McGILL UNIVERSITY **BOARD OF GOVERNORS**

Memorandum

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University Advancement
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TO:	Board of Governors Executive Committee
FROM:	Marc Weinstein, Vice-Principal (University Advancement)
SUBJECT:	University Advancement Annual Report 2021-22
DATE:	February 8, 2023
DOCUMENT #:	GD22-51
ACTION REQUIRED:	☒ INFORMATION ☐ APPROVAL/DECISION

ISSUE & EXPECTED OUTCOME:	The attached UA Annual Report slide deck is presented for the Board of Governors' information.
BACKGROUND & RATIONALE:	The UA Annual Governance Report provides an overview of UA's financial achievements and campaign progress in FY22, as well as information on transformative gifts, donor impact, alumni activities, volunteer engagement and digital communications in 2021-2022.
ALIGNMENT WITH MISSION AND STRATEGIC PRIORITIES:	McGill's achievements and capacity to remain competitive across a full spectrum of scholarly activities are directly linked to the support it receives from philanthropic endeavors. The Campaign for McGill's Third Century, aligned with the University's Bicentennial, provides a unique opportunity to galvanize global alumni and friends in support of its vision and priorities.
COMPLIANCE WITH UNIVERSITY POLICY:	Reports on philanthropy are routinely presented to the Board of Governors, its Committees and Senate. This Report has previously been presented to the senior administration (October 20, 2022) and to Senate (November 16, 2022). The slides will be presented to the Investment Committee and the Finance Committee later this year, with some minor alterations to ensure that the most relevant information for each body is highlighted.
COMPLIANCE WITH LEGISLATION/ EXTERNAL REGULATIONS:	There are no legislative requirements related to the Report.
RISK FACTORS:	There are no known risks associated with this report.

IMPACT OF DECISION AND NEXT STEPS:	N/A
MOTION OR RESOLUTION FOR APPROVAL:	N/A
APPENDICES:	Slide deck: "Launching McGill's Third Century: University Advancement Annual Report 2021-2022"

Launching McGill's Third Century

University Advancement Annual Report 2021-2022

Presented by Marc Weinstein, Vice-Principal University Advancement

Presentation date: February 8, 2023

MADE by McGill

Philanthropy in FY22

$241.8M	$206.6M	$1.65B
raised in gifts and pledges	cash raised	achieved of our $2B campaign goal

- **An outstanding year** all-around with some record-breaking totals
- **Transformative gifts** in areas that traditionally receive less funding
- **Philanthropic collaborations** with other Montreal universities

Collective giving

$12.9M	$2.2M	$3.95M
donated through The McGill Fund	in gifts of $250 or less	given through McGill24

- Seventh edition of **McGill24** was our most successful to date
- 5,000 people were inspired to make their **first gift** to McGill in FY22
- Launch of the **McGill Crowdfunding** platform (replacing Seeds of Change) for projects initiated by alumni, students, researchers and friends

Transformative gifts

Faculty of Arts

November 27, 2021

Gerald Rimer, BCom'56, and the Rimer family give a total of $13M to transform the Leacock Building and support Indigenous research and knowledges.

Library & Architecture

August 23, 2022

Moshe Safdie, BArch'61, LLD'82, donates his professional archive, consisting of over 100,000 pieces and his personal apartment at Habitat 67.

Faculty of Education

August 31, 2022

Sylvan Adams makes a $29M donation to launch the Sylvan Adams Sports Science Institute for research and education on elite human performance.

Transformative gifts

Genomic medicine

October 20, 2022

With gifts totalling over $30M, **Victor Dahdaleh** establishes the Victor Dahdaleh Institute for Genomic Medicine to accelerate advances in global health and patient care.

Brain research

November 16, 2022

The **Irving Ludmer Family Foundation** boosts collaborative brain research with a $15.3M gift to launch the Ludmer Centre Single-Cell Genomics Brain Initiative.

Space science

November 21, 2022

The **Trottier Family Foundation** gives $26M to the space institutes at McGill and Université de Montréal, elevating Montreal as a global hub for space research.

Campaign progress by theme

$1.65B as of April 2022 (83% of goal) — **$2B**

Campaign time elapsed: 75%

Opportunities that open doors

$471.0M

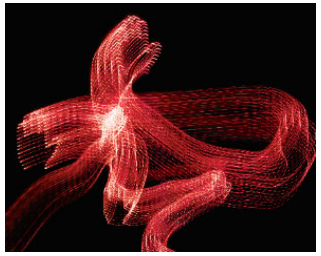
Education that shapes future-ready students

$256.6M

Research that changes lives

$660.9M

Innovation that drives progress



$51.1M

Infrastructure

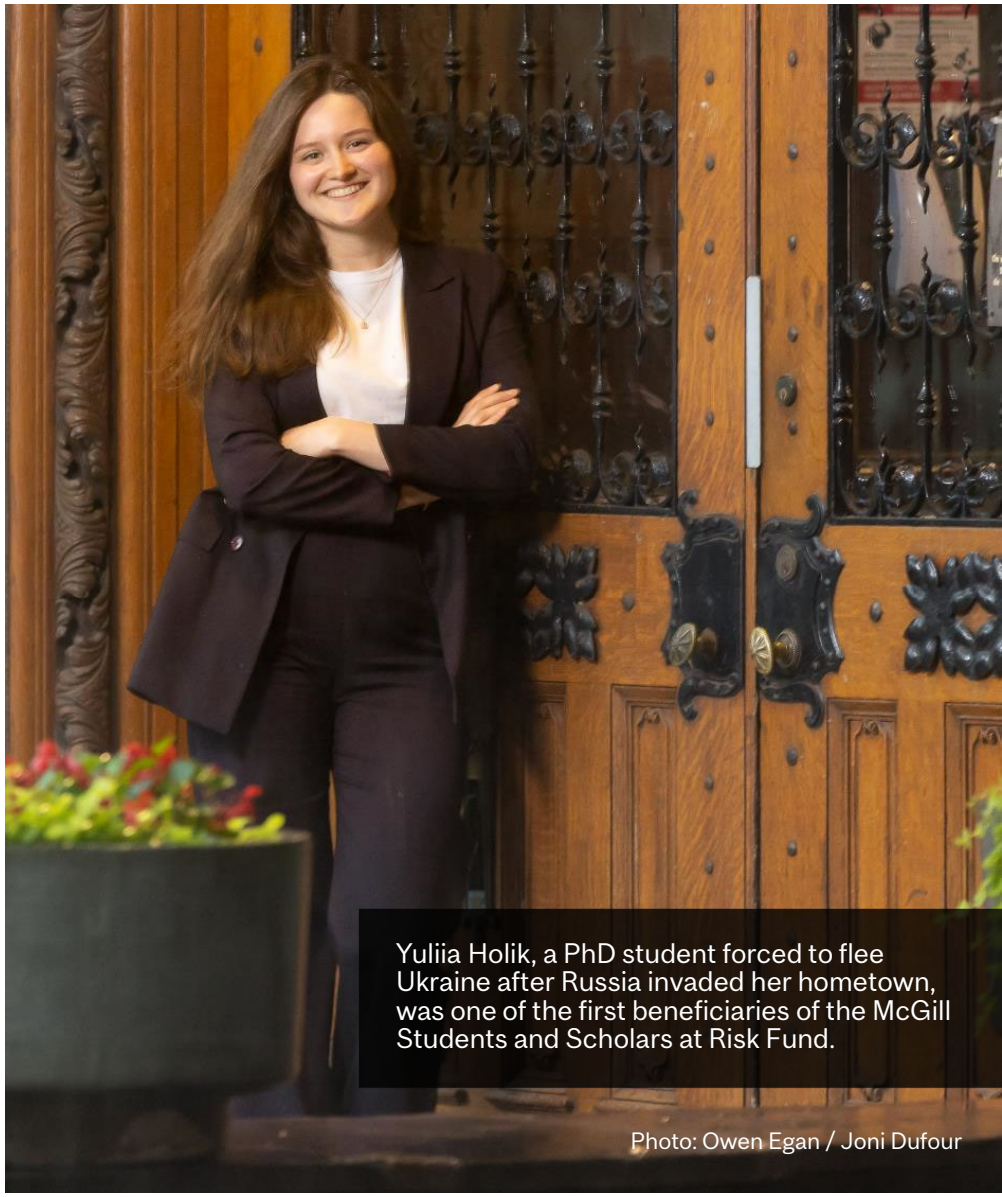
$153.0M

Other

$62.0M

Donor impact

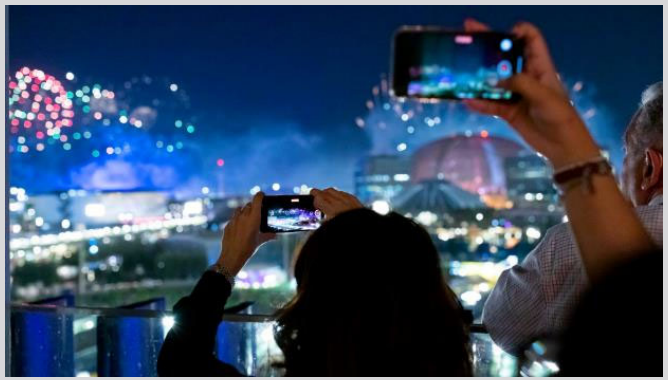
- Donors have helped us build the **#1 student aid program in Canada**, welcoming the second largest proportion of students from lower socio-economic backgrounds in Quebec
- In 2021-22, donors stepped up for vulnerable and underrepresented communities:
  - Pandemic-born **Student Emergency Support Fund** expanded to any student in need of urgent aid
  - **The McGill Students and Scholars at Risk Fund,** for those displaced by conflicts or emergencies
  - School of Continuing Studies: Reducing barriers to higher education for **newcomers to Canada and underrepresented local communities**
  - Full-ride bursary, mentorship and support program for **youth in foster care**

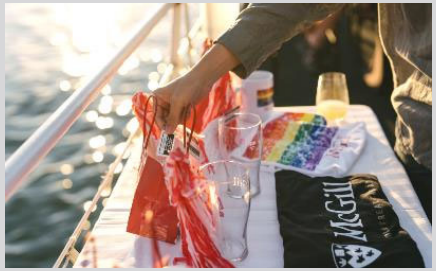


Yuliia Holik, a PhD student forced to flee Ukraine after Russia invaded her hometown, was one of the first beneficiaries of the McGill Students and Scholars at Risk Fund.

Photo: Owen Egan / Joni Dufour

Third Century Celebrations go global





Dubai | London | New York | Montreal | Toronto | Vancouver | Calgary | Hong Kong

Activities for alumni, parents and students

- **A warm welcome for students and parents:** Student send-offs, Parents Tent, online chat-based sessions
- **Homecoming returns to campus:** First in-person celebration since 2019, capping off our Bicentennial festivities
- **Virtual Alumni Book Club:** 1,400+ participants, featuring alumni authors
- **McGillConnect:** New networking and mentoring platform with 1,800+ members from over 40 countries

Volunteers and alumni communities

1,486	31	12	6
committee, board & group members	members of the Campaign Cabinet	Faculty Advisory Boards	Regional Advisory Boards

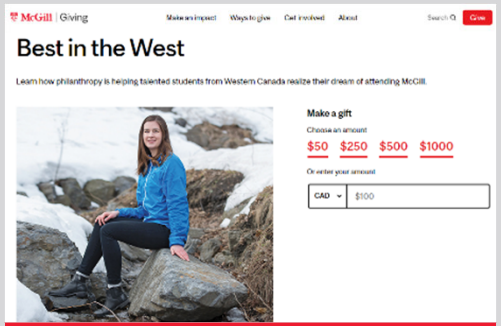
- MAA volunteers are present in 80 regions
- MAA constituent groups are increasingly reflecting the diversity of our community, with two new groups added in the last year:
  - **McGill Queer Alum Association**
  - **McGill Latino Alumni Society**
- Groups are leading ambitious mentorship programs and fundraising initiatives

David T. Fung, winner of the Award of Merit, speaking at the 2022 MAA Honours and Awards banquet in Montreal.

Digital communications

Webcasts

- 9 Made by McGill alumni webcasts
- **10K+** views



Websites

- **1.69M** unique page views across UA sites
- **466K** first-time visitors

Social media

- **63K+** followers across platforms
- **7.7M** impressions

News & stories

- **190K** recipients of the monthly Made by McGill e-digest
- **370** Made by McGill stories collected

Looking ahead

- **Genomics and mRNA**: Highlighting and building our research expertise with the help of philanthropy
- **Sustainability**: Ramping up fundraising for sustainability research and initiatives across the University
- **Fiat Lux**: Supporting the transformation of the McGill Library into a cutting-edge facility for the digital age

Questions?