



SUBJECT	Development & Alumni Engagement (DAE) Campaign Progress Report
SUBMITTED TO	Finance Committee
MEETING DATE	June 3, 2025
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
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 Finance Committee most recently in [Nov 2024](#) (OPEN SESSION).

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 are accelerating the university's impact in three key areas: advancing healthy lives, creating solutions for the planet, and shaping thriving societies.

As of March 31, 2025, \$2.08B had been raised in funds for the campaign towards the goal of \$3B and 6.1M interactions were recorded towards the goal of 10M to build alumni engagement and amplify UBC's impact.

In FY25 \$281.1M was raised in support of UBC priorities. Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY25 with multi-year payments. 117,941 alumni engaged through volunteer opportunities, events, and online programs and content.

APPENDICES

1. FORWARD Campaign Progress Report – June 2025
2. Development & Alumni Annual Results FY25

PRESENTATIONS

1. Development & Alumni Engagement Campaign Progress Report

APPENDIX 1 – FORWARD CAMPAIGN PROGRESS REPORT – June 2025

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** is the largest campaign in UBC’s history. The impact is already helping advance healthy lives, a healthy planet and healthy societies – locally and globally. Through giving, volunteering and engagement with UBC, donors and alumni are accelerating UBC’s contributions in moving the world forward.

CAMPAIGN PROGRESS (as of March 31, 2025)

\$2.0B RAISED

\$3B GOAL



6.1M ALUMNI INTERACTIONS

10M GOAL



FY25 fundraising and alumni engagement results are attached as Appendix 2.

Campaign activity in action - Creating Solutions for the Planet:

- Significant donations this past year supported priorities like:
 - The renewal of the UBCO Smart Energy Research Chair to help optimize provincial energy and reduce BC’s greenhouse gas footprint.
 - UBC Sauder School of Business' BMO SME Climate Clinic - the first of its kind in Canada
 - Integrated Data & AI Research at the UBC Dairy Education and Research Centre
- In total, 14 *alumni UBC* led programs were held related to Creating Solutions for the planet, with 1903 alumni and donors taking part. One of the most popular engaged nearly 300 alumni and donors in our Spotlight event “Finding our way to a clean economy”. Our experts guided viewers through the barriers towards clean energy. They looked at costs, infrastructure, policies and social values to help determine how we can advance improvement in our world.

APPENDIX 1 – FORWARD CAMPAIGN PROGRESS REPORT – June 2025

- Alumni UBC also used their reach to amplify a story about the UBC project “Canada Food Flows” which is a tool that maps where Canada’s produce comes from. The tool was created as part of the researcher’s work to consider how climate change could impact our food supply and “aims to empower policymakers, educators, and consumers to make more informed food choices.” In just over one month, this article had more than 150,000 views.

Campaign activity in action - Shaping Thriving Societies:

- Significant donations this past year supported priorities like:
 - Created the Robert Quartermain Centre for SOGI-Inclusive Excellence in Education
 - The Indigenous Community Legal Clinic that provides pro bono legal services to clients who self-identify as Indigenous, and offers law students practical, meaningful experience in advocacy, social justice, and Indigenous issues.
 - Expansion of the Geering Up Program at UBCO to inspire more of tomorrow’s engineers, scientists, critical thinkers, change-makers and problem-solvers.
- *alumni UBC* presented 110 programs with 9810 alumni and donor registrants worldwide this past year to foster a sense of community and belonging, strengthening social support and UBC networks. One program of particular interest was our post US Election conversation as part of our UBC Dialogues series with more than 1100 alumni and friends registered. We assembled a panel of academic experts to conduct an analysis after the election to examine what happened and what might come next. This panel dug into key factors that influenced this face-off, how the outcome could impact Canadian and global economies and policies, and what may lie ahead.

Campaign activity in action - Advancing Healthy Lives:

- Significant donations this past year supported priorities like:
 - The UBCO Rural Nursing Student Practicum that provides students with the opportunity to apply nursing concepts and skills in a rural and/or remote setting in Canada.
 - The UBC Pharmacists Clinic, which is transforming how pharmacists practice, students learn and patients receive care.
 - The endowed Marilyn Pomfret Memorial Award for Women in Athletics to empower women athletes at UBC with the financial support they need to succeed
- In total, 42 *alumni UBC* led programs related to Advancing Healthy Lives were held with 5200 alumni and donors taking part. As an example, 513 alumni registered for our

APPENDIX 1 – FORWARD CAMPAIGN PROGRESS REPORT – June 2025

Spotlight event “Transforming our health with AI”. In this webinar, various UBC experts shared how they are pioneering AI research to advance how we address various diseases, physical and mental health conditions, and life stages. They explored how AI might impact the future of healthcare and its potential role in everything from prevention and early detection to treatment and recovery.

FORWARD for Students Affordability Initiative: \$48.6M

The \$100 million **FORWARD for Students Affordability Initiative** will help students on both campuses by providing financial support in the areas where they need it most with the ever-rising cost of living.

- A year ahead of schedule almost halfway to our goal of \$100M
- More than 8200 donors have given to the initiative
- More than new 1,476 need-based donor funded awards are supporting students
- More than 1,000 gifts have been received to the UBC Okanagan Student Emergency Assistance Fund

DAE Focus for FY26

1. Exceed a campaign total of \$2.3B raised to support healthy lives, a healthy planet and healthy societies
2. Achieve a total of 7.8M or more interactions to build alumni engagement and demonstrate UBC’s impact in the community
3. Continue targeted efforts for the FORWARD Student Affordability Initiative and key priorities of UBC’s refreshed strategic plan
4. Maintain campaign momentum through strategic communications, marketing and events
5. Grow UBC’s culture of philanthropy and alumni engagement

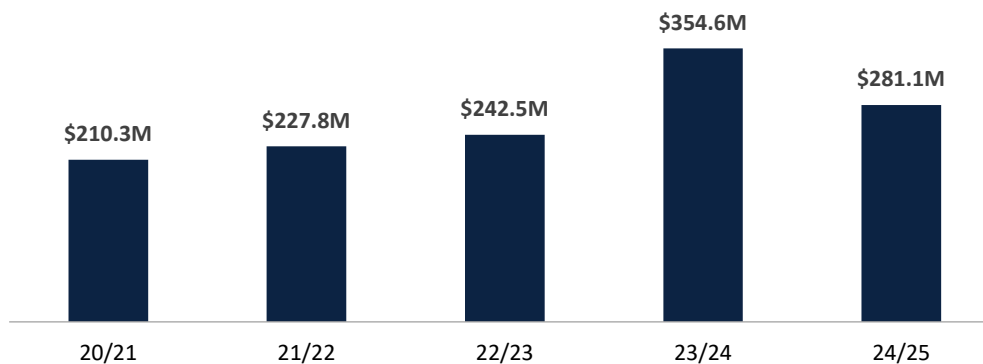
APPENDIX 2 - DEVELOPMENT & ALUMNI ANNUAL RESULTS FY25

DEVELOPMENT ANNUAL RESULTS FY25

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.

UBC has a strategic multi-year fundraising plan to reach the campaign goal of \$3 billion and a sustained \$300 million annually by 2029. The plan requires consistently strong fiscal year fundraising results and key transformational gifts. The timing of these extraordinary gifts will result in exceptional years, so the plan accounts for fluctuations in the annual results as DAE progresses towards the campaign goal. Fiscal year 24/25 reflects another year of strong results, well exceeding our anticipated target, as we continue to successfully deliver on our campaign plan.

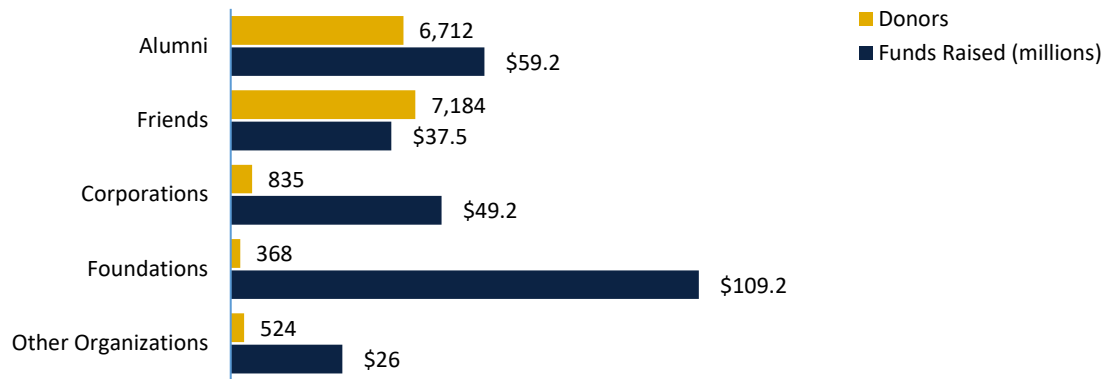


APPENDIX 2 - DEVELOPMENT & ALUMNI ANNUAL RESULTS FY25

FUNDS RAISED BY DONOR TYPE AND DESIGNATION

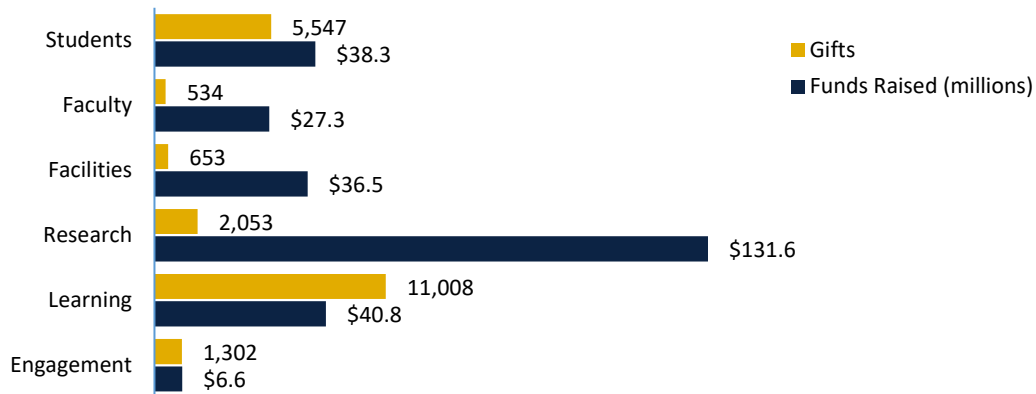
Funds Raised by Donor Type

The type of donor reflects the individuals and organizations who made the gift. In FY25, 15,623 donors supported UBC priorities. Individuals, including alumni, friends, faculty and staff, represent 34% of the funds raised and 89% of the number of donors.



Funds Raised by Gift Designation

The designation of gift reflects where the gift was directed. 21,097 gifts were received in FY25. The majority of funds raised are for research, while the majority of gifts support students as represented by students and learning in this chart.



APPENDIX 2 - DEVELOPMENT & ALUMNI ANNUAL RESULTS FY25**FUNDS RAISED TO CAMPUS, FACULTY OR CAMPUS UNIT**

DAE reports 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	\$10,359,434
UBC Vancouver	
Allard School of Law	\$4,302,874
Applied Science	\$28,111,465
Arts	\$13,399,291
Athletics and Recreation	\$5,988,824
Dentistry	\$3,034,017
Education	\$3,241,894
Forestry	\$19,899,378
Land and Food Systems	\$3,759,026
Library	\$2,708,993
Medicine	\$118,429,917
Pharmaceutical Sciences	\$3,981,583
Sauder School of Business	\$20,754,489
Science	\$19,246,419
Campus-Wide Support ¹	\$23,921,156
Total	\$281,138,760

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

APPENDIX 2 - DEVELOPMENT & ALUMNI ANNUAL RESULTS FY25

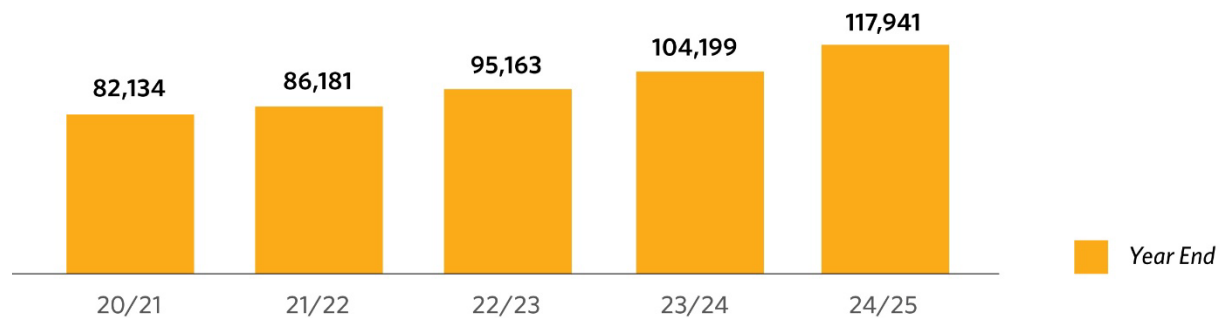
ALUMNI ANNUAL RESULTS FY25

Alumni engagement is guided by *alumni UBC's* strategic plan, *From Here Forward*, which is in its third 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, *alumni UBC* will increasingly offer services and experiences based on individual backgrounds and interests. They will be offered with consistency and integrity, and *alumni UBC* will 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, the goal is to grow the number of individual alumni who are engaged annually along with tracking *alumni UBC's* reach through the number of interactions with programs and digital communications.

ALUMNI ENGAGED

Engaged alumni are those who interact with *alumni UBC* in ways that can be tracked individually. This includes attending an event, volunteering, donating, entering a contest, or updating contact information. Each alum is counted only once per year, regardless of how many times they engage.

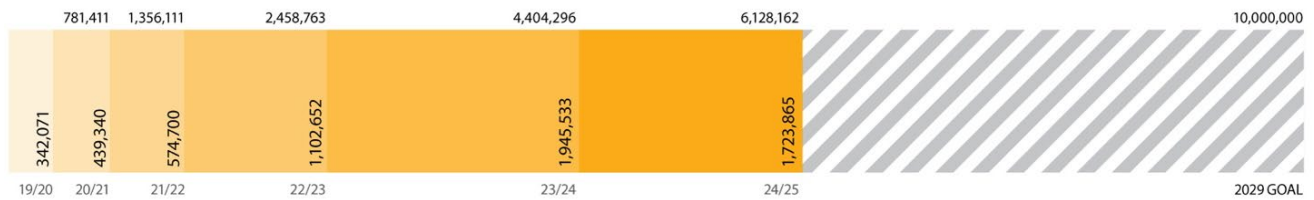


APPENDIX 2 - DEVELOPMENT & ALUMNI ANNUAL RESULTS FY25

INTERACTIONS

For the FORWARD campaign, a broader engagement metric called “interactions” was introduced. This accounts for alumni engagement that cannot always be tracked to an individual but still represents meaningful participation—such as consuming digital content. Unlike the individual engagement count, the “interactions” metric includes every instance of alumni engagement, even if the same person engages multiple times.

At the campaign’s outset, the goal was 5 million interactions. However, due to stronger-than-expected engagement, particularly through social media, the target was reached in 2024. As a result, the goal has been doubled to 10 million interactions by the end of the campaign



ALUMNI ENGAGED BY CAMPUS, FACULTY OR UNIT

Alumni Engaged by Primary Faculty of Study

Campus and Faculty	Alumni Engaged	Percentage Contactable Engaged
UBC Okanagan	7,262	27%
UBC Vancouver		
Allard School of Law	4,620	44%
Applied Science	14,551	32%
Arts	24,564	28%
Dentistry	1,895	53%
Education	16,046	31%
Forestry	2,661	38%
Land and Food Systems	3,574	34%
Medicine	9,736	50%
Pharmaceutical Sciences	1,882	29%
Sauder School of Business	16,553	40%
Science	14,504	31%



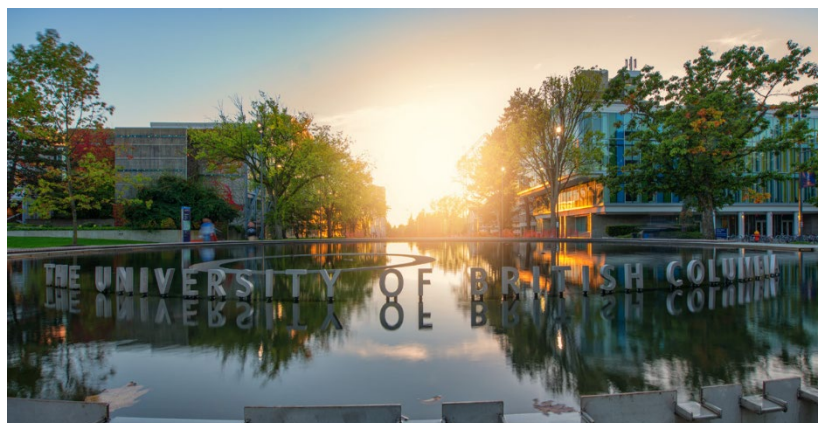
FORWARD 



DEVELOPMENT & ALUMNI ENGAGEMENT CAMPAIGN PROGRESS REPORT

HEATHER MCCA W, NATALIE COOK ZYWICKI, HILLARY GOSSELIN

JUNE 3, 2025





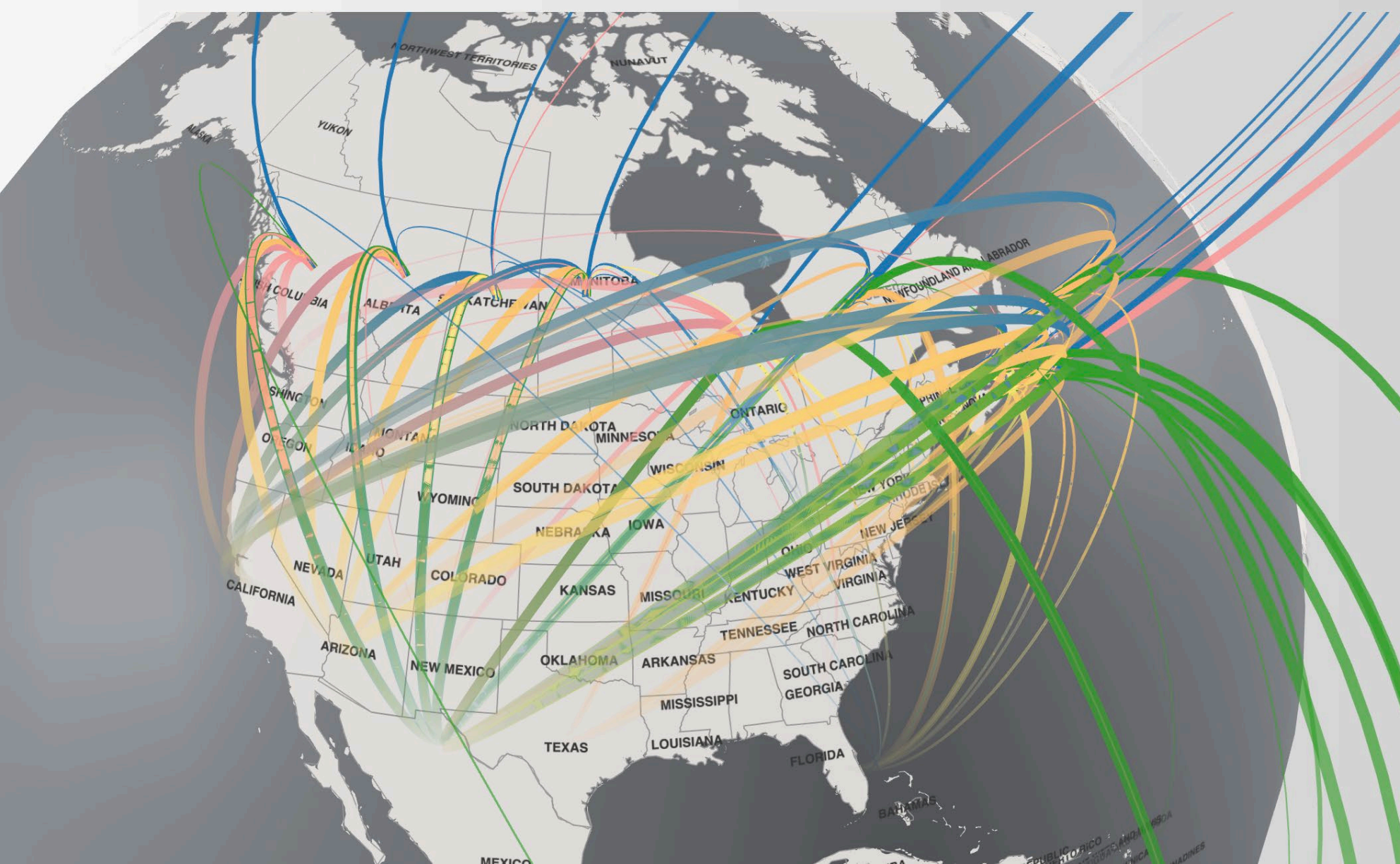
FORWARD CAMPAIGN RESULTS TO DATE

\$2.08B raised towards the campaign goal of \$3B

6.1M interactions towards the goal of 10M

FORWARD 





Food Commodity

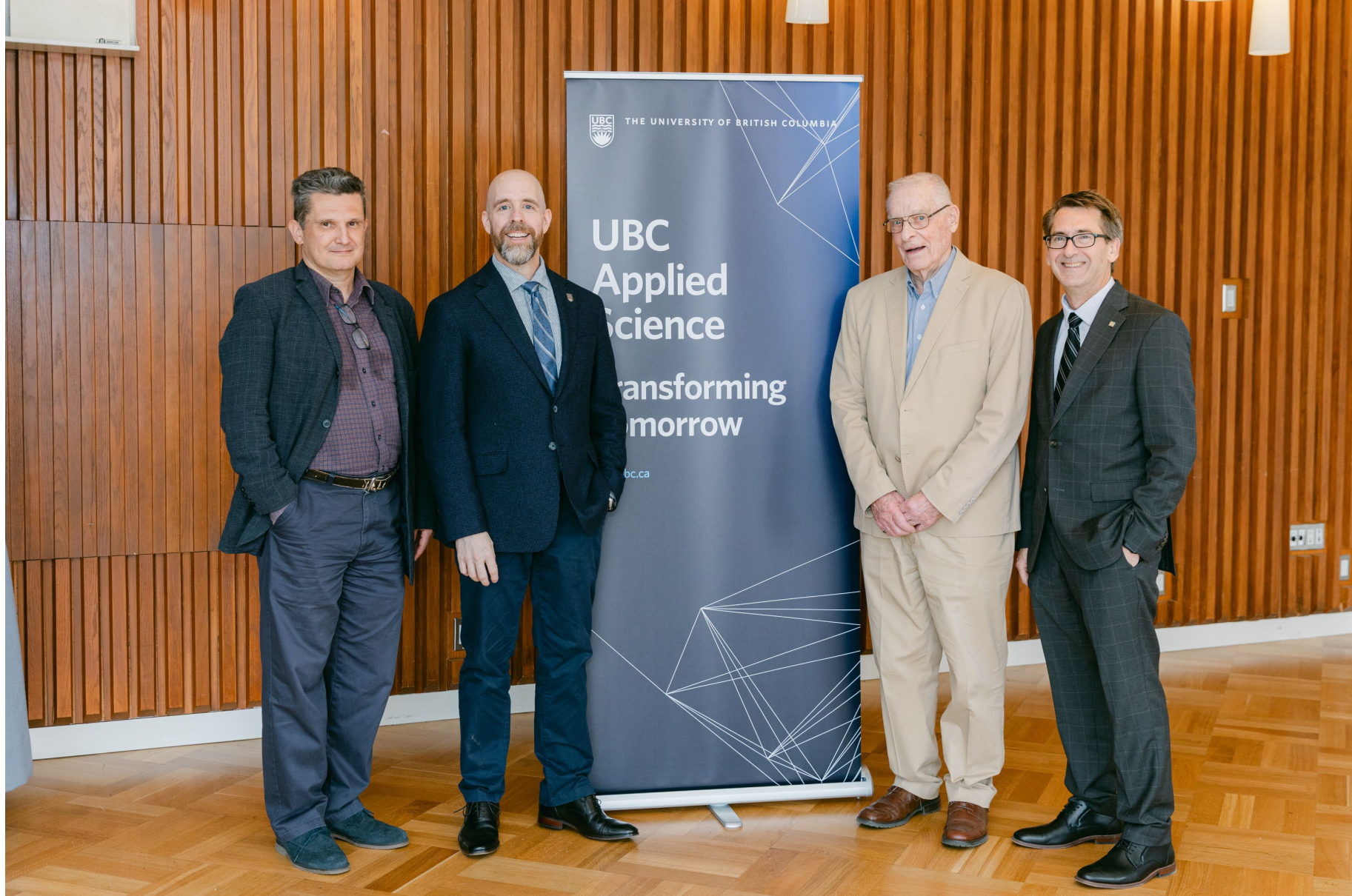
- Asparagus
- Avocados
- Cabbages
- Carrots and turnips
- Cauliflowers and broccoli
- Chillies and peppers
- Eggplants (aubergines)
- Green garlic
- Lettuce and chicory
- Onions
- Peas, green
- Potatoes
- Pumpkins, squash and gourds
- Spinach
- Sweet potatoes
- Tomatoes

Alumni Amplify UBC's Impact

FORWARD 



50% of all alumni engaged
with UBC since the start of
the FORWARD campaign



UBC Professorship in Critical Minerals Processing and Innovation

FORWARD 





McCall McBain Leadership Awards for Indigenous Students

FORWARD 





FORWARD 



CAMPAIGN FOCUS FY26

- Exceed a campaign total of \$2.3B raised to support healthy lives, a healthy planet and healthy societies
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- Maintain campaign momentum through strategic communications, marketing and events
- Grow UBC's culture of philanthropy and alumni engagement



FORWARD 