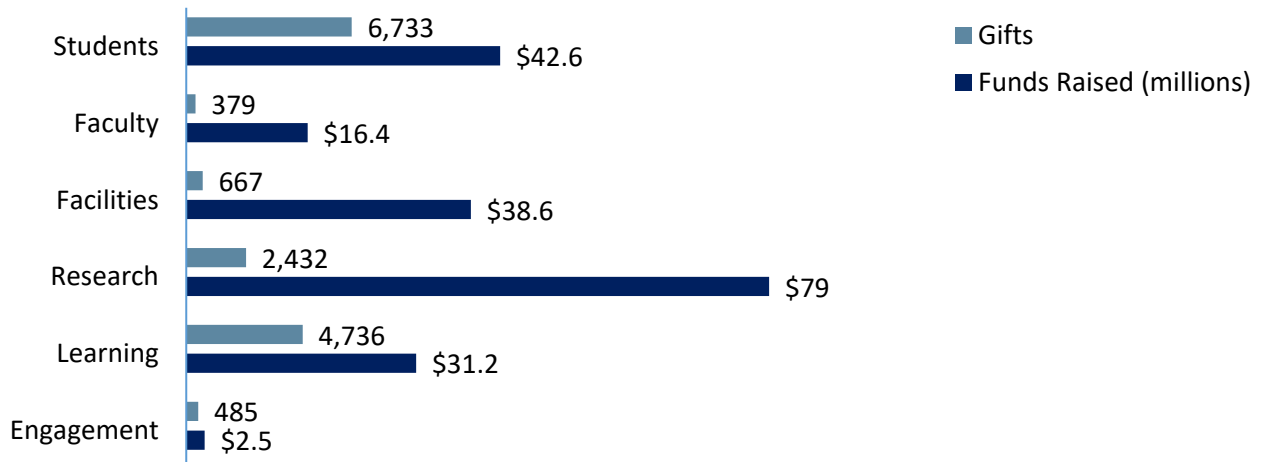
**Funds Raised by Donor Type**

The type of donor reflects the individuals and organizations who committed the gift. In FY21, 13,196 donors supported UBC priorities. Individuals, including alumni, friends, faculty and staff, represent 38% of the funds raised and 87% of the number of donors.



**Funds Raised by Gift Designation**

The designation of gift reflects where the gift was directed. 15,432 gifts were received in FY21.



**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.

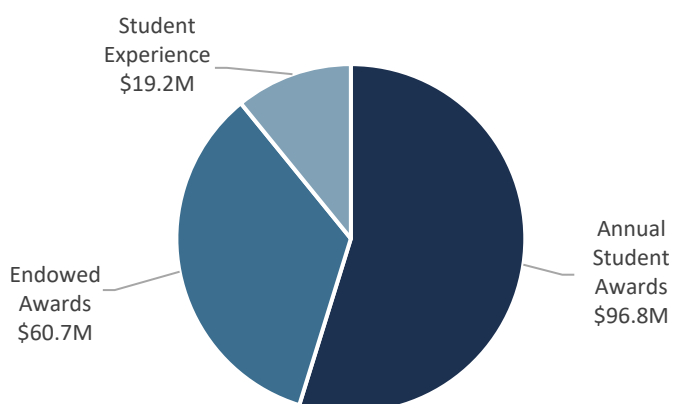
<b>Campus, Faculty, &amp; Unit</b>	<b>Funds Raised</b>
UBC Okanagan	\$7,358,805
UBC Vancouver	
Peter A. Allard School of Law	\$3,000,502
Applied Science	\$22,660,070
Arts	\$12,459,040
Athletics and Recreation	\$2,551,669
Dentistry	\$1,876,004
Education	\$3,306,214
Forestry	\$4,678,202
Land and Food Systems	\$7,754,636
Library	\$3,008,882
Medicine	\$80,543,717
Pharmaceutical Sciences	\$2,145,633
Sauder School of Business	\$6,911,921
Science	\$35,188,180
Campus-Wide Support <sup>1</sup>	\$16,884,982
<b>Total</b>	<b>\$210,328,457</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 fourth year, **\$176.7 million** was raised overall for the Blue & Gold Campaign for Students from **18,303 donors** who gave **more than 38,000 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.



**UNIVERSITY PRESIDENT'S PANDEMIC RECOVERY RESPONSE INITIATIVE**

Launched in April 2020, the University President's Pandemic Recovery Response Initiative is a comprehensive fundraising initiative that targets funds to provide emergency financial relief for students and accelerates advanced research. This new initiative raised **\$4.3 million** overall from over **1,800 gifts**. **\$1.1 million** was raised to support students and **\$3.2 million** was raised to support research.

**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:

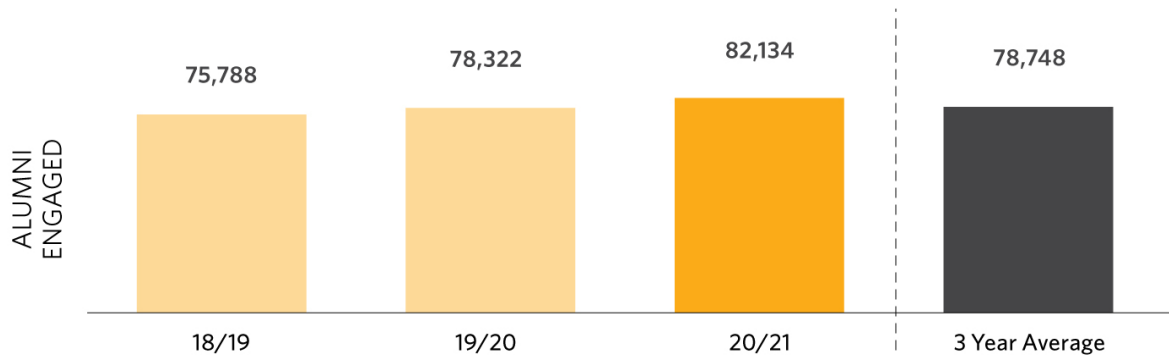
**Broad engagement** is represented through program participation and the effective use of technology and communications across digital and print platforms to both inform and deliver resources to UBC alumni.

**FY21 Annual Goal:** 81,000

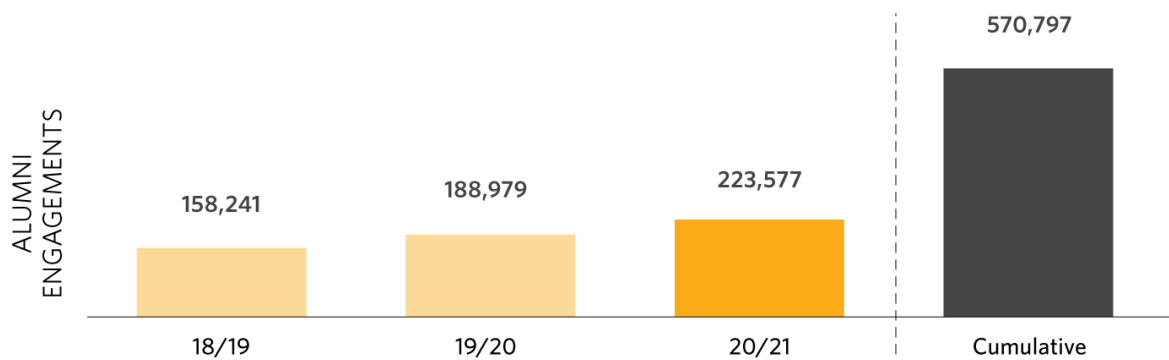
**FY21 Annual Result:** 82,134 individual alumni engaged

**FY21 Cumulative Goal:** 165,064 (YE Result: 156,944)

**Strategic Plan (Cumulative Goal – March 2022):** 188,000



Alumni Engagements: The number of activities that our alumni engaged in over the year.



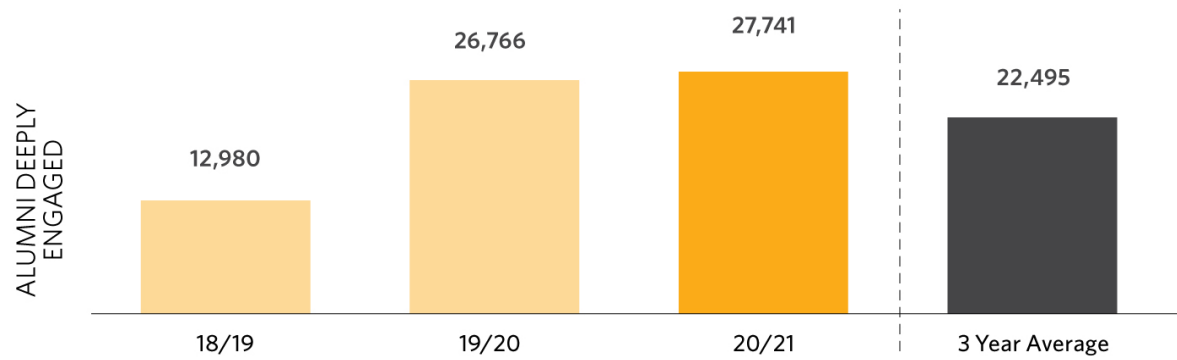
## DEVELOPMENT AND ALUMNI ENGAGEMENT

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

**FY21 Goal:** 23,300

**FY21 Result:** 27,741

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



## ALUMNI ENGAGED BY CAMPUS, FACULTY OR CAMPUS UNIT

	YEAR END RESULTS	ANNUAL GOAL	# PRIMARY CONTACTABLE ALUMNI	% CONTACTABLE ENGAGED	2020 RESULTS
UBC Okanagan	4,918	4,200	18,475	27%	4,018
UBC Vancouver					
Applied Science	11,937	12,500	39,144	30%	10,174
Arts	17,320	16,000	77,391	22%	16,442
Dentistry	1,365	1,450	3,198	43%	1,420
Education	9,770	9,000	46,706	21%	9,424
Forestry	2,231	2,350	5,965	37%	2,735
Land and Food Systems	2,817	2,350	9,169	31%	2,397
Medicine	6,909	7,000	16,502	42%	6,701
Peter A. Allard School of Law	3,247	4,300	9,847	33%	4,146
Pharmaceutical Sciences	2,239	2,200	5,794	39%	1,860
Sauder School of Business	8,849	9,900	35,628	25%	9,107
Science	10,434	9,800	39,509	26%	9,800
Other	98		267	37%	98
<b>Total</b>	<b>82,134</b>	<b>81,000</b>	<b>307,595</b>	<b>27%</b>	<b>78,322</b>



**DAE FOCUS FOR 21/22**

- Engage 86,000 individual alumni, including 27,570 who demonstrate a deeper commitment to UBC
- Exceed \$200 million fundraising goal and successfully conclude Blue & Gold Campaign
- Prepare for the public phase of a comprehensive fundraising and alumni engagement campaign