



SUBJECT	DEVELOPMENT & ALUMNI ENGAGEMENT (DAE) FY24 Q2 CAMPAIGN PROGRESS REPORT
SUBMITTED TO	People, Community & International Committee
MEETING DATE	November 21, 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 [June 2023](#) (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, 2023, a cumulative total of \$1.56B has been raised in funds for the campaign and our alumni have been engaged through 2.99M interactions towards the goal of 5M.

As of Quarter 2, \$104M has been raised in support of UBC priorities for FY24. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY24 with multi-year payments. 71,282 alumni have been engaged through broad-based engagement as of Quarter 2.

APPENDICES

1. DAE FY 24 Q2 Campaign Progress Report

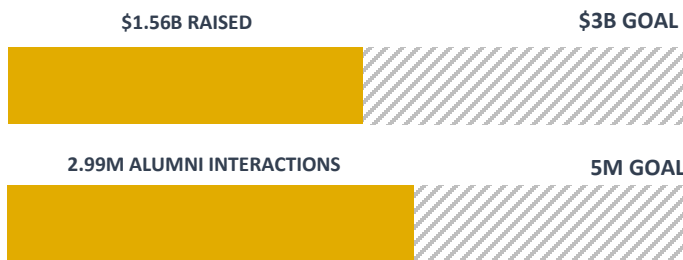
DEVELOPMENT & ALUMNI ENGAGEMENT FY24 QUARTER 2 CAMPAIGN PROGRESS REPORT

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



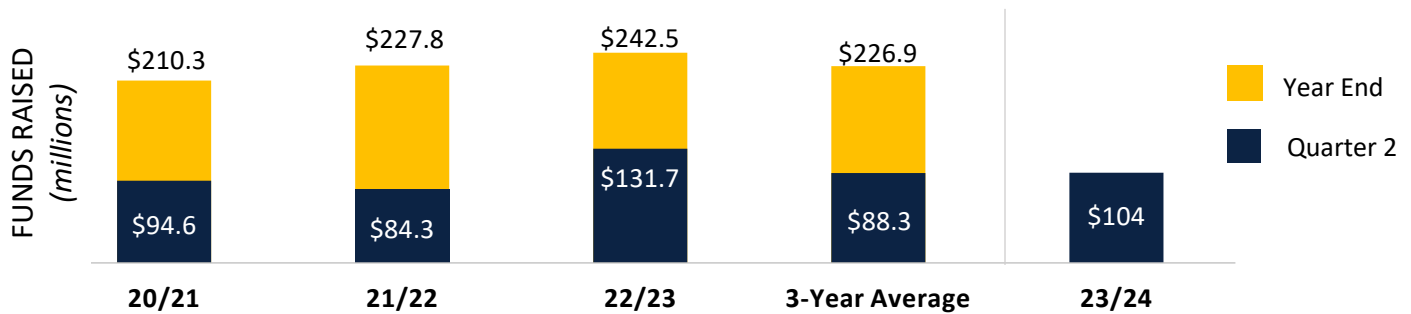
DEVELOPMENT & ALUMNI ENGAGEMENT FY24 QUARTER 2 CAMPAIGN PROGRESS REPORT

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.



FORWARD FOR STUDENTS AFFORDABILITY INITIATIVE

Since April 2022, the FORWARD for Students Affordability Initiative has raised **\$25 million** from over **5,800** donors towards its goal to raise \$100 million by the end of the campaign.

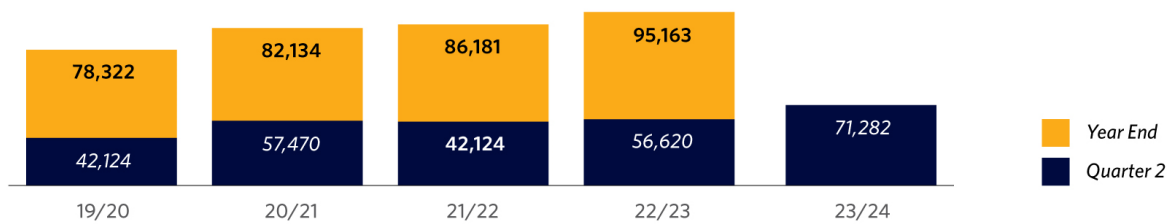
DEVELOPMENT & ALUMNI ENGAGEMENT FY24 QUARTER 2 CAMPAIGN PROGRESS REPORT

ALUMNI RESULTS

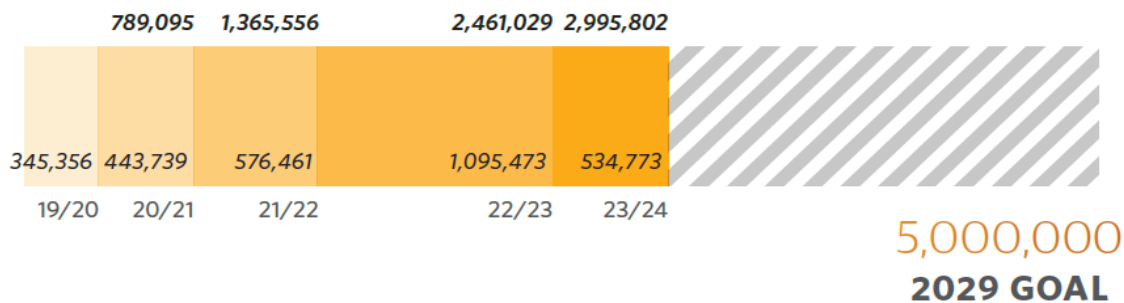
Alumni engagement is guided by *alumni UBC's* strategic plan, *From Here Forward*, which is in its second year of implementation, along with UBC's strategic plan, *Shaping UBC's Next Century*. *alumni UBC* aspires to be a leading and innovative higher education alumni engagement organization supporting 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 FY24 QUARTER 2 CAMPAIGN PROGRESS REPORT

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
- Introduce new President to donor and alumni communities
- Lead Chancellor appointment process
- Deliver an ever-improving culture of belonging for team, volunteers, alumni and donors