



**CAMPAIGN  
McGill**

**HISTORY IN  
THE MAKING**

# **Impact Report**

Presentation to Senate  
Nov. 5, 2008

Marc Weinstein, Vice-Principal  
Development and Alumni Relations

# Introduction

- On Oct. 18, 2007 we launched Campaign McGill with \$325 million in gifts and pledges
- Our goals:
  1. Raise \$750 million by the end of 2012 for “People, Programs and Places”
  2. Strengthen and broaden our engagement with alumni, parents, and students
  3. Double annual private support to over \$100 million per year by 2012



# 1. Raise \$750 million

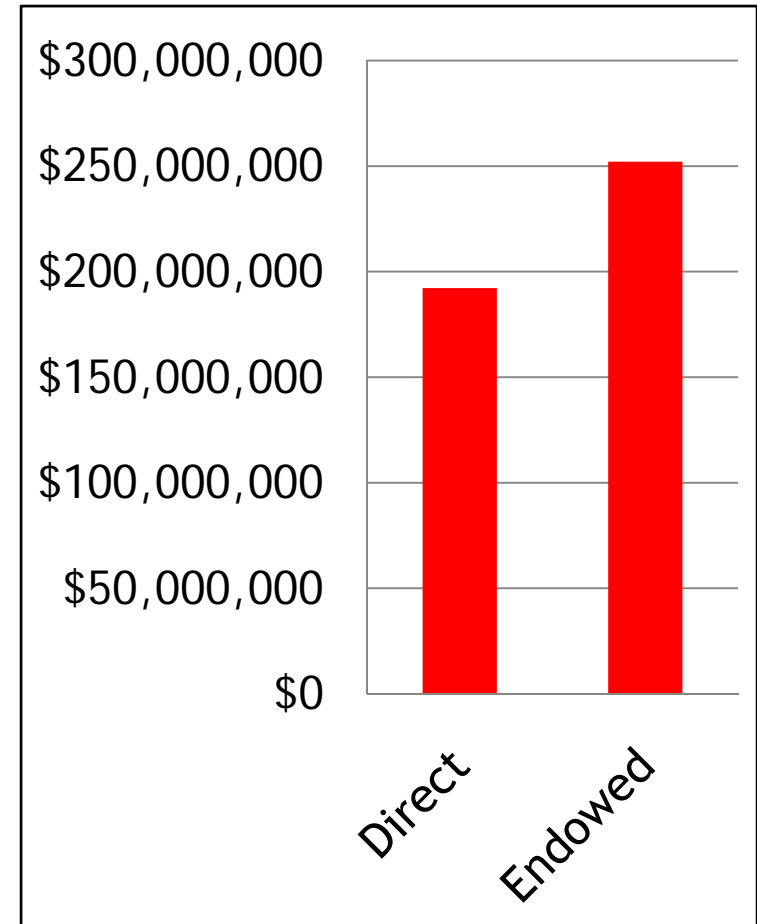
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Obtain funding for “People, Programs and Places”, serving McGill’s academic mission

- People
  - Scholarships and bursaries
  - Graduate fellowships
  - Chairs and Professorships
- Programs
  - Student experience/advising
  - Research support
  - Area studies/program support
- Places
  - Teaching and research space
  - Libraries and student space

# One year later

- Campaign total as of Oct. 31, 2008: \$444.3 million\*
- \$252 million of support to date has been for endowment
- To date, more than 60,000 donors have supported Campaign McGill
- \$100.8 million in gifts and pledges in FY08



\* Campaign counting commenced on June 1, 2004

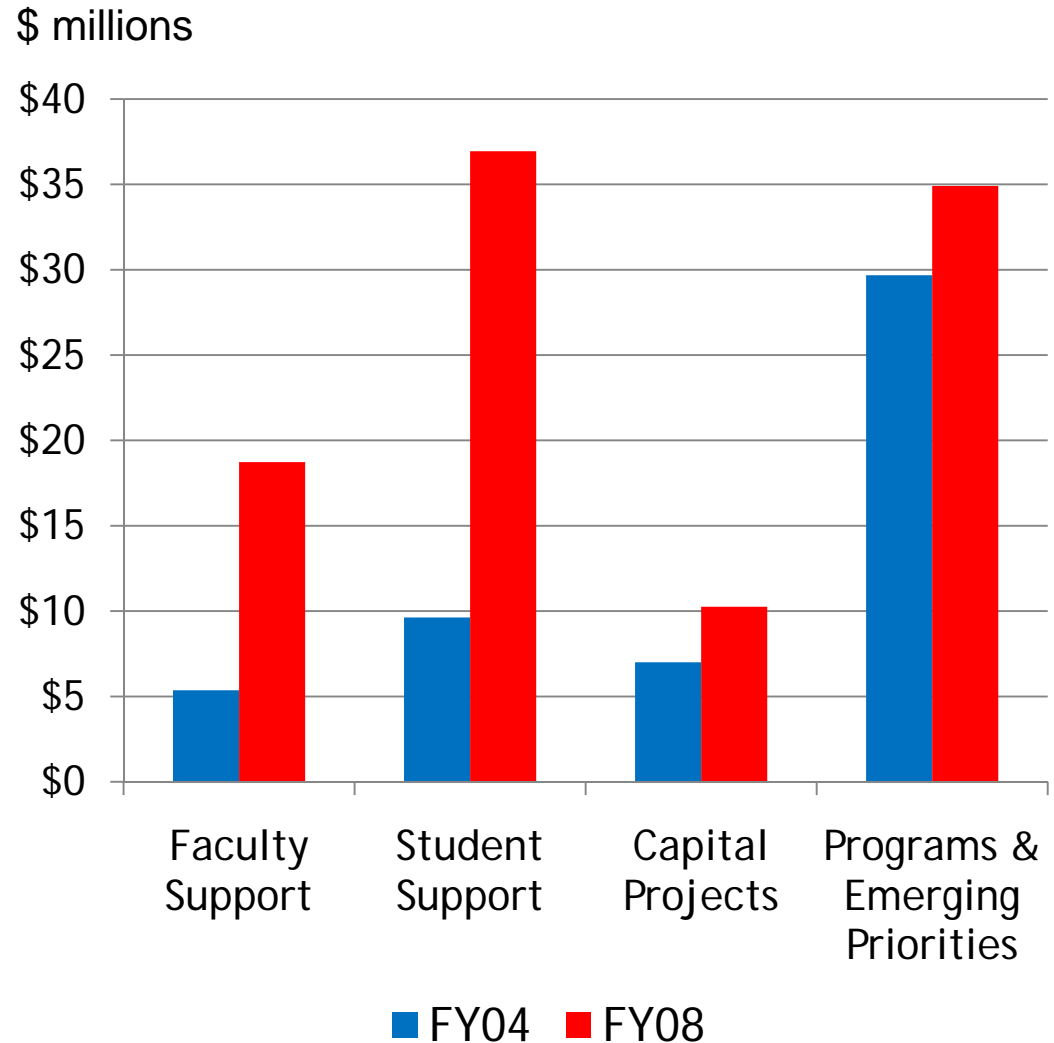
# Campaign impact: Oct. 31, 2008

	Campaign Target	Achievement to Oct. 31, 2008	Proportion of Achievement	Percentage of Goal Achieved
<b>People</b>				
Student & Faculty Support	\$480,730,000	\$240,692,338	54%	50%
<b>Programs</b>				
Includes Emerging Priorities	\$108,120,000	\$125,061,197	28%	116%
<b>Places</b>				
Capital Projects & Equipment	\$161,150,000	\$78,533,668	18%	49%
<b>Total</b>	<b>\$750,000,000</b>	<b>\$444,287,203</b>	<b>100%</b>	<b>59%</b>

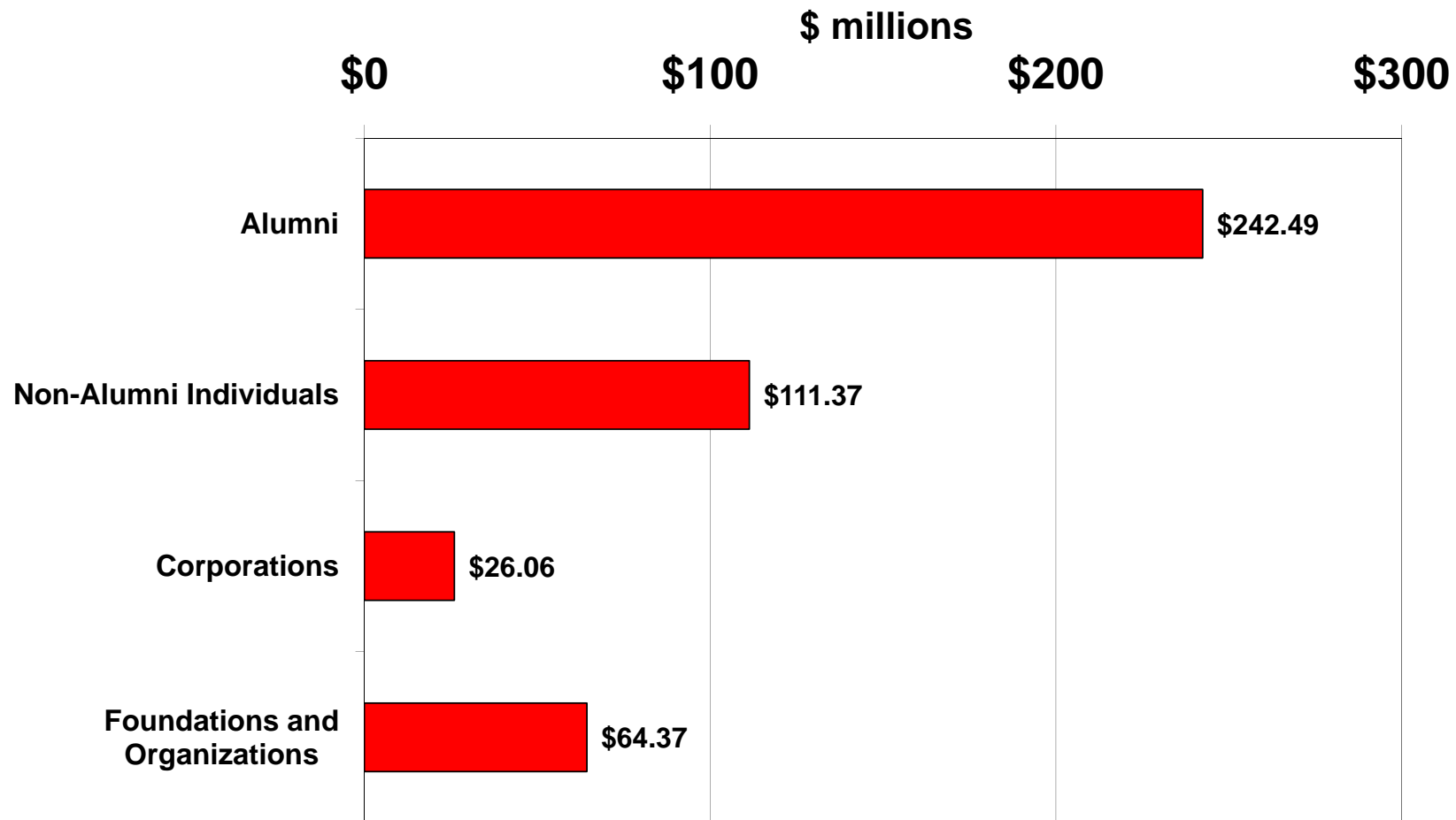
# Gifts and pledges by academic priority - FY04 vs. FY08



- Since Campaign preparations began:
  - Total gifts/pledges per year have nearly doubled, from \$51.7 million in FY04 to \$100.8 million in FY08
  - Gifts/pledges per year for student support have increased by 384 per cent
  - Gifts/pledges per year for faculty support have increased by 350 per cent



# Alumni and friends are the Campaign's core of support



# Primary Gift Highlights - FY08

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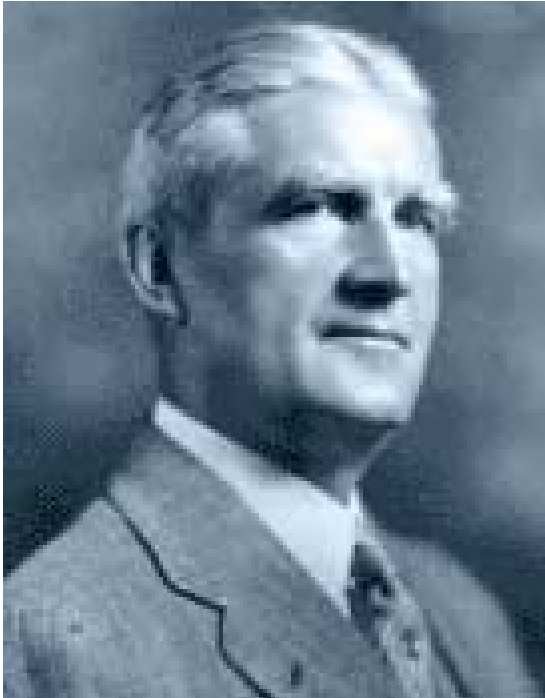
- F. Peter Cundill: \$1.25 million
  - The Peter Cundill Fellowships in History
  - The Peter Cundill International Prize and Lecture in History
- Fraser Memorial Trust: \$2.4 Million
  - The Dr. John R. and Clara M. Fraser Laboratories at the Goodman Cancer Centre
- Edward Greenshields: \$4.2 million
  - Realized bequest to medical research, utilized to establish the Edward B. Greenshields Chair in Genomics and Systems Biology
- Dr. Gerald Hatch: \$3 million
  - The Hatch Graduate Fellowships in Engineering
  - The Hatch Faculty Fellows in Engineering
- McCall MacBain Foundation: \$5 million
  - Graduate Fellowships in the Faculty of Arts



# Primary Gift Highlights - FY08

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- T.R. Meighen Family Foundation: \$5 million
  - \$5 million to endow the Kelly and Michael Meighen Endowment for Student Advising and Support
- The Molson Foundation: \$2 million
  - Support for graduate students and postdoctoral fellows in neuroengineering at the Montreal Neurological Institute
- Ian Soutar: \$2 million
  - The Ian and Helgi Soutar Funds for Career Enhancement and Professional Development
  - Gift is divided equally between Management and Engineering
- Elizabeth Wirth: \$2 million
  - Endowed support for Opera McGill and student travel, and establish the Dixie Ross-Neill Scholarship
  - Complete the Wirth Opera studio in the Schulich School of Music
  - Support for a tour to Vienna by the McGill Symphony Orchestra



John Wilson McConnell

- \$17 million designated as a matching challenge fund
  - This innovative gift will “provide powerful incentives for supporters to target their largest possible donations to the University’s highest priorities.”
    - Undergraduate Student Advising
    - Student internship & Field Experience
    - Undergraduate Student Support
    - Graduate Student Support
    - Endowed Chairs
- \$3 million to create the Katharine A. Pearson Chair in Civil Society

## Recent Support – FY09 – Highlights to date

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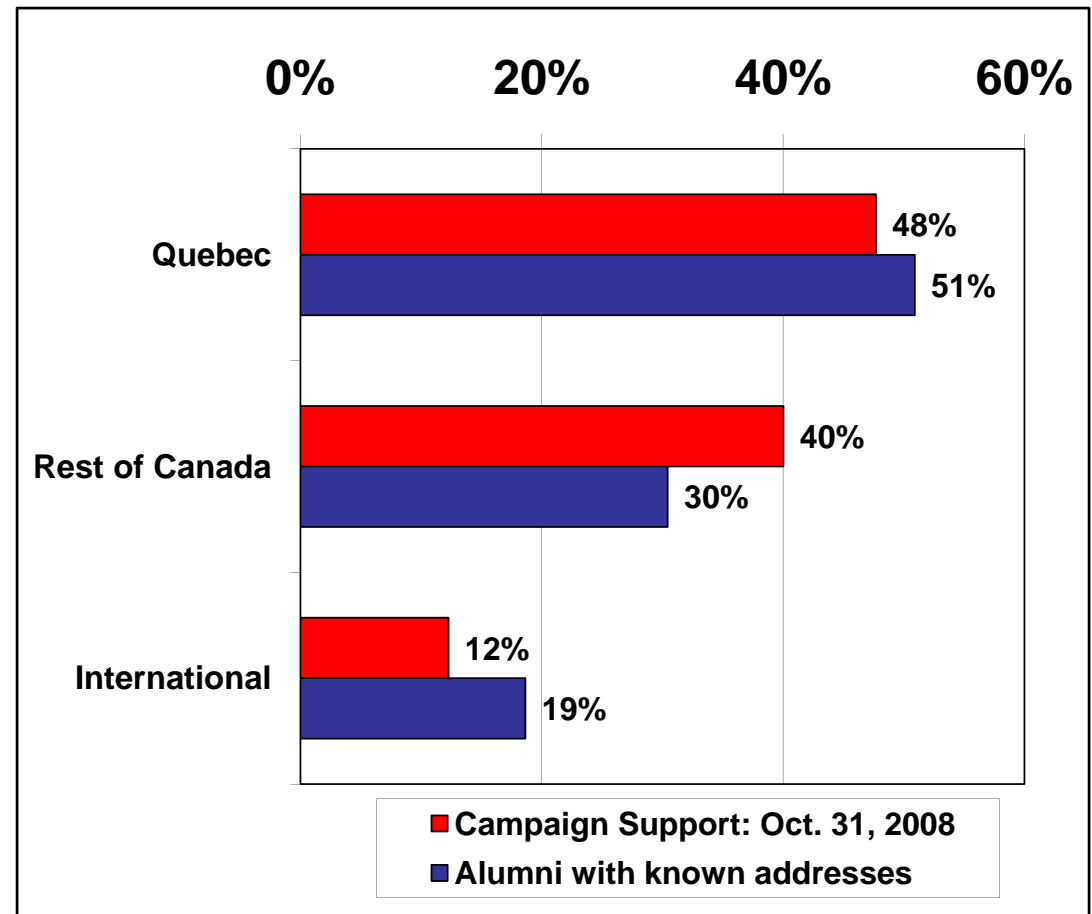
- Dr. Richard and Carolina Walls: \$1 million
  - The first “*Best in the West*” Scholarships in Science and Earth and Planetary Sciences for students from Western Canada
  - “Best in the West” target: \$5 million
- Dr. Seymour Schulich: \$5 million
  - This latest gift is for graduate fellowships for students in:
    - Agricultural and Environmental Sciences
    - Architecture and Urban Planning
    - Physics
    - Mathematics and Statistics
- Rosalind and Morris Goodman
  - Leadership support for the McGill Cancer Centre

## 2. Strengthen relationships/profile



- Campaign McGill Launched in Montreal and key cities

- Major events held in Calgary, Toronto, Boston, Los Angeles, San Francisco, New York
- Major events planned for Hong Kong, Beijing, Shanghai, London, Paris, Vancouver, and Washington DC
- More than one-half of gifts and pledges have come from outside Quebec

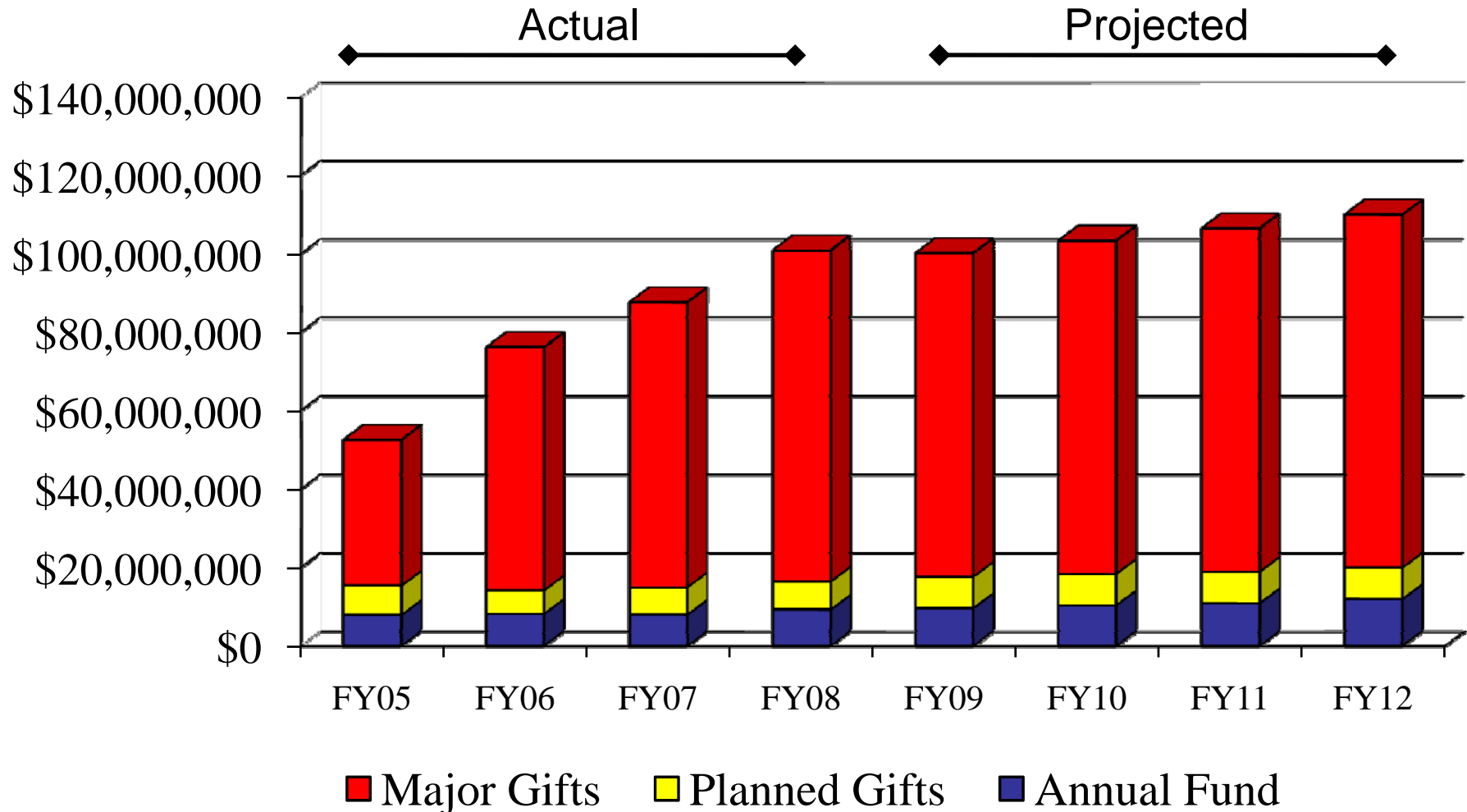


# Strengthen relationships

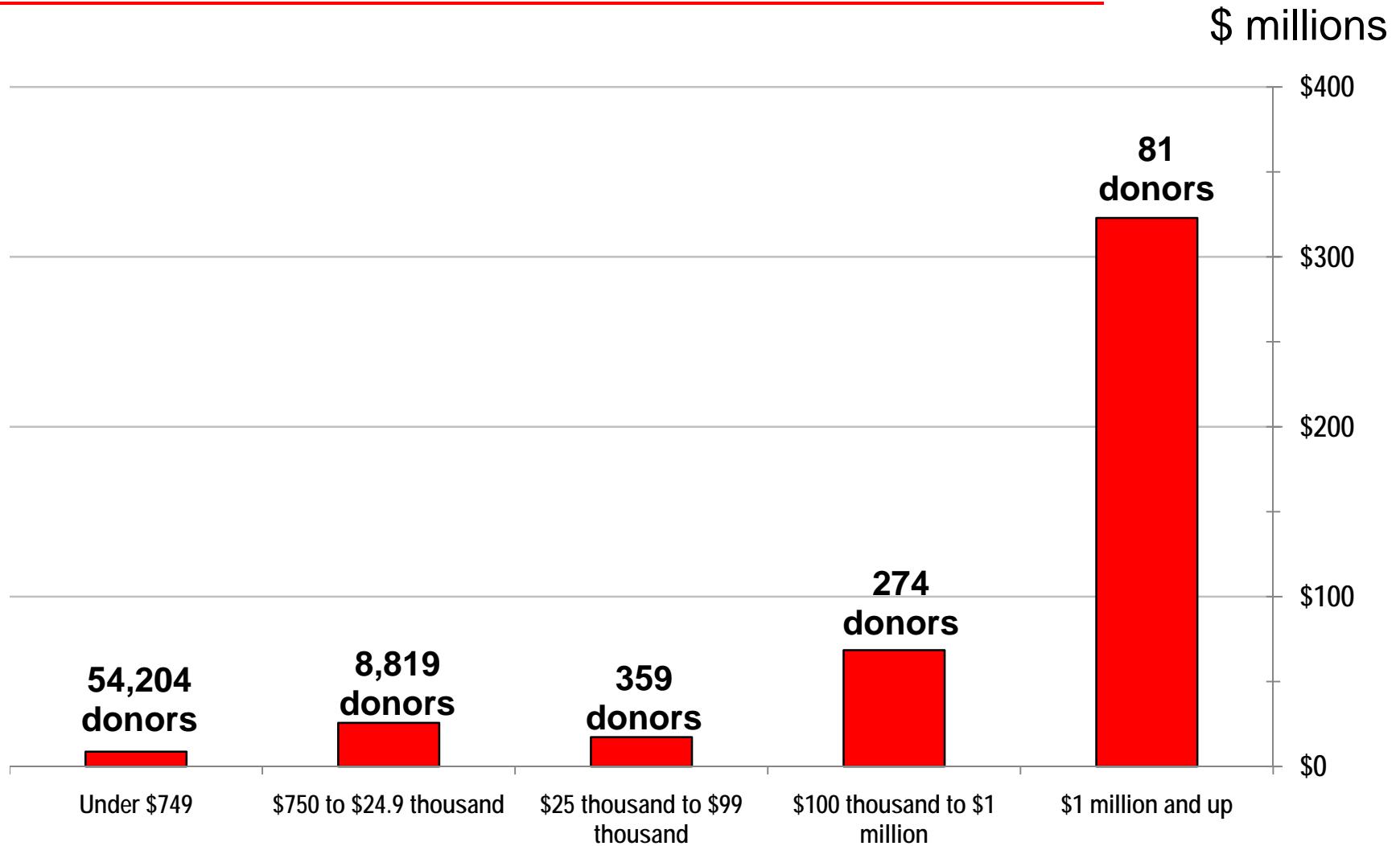
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- Migrate alumni life to the web and transform our interaction with parents, students, and alumni
  - e-registration for alumni events
  - greater emphasis on e-mail and PDFs over printed materials
  - Virtual community
- International Parents Committee
- International Alma Mater Council
- Integrate parents into Homecoming
- Increase opportunities for alumni to interact with students (build on “backpack to briefcase”)
- Campus Community Campaign

# 3. Double yearly support by 2012



# Double yearly support by 2012



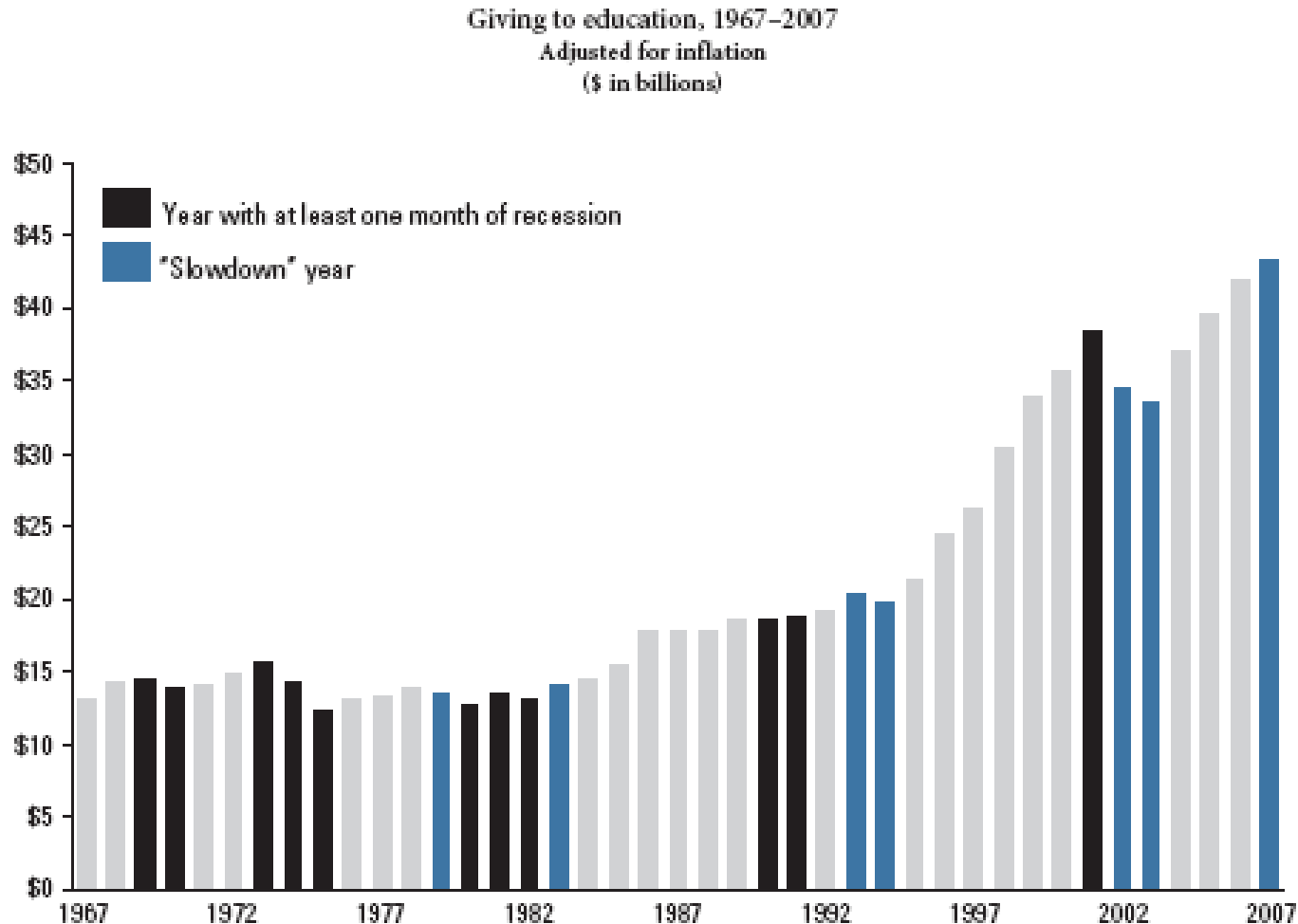
# Looking ahead

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- We are ahead of where we thought we would be at this stage of the Campaign
- The McGill brand is strong and resonates well with our alumni and friends
- There is a very strong case to be made for the importance of investing in the future - and McGill is in a very strong position to move global/national teaching and research forward
- We are monitoring the possible impact of economic trends on fund raising



# The Economy



- According to a Marts & Lundy study, giving to education rose in 6 of 11 recession years

# DAR's response

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- We are monitoring the economic situation and will be adjusting our fund raising strategies as appropriate
  - The broader economy affects donors in many different ways and to many different extents
  - Solicitation strategies for major and primary donors are driven by their individual circumstances
  - We are increasing donor/prospect contacts and moving strategically
  - We are taking a hard look at our costs and spending

# Moving forward

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- Objectives for FY09
  - Raise a minimum of \$100.2 million in gifts/pledges
  - Work with Public Affairs to raise McGill's profile
  - Work with the Provost to ensure the Campaign is serving the academic mission
  - Maintain the percentage of donations to the endowment
  - Position our alumni and annual fund programs to respond to demographic and intergenerational changes in our alumni base
  - Monitor the economy and make strategic adjustments as required

- Act as a University-wide ambassador to internal and external audiences
- Attend and participate at Campaign-related events
- Become engaged in preparations for the Campus Community Campaign

# Campus Community Campaign

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- Four Co-Chairs have been canvassed and have accepted the volunteer positions: .
  - Morty Yalovsky, Faculty Rep./Downtown campus;
  - Robyn Wiltshire, Staff Rep./ Downtown campus;
  - Kay Turner, SSMU President;
  - Anna Stoute, Faculty/Staff Rep./Macdonald campus
- Proposed Faculty and Staff Volunteer Committee will consist of a representative from each of the following:
  - Full Professor, Associate Professor, Assistant Professor, Faculty Lecturer;
  - Academic/other,
  - Retiree, Manager, Clerical, Technical, Library Assistant;
  - Trades and Services.
- Proposed Student Volunteer Committee will consist of the following:  
SSMU President or delegate; PGSS President or delegate; MACES President or delegate; MCSS President or delegate

# Campus Community Campaign

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- Timeline of Campus Community Campaign:

2009

- researching community sentiment;
- raising awareness of mission of Campaign McGill;
- community outreach events;
- “quiet phase” (solicitation of senior administration – academic and non-academic).

Spring 2010

- Public launch of Campus Community Campaign.
- Matching funds have been requested and been granted to PGSS for an Education Fund. Student referendum has been called and agreed upon.
- Matching funds have been requested and have been granted for the upcoming undergraduate student referenda: SSMU Bursary Fund; SSMU Library Improvement Fund; SAC Athletics Facility Fee

# Strengthen Profile – Six Words Campaign





<http://sixwords.mcgill.ca>

