



SUBJECT	Overview of the Vice-President Development & Alumni Engagement Portfolio
SUBMITTED TO	Executive Committee
MEETING DATE	March 22, 2023
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

PRIOR SUBMISSIONS

The subject matter of this submission has not previously been presented to the Executive Committee.

EXECUTIVE SUMMARY

The Vice-President Development & Alumni Engagement (DAE) leads the fundraising and alumni relations activities of the university across both campuses. DAE supports the purpose and vision of the university, and the priorities of the executive and academic leadership by securing donor funding and engaging alumni in the life and work of the institution.

Last fall, UBC publicly launched the most ambitious fundraising and alumni engagement campaign in the university's history: FORWARD, the campaign for UBC.

In FY22, \$227.8 million 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. 86,181 alumni were engaged through broad-based engagement and 32,049 alumni connected through deeper engagement opportunities.

PRESENTATIONS

1. Development and Alumni Engagement Portfolio Overview

Development and Alumni Engagement

Portfolio Overview
March 2023

FORWARD 



THE UNIVERSITY
OF BRITISH COLUMBIA

AGENDA

- DAE Portfolio
- Donor & Alumni Impact
- FORWARD, the campaign for UBC
- Strategic Priorities FY24



Development and Alumni Engagement

DAE supports the purpose and vision of the university, and the priorities of the executive and academic leadership by raising funds and engaging alumni in the life and work of the institution.

2021-2022 Results:

\$227.8 million raised from 14,661 donors
86,181 alumni engaged 246,820 times



DAE Structure

Development & Alumni Engagement

Heather McCaw

Vice-President

Vancouver & Kelowna Campuses

Development

Hillary Gosselin

Associate Vice-President,
Development

Alumni

Natalie Cook Zywicki

AVP, Alumni & Executive
Director, *alumni UBC*

DAE Services

George Firican

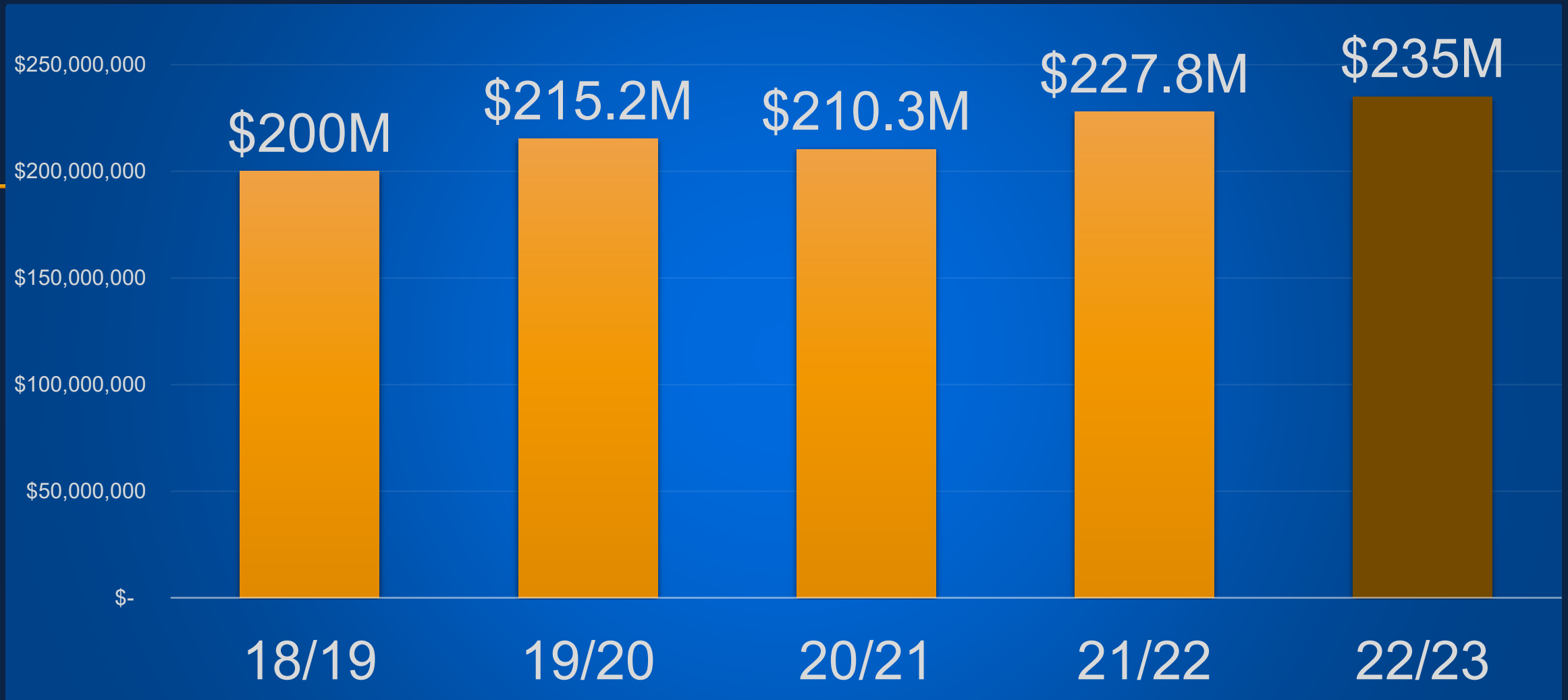
Interim Managing Director,
Advancement Services

Communications

Jennifer Bendl

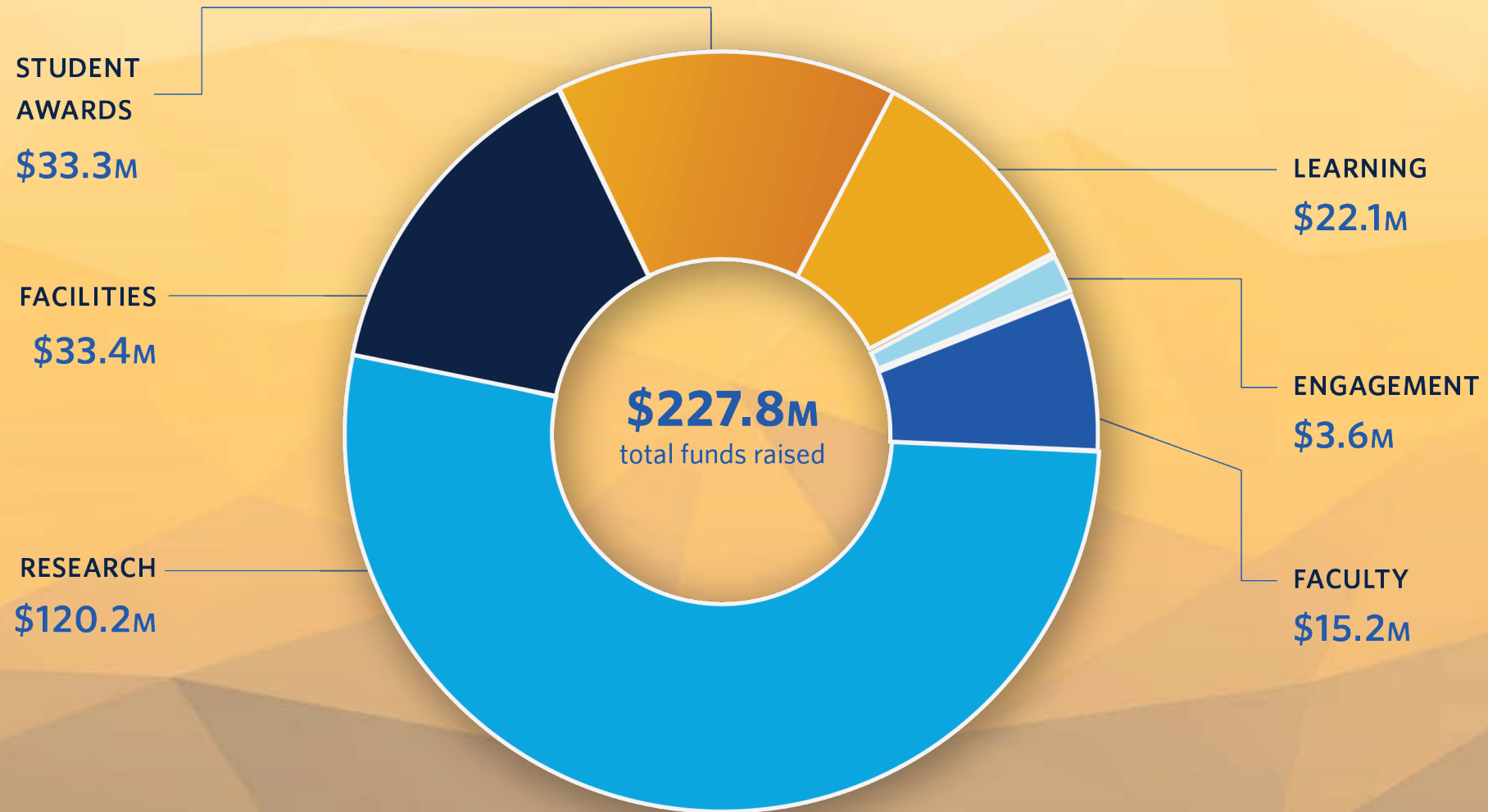
Managing Director,
Communications & Engagement

FUNDS RAISED ANNUALLY



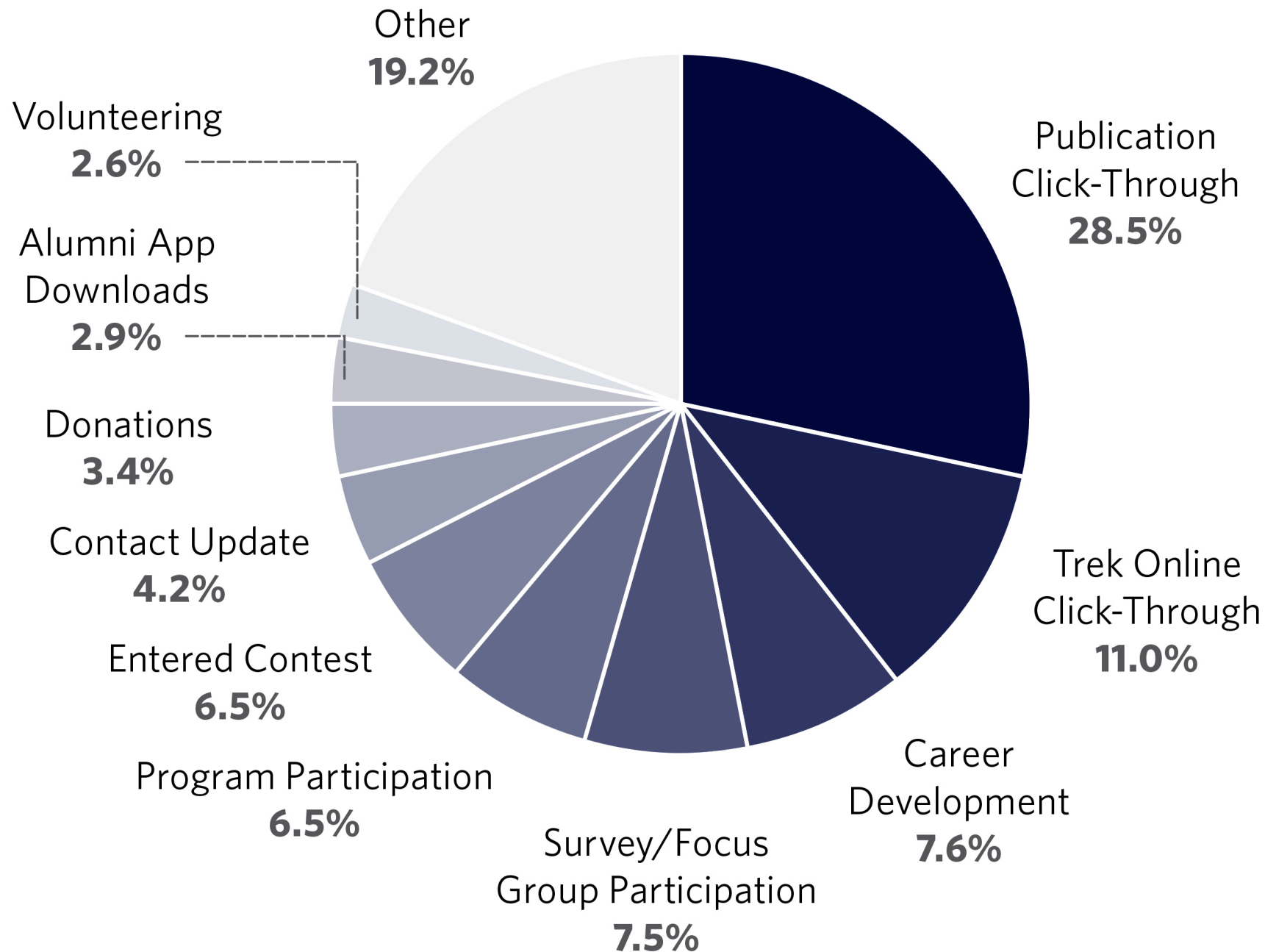


Allocations FY 22



Data and financials reported from April 1, 2021 to March 31, 2022

**How did
86,181
alumni
engage
with us?
(246,820
times)**



FORWARD, the campaign for UBC

- UBC publicly launched the most ambitious fundraising and alumni engagement campaign in our history in September, 2022
- The campaign aims to raise \$3 billion, double alumni engagement and reach 5 million alumni interactions in support of three key themes:



Advancing
Healthy Lives



Creating Solutions
for the Planet



Shaping Thriving
Societies



FORWARD



Campaign Results to date

\$1.4 Billion raised
2.17M interactions

FORWARD 



THE UNIVERSITY
OF BRITISH COLUMBIA

STRATEGIC PRIORITIES FY24

- Raise \$240M
- Engage over 100,000 unique alumni
- Identify new opportunities to partner with faculties
- Align ongoing EDI initiatives with StEAR framework
- Lead the search process for UBCs next chancellor
- Leverage Presidential Transition