



SUBJECT	DEVELOPMENT & ALUMNI ENGAGEMENT (DAE) CAMPAIGN PROGRESS REPORT
SUBMITTED TO	People, Community & International Committee
MEETING DATE	June 14, 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 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

The subject matter of this submission was considered by the People, Community and International Committee most recently in [Nov 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 March 31, 2023, \$1.45B has been raised in funds for the campaign towards the goal of \$3B and alumni engaged in 2.46M interactions towards the goal of 5M.

In FY23 \$242.5M 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 FY23 with multi-year payments. 95,163 alumni have been engaged through broad-based engagement.

APPENDICES

1. DAE Campaign Progress Report

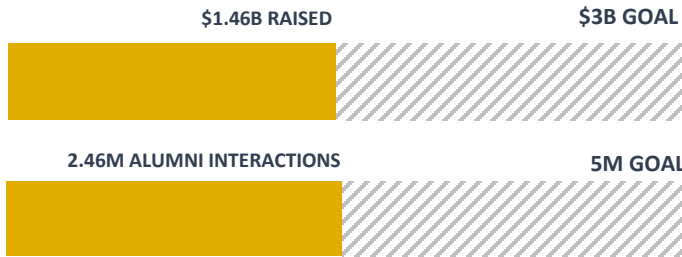
DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

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



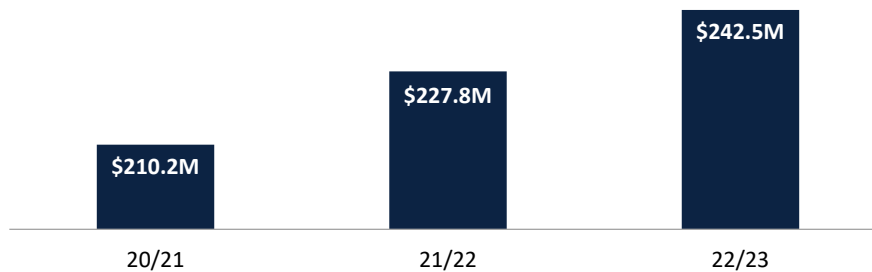
DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

DEVELOPMENT RESULTS

Development at UBC is focused on personal solicitation of major gifts (\$50K+) 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 each fiscal year with multi-year payment schedules.

As UBC fundraising consists mainly of major gifts, results during the campaign years can vary due to the timing of large and transformational pledges and gifts.



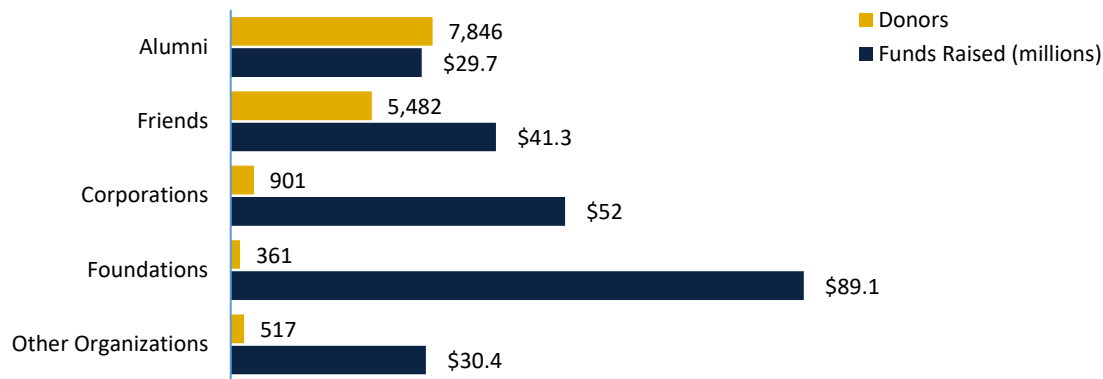
In addition, \$7 million was recorded in FY23 for new expectancies outside the funds raised total to benefit UBC in the future.

DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

FUNDS RAISED BY DONOR TYPE AND DESIGNATION

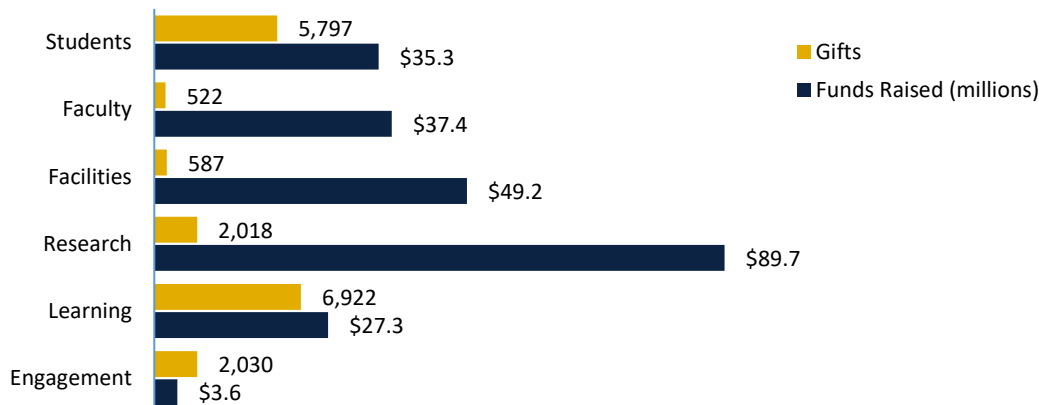
Funds Raised by Donor Type

The type of donor reflects the individuals and organizations who committed the gift. In FY23, 15,107 donors supported UBC priorities. Individuals, including alumni, friends, faculty and staff, represent 29% of the funds raised and 88% of the number of donors.



Funds Raised by Gift Designation

The designation of gift reflects where the gift was directed. 17,876 gifts were received in FY23.



DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

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	\$12,088,810
UBC Vancouver	
Allard School of Law	\$3,795,620
Applied Science	\$33,667,396
Arts	\$15,892,395
Athletics and Recreation	\$4,720,892
Dentistry	\$3,324,738
Education	\$3,755,151
Forestry	\$9,073,015
Land and Food Systems	\$5,778,999
Library	\$2,101,422
Medicine	\$88,046,983
Pharmaceutical Sciences	\$2,184,080
Sauder School of Business	\$6,517,935
Science	\$21,476,460
Campus-Wide Support ¹	\$30,060,688
Total	\$242,484,584

¹ Campus-Wide Support reflects gifts not captured within a specific campus, faculty or unit or gifts that cross multiple areas.

FORWARD FOR STUDENTS AFFORDABILITY INITIATIVE

In its first year, the FORWARD for Students Affordability Initiative has raised a total of **\$16.3 million** from over **4,800** donors towards its goal to raise \$100 million by the end of the campaign.

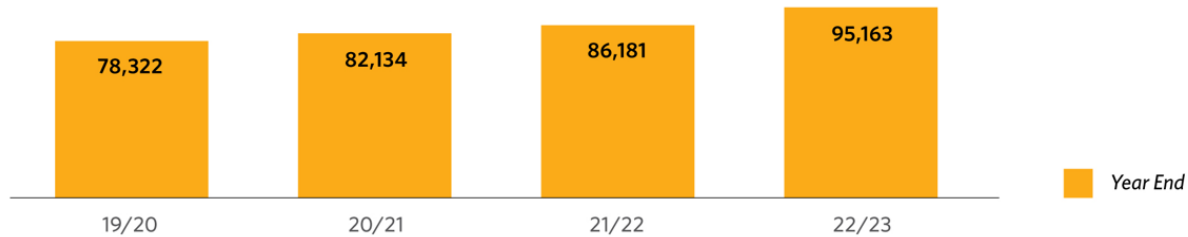
DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

ALUMNI RESULTS

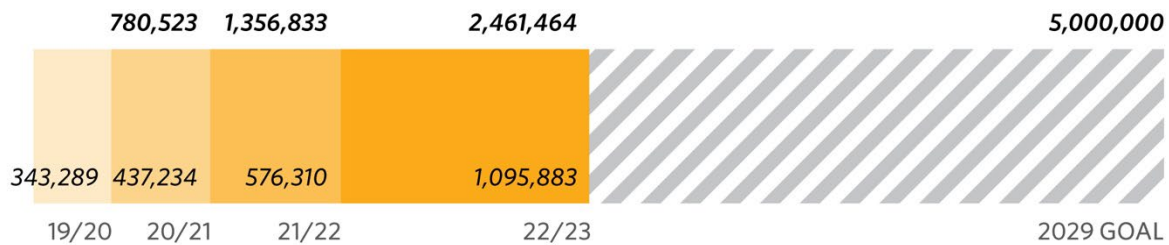
Alumni engagement is guided by *alumni UBC's* new strategic plan, *From Here Forward*, which is in its second year of implementation, along with UBC's strategic plan, *Shaping UBC's Next Century*. *alumni UBC* aspires to be a leading and innovative higher education alumni engagement organization supporting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



DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

ALUMNI ENGAGED BY CAMPUS, FACULTY OR UNIT

Alumni Engaged by Primary Faculty of Study

Campus and Faculty	Alumni Engaged	Percentage Contactable Engaged
UBC Okanagan	5,327	24%
UBC Vancouver		
Allard School of Law	3,782	37%
Applied Science	13,951	33%
Arts	20,373	25%
Dentistry	1,618	48%
Education	11,666	24%
Forestry	2,486	39%
Land and Food Systems	3,039	31%
Medicine	8,074	45%
Pharmaceutical Sciences	2,000	33%
Sauder School of Business	10,601	28%
Science	12,151	28%

DAE FOCUS FOR FY24

- Achieve a cumulative goal of \$1.7 billion toward the \$3 billion goal for UBC priorities
- Engage 100,000 alumni through 1,000,000 million interactions towards our campaign goal of 5 million interactions
- Promote and raise funds for FORWARD: Student Affordability Initiative
- Announce and introduce new President to donor and alumni communities
- Lead Chancellor appointment process
- Focus on creating a culture of belonging for team, volunteers, alumni and donors



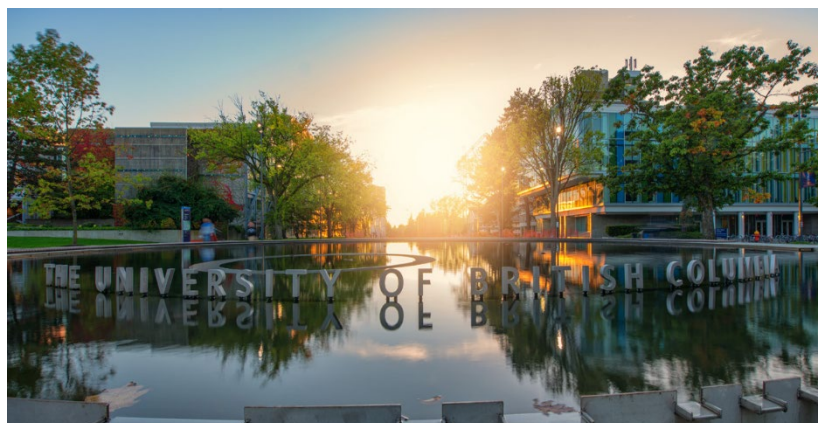
FORWARD 



DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

HEATHER MCCA W, NATALIE COOK ZYWICKI, HILLARY GOSSELIN

JUNE 14 2023





FORWARD, the campaign for UBC: results to date

- \$1.45B raised towards the campaign goal of \$3B
- 2.46M alumni interactions towards the goal of 5M

Fiscal Year 2023 Development and Alumni Engagement: annual results

- \$242.5M raised in support of UBC priorities
- 95,163 alumni engaged through broad-based engagement

Development and Alumni Engagement

- Campaign momentum
- The University of British Columbia Magazine
- MyTown Meetups



MY TOWN

Porto, Portugal

Robyn Freiheit enjoying a beverage at one of Porto's many seaside spots. Photos courtesy of Robyn.

Development & Alumni Engagement

- Donor impact
- FORWARD for Students Affordability Initiative

Give to
transform medicine
with living drugs



FORWARD 

 THE UNIVERSITY
OF BRITISH COLUMBIA

THE GLOBE AND MAIL* 

Focus for 23/24

- Achieve a cumulative goal of \$1.7 billion toward the \$3 billion goal for UBC priorities
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FORWARD 