



SUBJECT	Development & Alumni Engagement (DAE) Q2 FY22 Progress Report
SUBMITTED TO	People, Community & International Committee
MEETING DATE	November 22, 2021
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

In June of each year, DAE provides an annual report to the Board on results of the prior fiscal year. A mid-year update is provided in November. Most recently, briefings were provided in June 2021 – [DAE FY21 Year End Report](#) and November 2020 – [Q2 FY21 Progress Report](#)

EXECUTIVE SUMMARY

As of Quarter 2, \$84,331,480 has been raised in support of UBC priorities. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY22 with multi-year payments.

The Blue & Gold Campaign for Students continues to receive a positive response with \$190M raised from more than 43,000 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 \$9.9 million from over 2,200 gifts.

In the final year of the *alumni UBC* strategic plan, *Connecting Forward*, 52,620 alumni have been engaged through broad-based engagement as of Quarter 2. 13,251 of those engaged represent alumni who have taken some form of deeper engagement in support of UBC.

APPENDICES

1. DAE Q2 FY22 Progress Report

APPENDIX 1 – DEVELOPMENT & ALUMNI ENGAGEMENT QUARTER 2 FY22 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*. 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 FY22 with multi-year payment schedules.

FY22 Goal: \$200 million (YTD \$84.3M)

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.



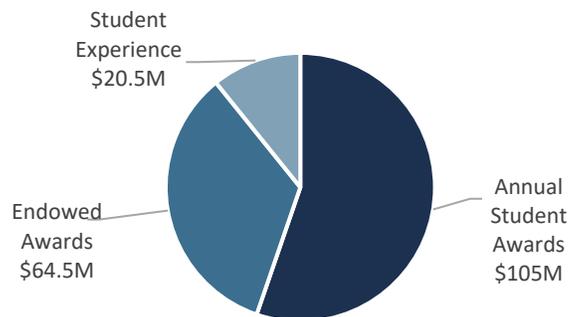
SELECT ACTIVITY HIGHLIGHTS

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 - \$190M raised from more than 43,000 gifts by September 30, 2021.



UBC PRESIDENT'S PANDEMIC RECOVERY INITIATIVE FUND

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.

Funds raised for this initiative as of September 30, 2021:

- \$9.9 million from over 2,200 gifts
- \$8.7 million to support research and \$1.2 million to support students

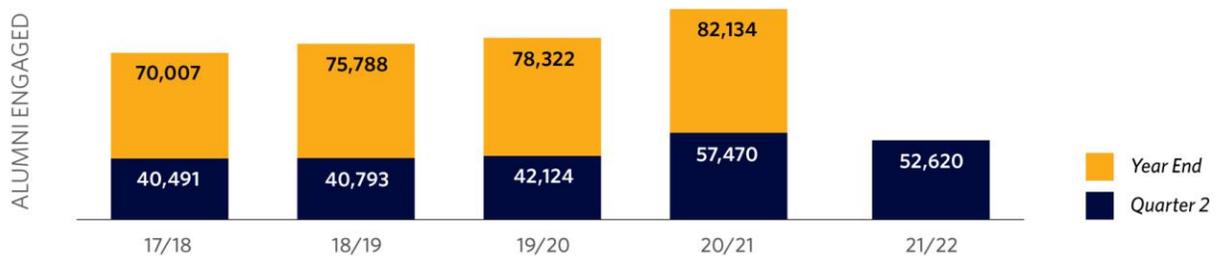
ALUMNI ENGAGEMENT RESULTS

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

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

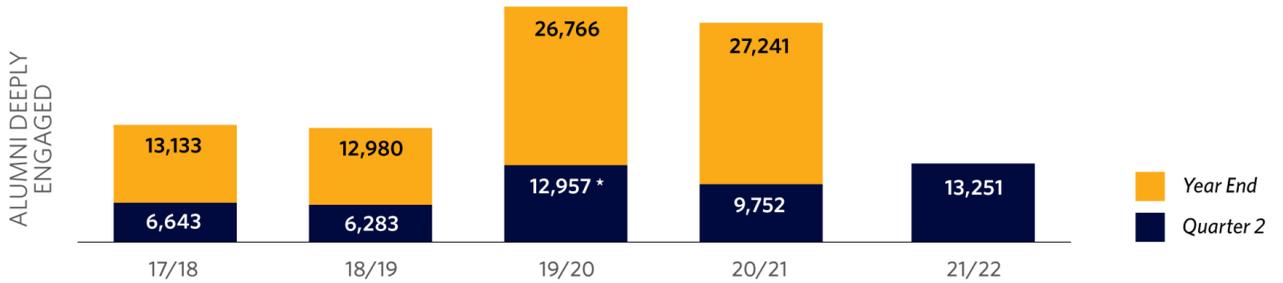
Broad engagement looks to ensure more alumni benefit from the collective resources of UBC and the global alumni network, and more students become familiar with *alumni UBC*.

FY22 Goal: 86,000 (YTD 52,620)



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

FY22 Goal: 28,000 (YTD 13,251)
Strategic Plan Annual Goal in 2022: 28,000



SELECT ACTIVITY HIGHLIGHTS

- Launched reimagined TREK magazine and website
- Developed online Homecoming program for both Vancouver and Okanagan campuses
- Began developing a new *alumni UBC* Strategic Plan to be launched in June 2022

DAE FOCUS FOR THE REMAINDER OF FY22

- 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