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<b>SUBJECT</b>	Development & Alumni Engagement (DAE) FY25 Q2 Campaign Progress Report
<b>SUBMITTED TO</b>	Finance Committee
<b>MEETING DATE</b>	November 20, 2024
<b>SESSION CLASSIFICATION</b>	Recommended session criteria from Board Meetings Policy: OPEN
<b>REQUEST</b>	For information only - No action requested
<b>LEAD EXECUTIVE</b>	Heather McCaw, Vice-President Development & Alumni Engagement
<b>SUPPORTED BY</b>	Hillary Gosselin, Associate Vice-President Development Natalie Cook Zywicki, Associate Vice-President Alumni and Executive Director, <i>alumni UBC</i>

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### PRIOR SUBMISSIONS

The subject matter of this submission was considered by the People, Community and International Committee most recently in [June 2024](#) (OPEN SESSION).

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### EXECUTIVE SUMMARY

**FORWARD, the campaign for UBC**, will raise \$3 billion and activate the power of our global alumni by doubling alumni engagement to benefit students and researchers across both campuses.

Publicly launched in September 2022, **FORWARD, the campaign for UBC** is the largest campaign in UBC's history. 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, 2024, a cumulative total of \$1.91B has been raised in funds for the campaign and our alumni have been engaged through 5.16M interactions towards the goal of 10M.

As of Quarter 2, \$106M has been raised in support of UBC priorities for FY25. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY25 with multi-year payments. 78,367 alumni have been engaged through 1.92M interactions as of Quarter 2, which includes reading and sharing alumni communications, attending events, volunteering time to support student learning and providing leadership guidance through various boards and advisory councils.

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### APPENDICES

1. Development & Alumni Engagement FY25 Quarter 2 Campaign Progress Report

## DEVELOPMENT & ALUMNI ENGAGEMENT FY25 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

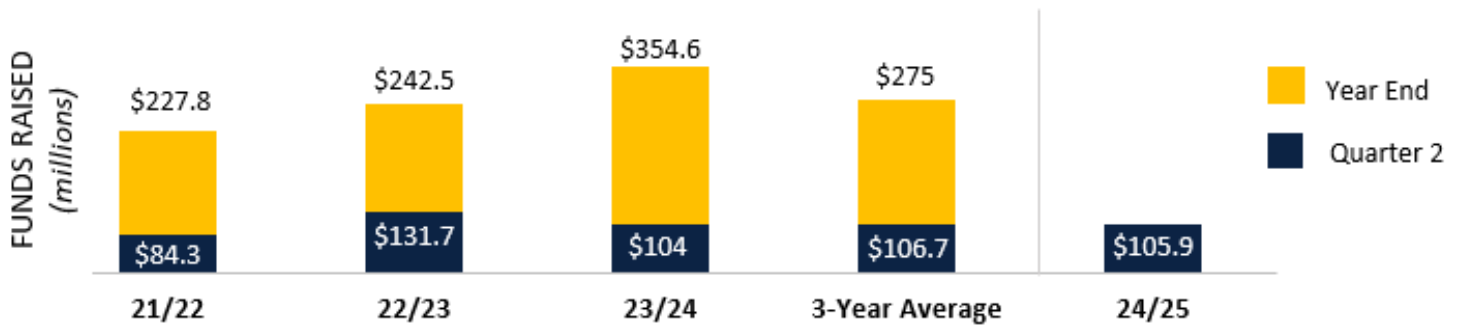


### DEVELOPMENT RESULTS

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.

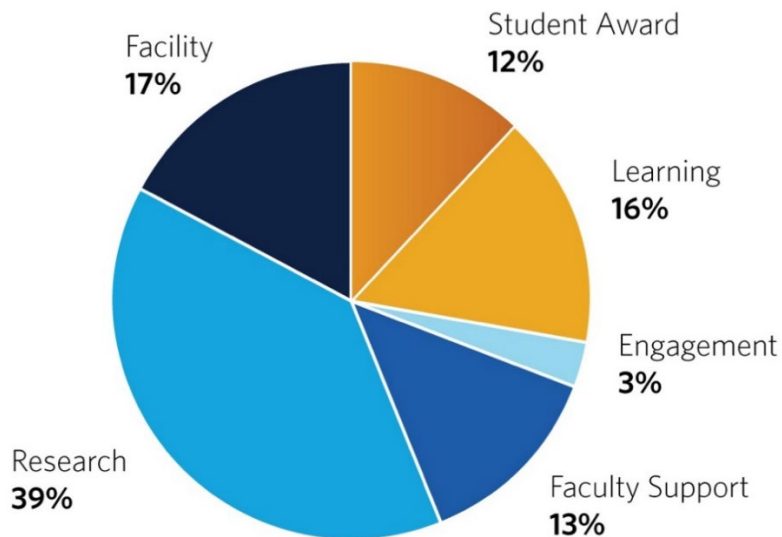
*As UBC fundraising consists mainly of major gifts, results during the campaign years can vary due to the timing of large and transformational pledges and gifts.*



### FORWARD FOR STUDENTS AFFORDABILITY INITIATIVE

Since April 2022, the FORWARD for Students Affordability Initiative has raised **\$41.8 million** from over **7,400** donors towards its goal to raise \$100 million by the end of the campaign.

## FUNDS RAISED BY USE



Below is just one recent example, in each theme, of the impact of philanthropy in support of UBC priorities.

### Engagement

In support of the thriving societies campaign theme, UBC received a \$1M gift from UBC professor emerita Dr. Patricia Merivale to establish a visiting scholars program at Green College.

The **Merivale Visitors in Residence Program** will “support Green College’s unique mandate to bring people from different backgrounds, disciplines and career stages together in an inclusive residential environment that encourages the exchange of ideas and welcomes different ways of thinking. It will offer unparalleled opportunities for graduate students, postdoctoral fellows, UBC faculty and the broader community, to interact with visiting scholars in an environment that fosters collaboration—sparking conversations that will help shape a thriving society.” - Dr. Emma Cunliffe, the Principal of Green College

### Facility

As part of the healthy lives campaign theme, UBC received a \$1.15M capital gift from alumna F. Joan Tuey for Gateway Health in support of student health and well-being. The **Integrated**

**Student Health and Wellbeing Services & Programs** within the **Gateway Health** building will bring together all student health and wellbeing services and programs – from the Wellbeing Centre, to Counselling Services, to Student Health Services - into an integrated model of care within a centralized space.

### **Faculty Support**

Dr. David Brand, PhD 1985, donated \$2.5M to the Faculty of Forestry, to establish the **David Brand Professorship in Sustainable Forestry and Conservation Finance**. This professorship is part of the University's President's Academic Excellence Initiative (PAEI) to increase the number of new faculty positions at UBC. The successful applicant will play a key role in research and teaching in the area of conservation finance and its increasing importance in advancing new ways to sustainably manage and restore forest ecosystems, including recognizing the role of Indigenous peoples in managing their traditional lands and territories.

### **Learning**

The **Phil Lind Initiative** is a successful and well-recognized annual dialogue series and course hosted by the School of Public Policy and Global Affairs. The initiative's mandate is to invite prominent US scholars, writers, and intellectuals to UBC to share ideas with students, faculty, and the wider community on some of the most urgent issues of our time. UBC received a \$1M gift from the Lind Family to extend the Lind Initiative for a number of years.

### **Research**

The Conconi Family Foundation donated \$1.5 million to establish the **Conconi Family Foundation Distinguished Scholar in Seniors Care**. This academic recognition was designed to help expand research capacity in BC to drive policy and program development to better support the health of older adults. Dr. Amy Salmon will serve as the inaugural Distinguished Scholar; her extensive experience in clinical research will contribute to strengthening innovative models to benefit patients and their communities of care.

### **Student Awards**

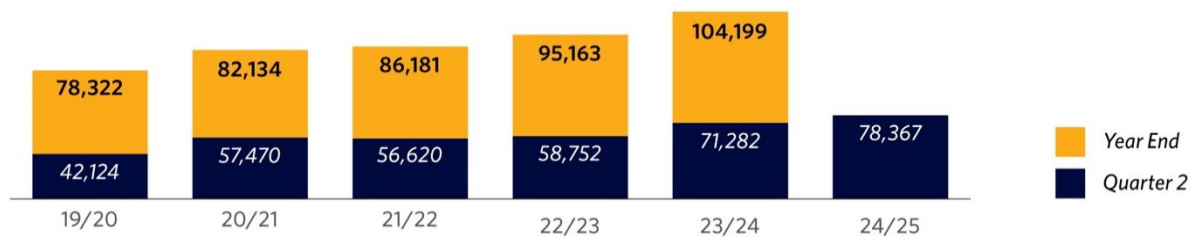
The McCall MacBain Foundation gave a gift of \$1.15M to create The **McCall MacBain Leadership Awards for Indigenous Students** that supports students from Aboriginal Access Studies entering a degree program at UBC Okanagan. Selected students will have demonstrated commitment to leadership, strength and perseverance in overcoming challenges in pursuing their academic dreams and a deep commitment to better serving their communities. A leadership program will connect them to mentorship and experiential learning opportunities that supports their personal leadership growth.

## 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:



Our **5 million interactions** goal at the inception of the campaign felt lofty at the time. But thanks to our shift to a digital-first strategy, this September, we passed the 5 million mark – four years ahead of schedule! As a result of this success, we’ve created a new challenge, by setting an ambitious new target of **10 million interactions** by the close of campaign.

### **Bringing the Campaign themes to life through engagement**

The programming and communications efforts from alumni UBC help amplify the broader campaign themes of *healthy lives, healthy planet, and healthy societies* by showcasing cutting-edge research and initiatives.

The ‘*When Food Becomes Medicine*’ webinar underlines the theme of *healthy lives* by connecting the latest scientific insights about the microbiome and diet with practical advice for promoting gut health. By framing food as medicine, UBC demonstrates how advancements in nutrition science can lead to improved health outcomes, directly supporting the goal of promoting healthier lives.

The ‘*Decolonizing Mental Health*’ webinar, featuring Dr. Cash Ahenakew, touches on both *healthy lives* and *healthy societies* by addressing the mental health challenges faced by Indigenous communities. By focusing on decolonizing mental health practices and integrating Indigenous knowledge with western medical approaches, this initiative highlights UBC’s commitment to mental well-being and social justice. It reflects the university’s ambition to create inclusive, healthy societies that respect diverse cultural perspectives.

The story ‘*From Glowing Bacteria to Fruit*’ in the UBC magazine showcases innovation in addressing global challenges like environmental degradation and waste management, clearly aligning with the *healthy planet* theme. The work of UBC’s BioProducts Institute and the School of Engineering demonstrates how researchers are harnessing unconventional, sustainable materials to drive creative solutions for pressing environmental and societal issues, further amplifying UBC’s role in advancing sustainable technologies.

These are just a few illustrations of how alumni UBC reflects and amplifies UBC’s dedication to addressing critical health, societal, and environmental issues, while fostering collaboration and innovation across disciplines.

## DEVELOPMENT AND ALUMNI ENGAGEMENT FOCUS FOR FY25

- Surpass \$2 billion campaign total
- Surpass 6 million interactions
- Continue targeted initiatives in support of Student Affordability
- Secure commitments for new faculty positions through the President's Academic Excellence Initiative
- Continue to facilitate active involvement of President in donor and alumni communities in order to maximize campaign impact
- Continue to grow the reach of our programs and communications, highlighting the work of UBC in support of the campaign themes