



SUBJECT	DEVELOPMENT & ALUMNI ENGAGEMENT (DAE) FY22 YEAR-END REPORT
SUBMITTED TO	People, Community & International Committee
MEETING DATE	June 15, 2022
SESSION CLASSIFICATION	Recommended session criteria from Board Meetings Policy: OPEN
REQUEST	For information only - No action requested
LEAD EXECUTIVE	Heather McCaw, Vice-President Development & Alumni Engagement
SUPPORTED BY	Hillary Gosselin, Associate Vice-President Development Natalie Cook Zywicki, Associate Vice-President Alumni and Executive Director, alumni UBC

PRIOR SUBMISSIONS

The subject matter of this submission was considered by the People, Community and International Committee most recently in [November 2021](#) (OPEN SESSION).

EXECUTIVE SUMMARY

In FY22, \$227.8 million in funds was raised from 14,661 donors 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.

At the end of its fifth and final year, \$214.6 million was raised overall for the Blue & Gold Campaign for Students from 24,562 donors.

Launched in April 2020 and finalized on March 31, 2022, the University President's Pandemic Recovery Response Initiative raised \$11.9 million overall from over 2,500 gifts. \$1.3 million was raised to support students and \$10.6 million was raised to support research.

In the fifth and final year of the *alumni UBC* strategic plan, *Connecting Forward*, 86,181 alumni have been engaged through broad-based engagement and 32,049 alumni connected through deeper engagement opportunities.

The focus for the coming year is to engage 92,000 individual alumni; \$220 million fundraising goal; and to launch the public phase of a comprehensive fundraising and alumni engagement campaign.

APPENDICES

1. Development & Alumni Engagement FY22 Year-End Report

PRESENTATIONS

1. FY22 Development & Alumni Engagement Year-End Report

To UBC Board of Governors People, Community & International Committee

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

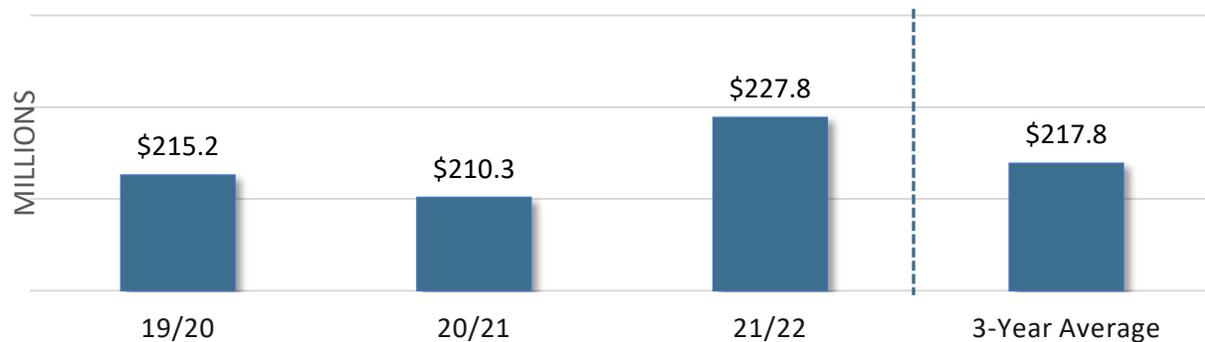
Development at UBC is focused on personal solicitation of major gifts (\$25K+) through professional staff, supported by annual broad-based solicitations through digital, mail, and phone platforms.

Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY22 with multi-year payments.

FY22 Goal: \$200 million

FY22 Result: \$227.8 million raised

Funds Raised

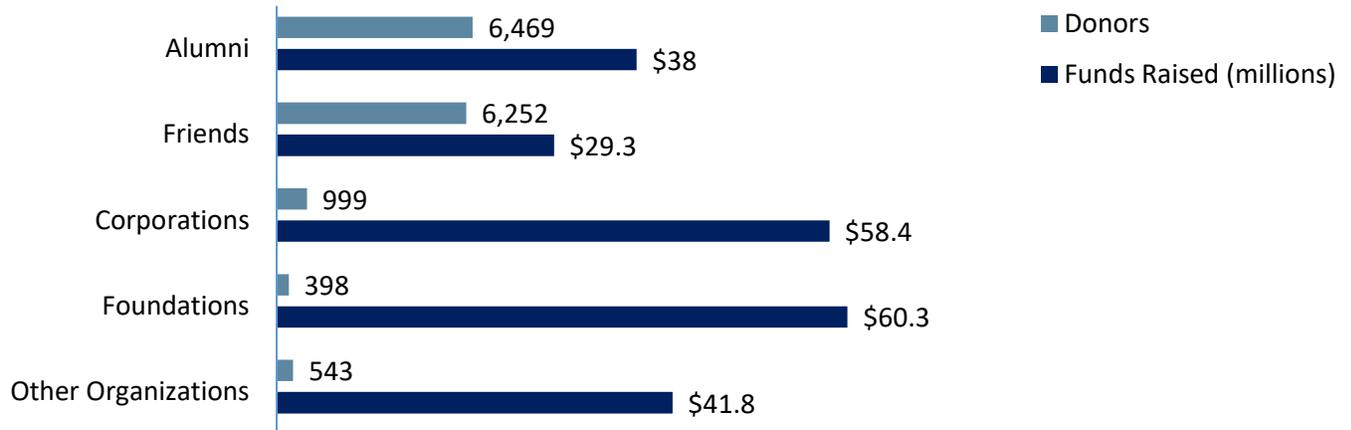


In addition, \$4.1 million was recorded in FY22 for new expectancies outside the funds raised total to benefit UBC in the future.

FUNDS RAISED BY DONOR TYPE AND DESIGNATION

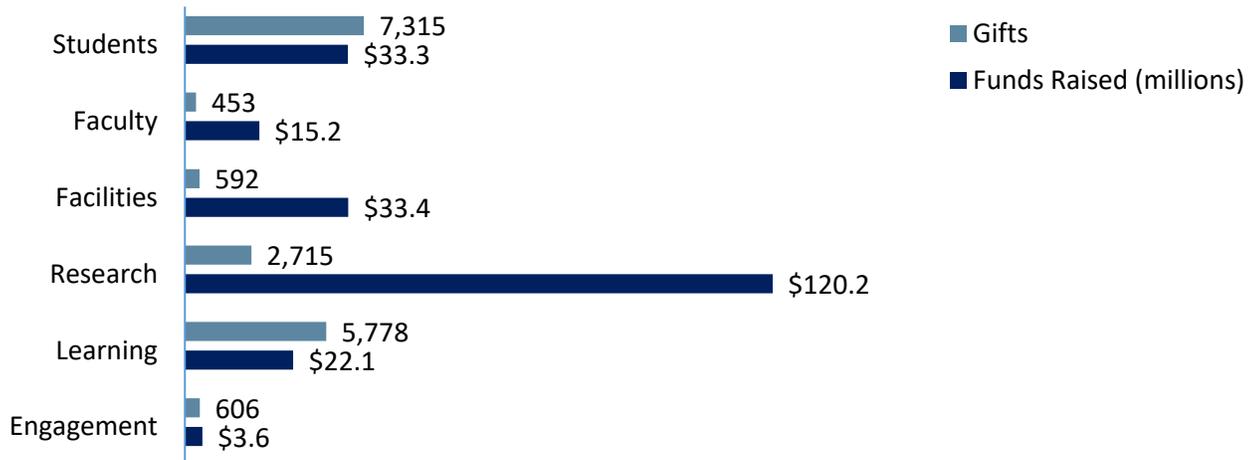
Funds Raised by Donor Type

The type of donor reflects the individuals and organizations who committed the gift. In FY22, 14,661 donors supported UBC priorities. Individuals, including alumni, friends, faculty and staff, represent 30% 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. 17,459 gifts were received in FY22.



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.

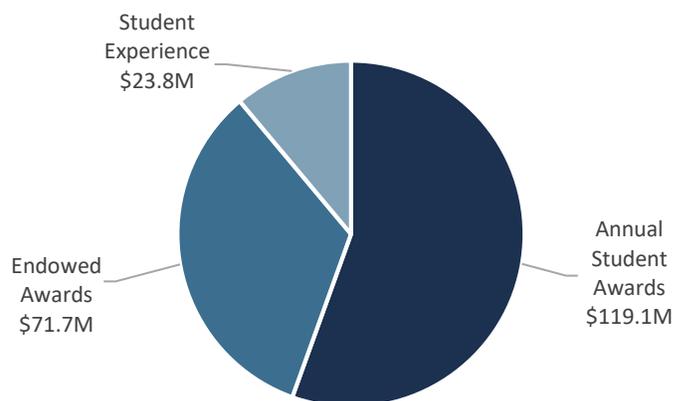
Campus, Faculty, & Unit	Funds Raised
UBC Okanagan	\$12,596,028
UBC Vancouver	
Peter A. Allard School of Law	\$4,620,004
Applied Science	\$29,141,747
Arts	\$12,626,222
Athletics and Recreation	\$2,961,324
Dentistry	\$8,441,478
Education	\$4,900,747
Forestry	\$9,588,048
Land and Food Systems	\$1,590,719
Library	\$8,004,421
Medicine	\$83,332,312
Pharmaceutical Sciences	\$1,170,760
Sauder School of Business	\$8,591,564
Science	\$20,076,312
Campus-Wide Support ¹	\$20,150,505
Total	\$227,792,191

¹ 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 fifth and final year, the Blue & Gold Campaign has raised a total of **\$214.6 million** - surpassing both the original goal of \$100 million and the enhanced goal of \$200 million.

This was achieved by the generosity and support of **24,562 donors** who gave **more than 47,000 gifts**.



UNIVERSITY PRESIDENT’S PANDEMIC RECOVERY RESPONSE INITIATIVE

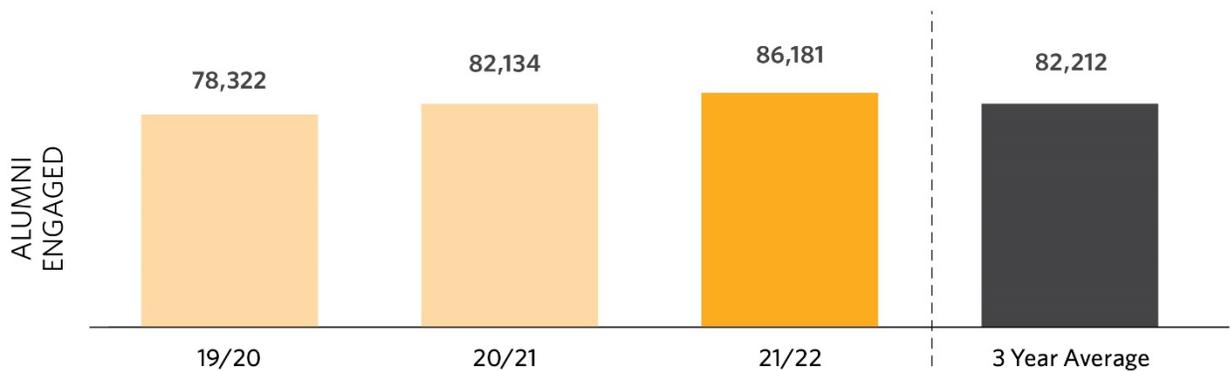
Launched in April 2020 and finalized on March 31, 2022, the University President’s Pandemic Recovery Response Initiative is a comprehensive fundraising initiative that targets funds to provide emergency financial relief for students and accelerates advanced research. This new initiative raised **\$11.9 million** overall from over **2,500 gifts**. **\$1.3 million** was raised to support students and **\$10.6 million** was raised to support research.

ALUMNI ENGAGEMENT RESULTS

Alumni engagement has been guided by *alumni UBC’s* strategic plan, *Connecting Forward*, which concluded its fifth and final 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:

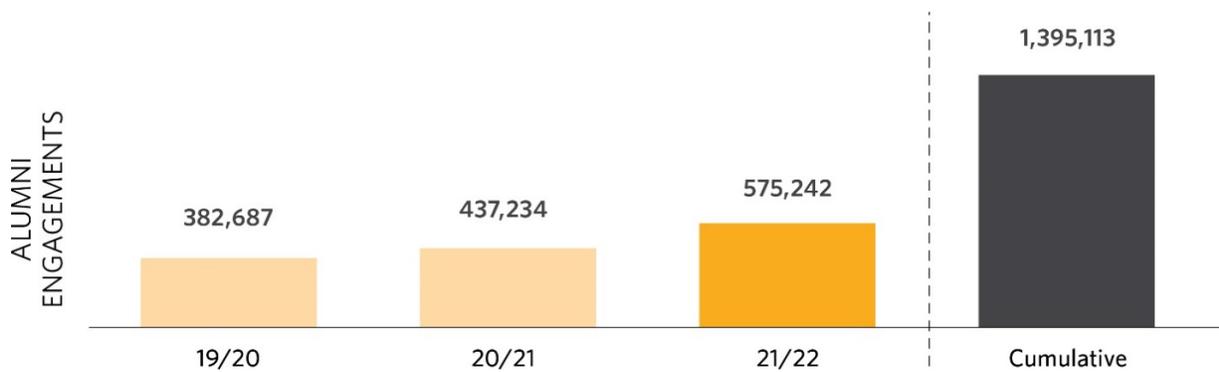
Broad engagement is represented through program participation and the effective use of technology and communications across digital and print platforms to both inform and deliver resources to UBC alumni.

FY22 Annual Goal: 86,000
FY22 Annual Result: 86,181
FY22 Interactions: 575,242



Alumni Engaged: The number of the number of individual alumni that engaged with UBC over the year.

DEVELOPMENT AND ALUMNI ENGAGEMENT



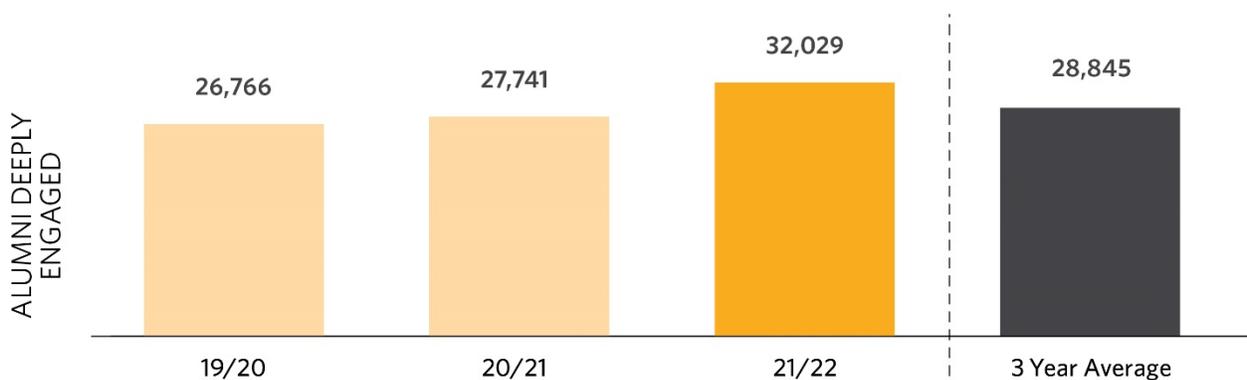
Alumni Engagements: The number of activities that our alumni and friends engaged in over the year.

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

FY22 Goal: 28,000

FY22 Result: 32,049

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



Alumni Deeply Engaged: The number of individual alumni contributing their voice, influence, skills and capacity in support of the University's mission.

ALUMNI ENGAGED BY CAMPUS, FACULTY OR 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
Total	82,134	81,000	307,595	27%	78,322

SELECT ALUMNI ACTIVITY HIGHLIGHTS

- March 31 marked the official end of *Connecting Forward*, alumni UBC's strategic plan since 2017. UBC engaged 47% of our alumni, or just over 177,000 individual alumni over the course of the strategic plan.
- In response to the public health crisis, provided an ongoing popular series of webinars focussing on issues raised by and learning about COVID-19.
- Further enhanced online programming in FY22 engaging a record number of alumni.
- Held the first ever hybrid UBC Alumni Achievement Awards with 200 people enjoying a lovely dinner together with an additional 200 people appreciating the online program.
- Welcomed 11,000 new alumni with online receptions for our graduates of both the Vancouver and Okanagan campus.
- The Student Alumni Council (SAC) completed its second year. The group of 36 student leaders continues to make progress in its commitment to connecting students and alumni and fostering pride on the Vancouver campus. They delivered 20 original programs, including a popular podcast series, a virtual panel series featuring UBC alumni, as well as the creation of the second edition of the very popular Blue and Gold Book.

DAE FOCUS FOR 22/23

- Publicly launch the biggest campaign in UBC's history
- Raise \$220 million for UBC priorities
- Engage 92,000 individual alumni
- Implement a student affordability fundraising initiative: \$100 million for financial need
- Launch new *alumni UBC* Strategic Plan
- Adapt business practices, work environment, and staff resources to enhance productivity



FY22 DEVELOPMENT & ALUMNI ENGAGEMENT YEAR-END REPORT

HEATHER MCCAWE, NATALIE COOK ZYWICKI, HILLARY GOSSELIN

JUNE 15 2022



Development & Alumni Engagement Results

- \$227.8 million in funds raised from 14,661 donors who gave 17,459 gifts
- 86,181 total alumni engaged
- 32,049 alumni connected through deeper engagement opportunities





Development & Alumni Engagement

- University President's Pandemic Recovery Response Initiative
- Blue & Gold Campaign for Students
- Student Affordability Fundraising Initiative

IMPACT



- Blue & Gold Thank You Video



Development & Alumni Engagement

- UBC's first ever case for alumni engagement
- New strategic plan
- Enhanced online engagement offerings
- Alumni board appointment
- Student Alumni Council

Focus for 22/23

- Publicly launch the biggest campaign in UBC's history
- Raise \$220 million for UBC priorities
- Engage 92,000 individual alumni
- Implement \$100 million student affordability fundraising initiative
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THANK YOU!