



---

|                               |   |
|-------------------------------|---|
| <b>SUBJECT</b>                | <b>DEVELOPMENT &amp; ALUMNI ENGAGEMENT (DAE) FY23 Q2 CAMPAIGN PROGRESS REPORT</b>   |
| <b>SUBMITTED TO</b>           | People, Community & International Committee   |
| <b>MEETING DATE</b>           | November 17, 2022   |
| <b>SESSION CLASSIFICATION</b> | Recommended session criteria from Board Meetings Policy:<br>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<br>Natalie Cook Zywicki, Associate Vice-President, Alumni and Executive Director, <i>alumni UBC</i> |

---

### PRIOR SUBMISSIONS

The subject matter of this submission was considered by the People, Community and International Committee most recently in [June 2022](#) (OPEN SESSION).

---

### EXECUTIVE SUMMARY

On September 24, 2022, DAE publicly launched **FORWARD, the campaign for UBC**. The largest campaign in UBC's history, **FORWARD, the campaign for UBC**, will raise \$3 billion to benefit students and researchers across both campuses, and activate the power of global alumni by doubling alumni engagement. Through giving, volunteering and engagement with UBC, donors and alumni will accelerate the university's impact in three key areas: advancing healthy lives, creating solutions for the planet, and shaping thriving societies.

As of September 30, 2022 \$1.34B has been raised in funds for the campaign and 1.91M alumni have been engaged through interactions towards the goal of 5M.

As of Quarter 2, \$131.7M has been raised in support of UBC priorities for FY23. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY23 with multi-year payments. 58,752 alumni have been engaged through broad-based engagement as of Quarter 2.

---

### APPENDICES

1. DAE FY23 Q2 Campaign Progress Report

**APPENDIX 1 – DEVELOPMENT & ALUMNI ENGAGEMENT FY23 QUARTER 2 CAMPAIGN 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.

On September 24, 2022, DAE publicly launched **FORWARD, the campaign for UBC**. The largest campaign in UBC’s history, **FORWARD, the campaign for UBC**, will raise \$3 billion to benefit students and researchers across both campuses, and activate the power of global alumni by doubling alumni engagement. Through giving, volunteering and engagement with UBC, donors and alumni will accelerate the university’s impact in three key areas: advancing healthy lives, creating solutions for the planet, and shaping thriving societies.

**CAMPAIGN PROGRESS**



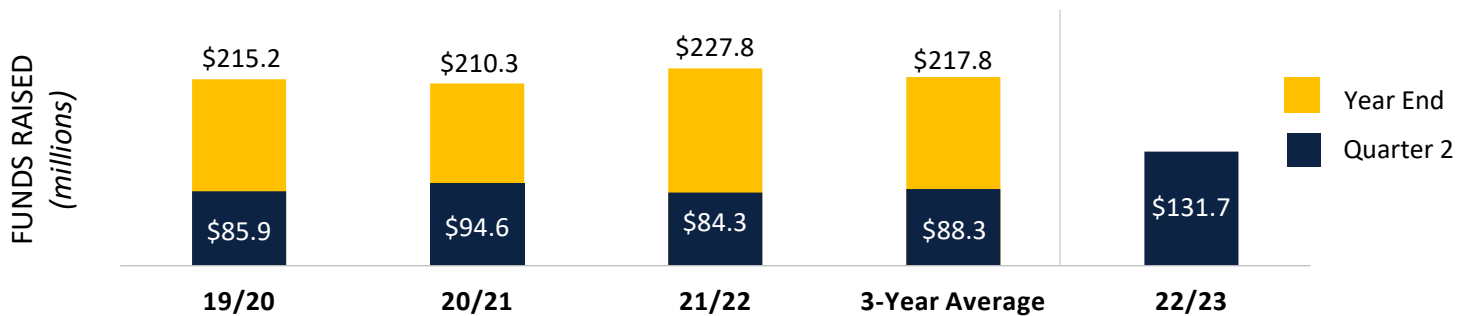
**APPENDIX 1 – DEVELOPMENT & ALUMNI ENGAGEMENT FY23 QUARTER 2 CAMPAIGN PROGRESS REPORT**

**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 FY23 with multi-year payment schedules.

*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**

**FORWARD for Students Affordability Initiative**

Recognizing the affordability issues facing students at UBC and universities across the country, UBC is also highlighting its first ever fundraising initiative specifically focused on student affordability. The FORWARD for Students Affordability Initiative aims to raise \$100 million with a high priority placed on responding to students who are in need.

**ALUMNI RESULTS**

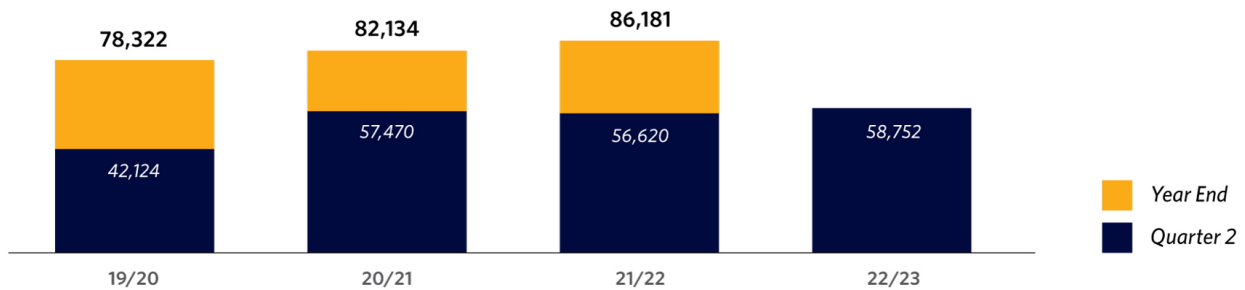
Alumni engagement is guided by *alumni UBC's* new strategic plan, *From Here Forward*, which is in its first year of implementation, along with UBC's strategic plan, *Shaping UBC's Next Century*. *alumni UBC* aspires to be a leading and innovated higher education alumni engagement organization supporting a diverse, inclusive and proud global community. Through data

**APPENDIX 1 – DEVELOPMENT & ALUMNI ENGAGEMENT FY23 QUARTER 2 CAMPAIGN PROGRESS REPORT**

analytics and outreach, we will increasingly offer services and experiences based on individual backgrounds and interests. We will offer them with consistency and integrity, and be a reliable and trusted voice.

*alumni* UBC’s purpose is to reach, inspire and engage alumni through experiences for lifelong enrichment and relationships and enable them to advance UBC’s pursuit of excellence. In this campaign, we will be working towards growth of the number of individual alumni we engage on an annual basis along with tracking our overall reach through the number of interactions with our programs and digital communications.

**Alumni Engaged:**



**Interactions:**



**SELECT ACTIVITY HIGHLIGHTS**

Podcast Launch: *From Here Forward* shares stories and ideas about amazing things UBC and its alumni are doing around the world. It covers people and places, truths, science, art and accomplishments with the view that sharing better inspires better. Hosts Carol Eugene Park and

## APPENDIX 1 – DEVELOPMENT & ALUMNI ENGAGEMENT FY23 QUARTER 2 CAMPAIGN PROGRESS REPORT

Rumneek Johal, both UBC School of Journalism grads, will explore solutions for the negative stuff out there – focusing on the good, from here forward.

### DAE FOCUS FOR THE REMAINDER OF FY23

- Raise \$220 million for UBC priorities
- Engage 92,000 individual alumni
- Promote and raise funds for FORWARD for Students Affordability Initiative
- Launch new alumni UBC Strategic Plan
- Lead Chancellor re-appointment process
- Adapt business practices, work environment, and staff resources to enhance productivity