

Memorandum

Office of the Vice-Principal (University Advancement)
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TO: Board of Governors
FROM: Marc Weinstein, Vice Principal (University Advancement)
SUBJECT: 2021 UA Annual Report
DATE: December 16, 2021
DOCUMENT #: GD21-34

ACTION REQUIRED: INFORMATION APPROVAL/DECISION

ISSUE & EXPECTED OUTCOME: University Advancement (UA) will present an overview of philanthropic results and activities.

BACKGROUND & RATIONALE: The attached presentation provides an overview of UA's achievements in FY21, as well as objectives and priorities for the year ahead.

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 endeavours.

COMPLIANCE WITH UNIVERSITY POLICY: Reports on philanthropy are routinely presented to the Board of Governors, its Committees and Senate. The Report has previously been presented to the senior administration (October 6, 2021), Senate (November 17, 2021), the Board's Investment Committee (December 7, 2021), and Finance Committee (December 13, 2021).

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.

SUSTAINABILITY CONSIDERATIONS: McGill's philanthropic efforts support the University's identified priorities, including research and teaching encompassing many dimensions of sustainability.

IMPACT OF DECISION AND NEXT STEPS: N/A

MOTION OR RESOLUTION FOR APPROVAL: N/A

APPENDIX:

Appendix A: UA Annual Report

Made to excel in challenging times through resilience and innovation

2020/21 University Advancement Annual Report

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MADE
by McGill



FY21 was a year like no other. As individuals, as a university and as a community, we faced challenges that tested our resilience and resolve in profound ways.

In the face of so much fear and uncertainty, it would have been understandable if we, and those who support McGill, chose isolation over involvement and retrenchment over generosity. Instead, we embraced our mission even more fiercely; we found innovative ways to continue delivering a world-class education; we reached out to the most vulnerable among us to offer support. We collectively chose action and connection.

It is a testament to the incredible loyalty and generosity of our community that FY21 was our second-best fundraising year ever. Beyond dollars and cents raised, our alumni and friends participated in thousands of events, contributed hundreds of volunteer hours, and continued to engage with us through creative communications and outreach.

The last year tested us all. But I could not be more proud of our University Advancement team for their dedication and talent, nor more grateful to our alumni, friends, parents and supporters for stepping up beyond my wildest expectations. The following pages demonstrate how.

Marc Weinstein,
Vice-Principal, University Advancement

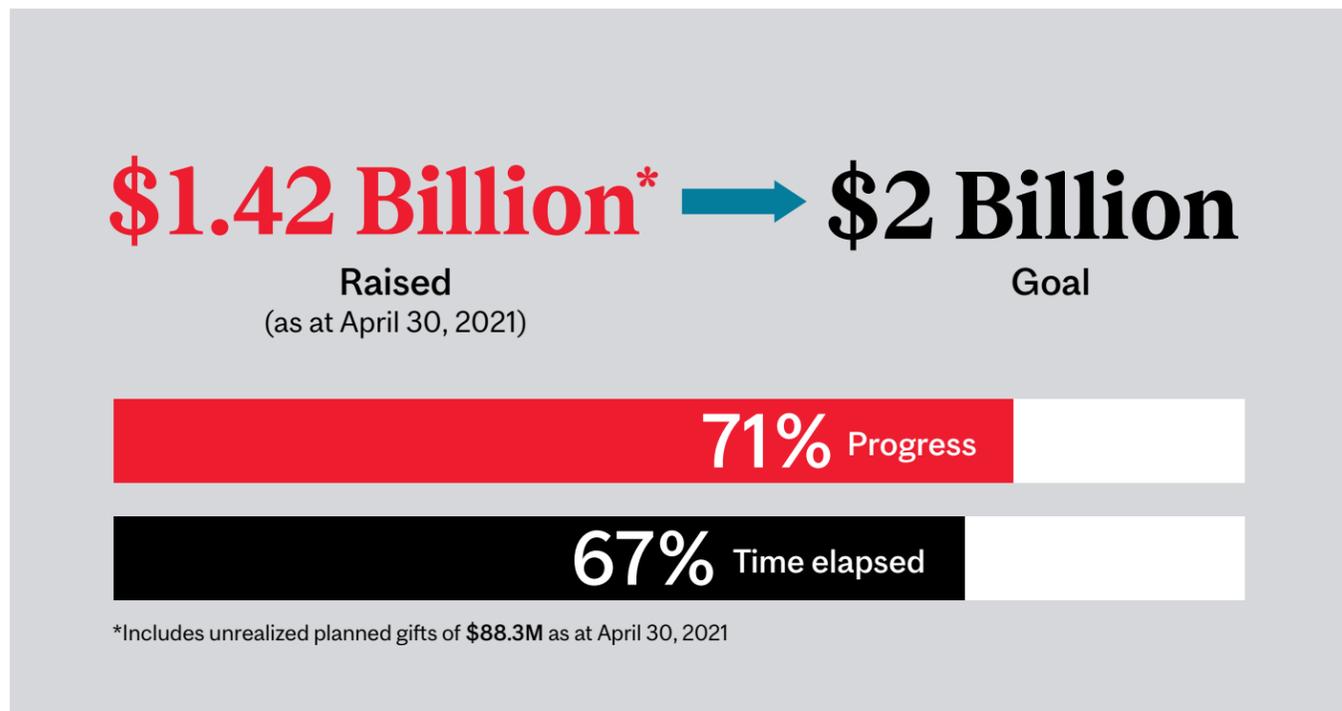
Philanthropy

Despite the challenges of COVID-19, McGill's exceptional community of donors, alumni and friends contributed to the University's second-best philanthropic year ever, donating almost **\$180M** in gifts and pledges. These results – especially in one of the most disruptive years in our collective history – reflect the strength of the relationships we have built, the loyalty and generosity of our alumni community, and the remarkable contributions of volunteers around the world.

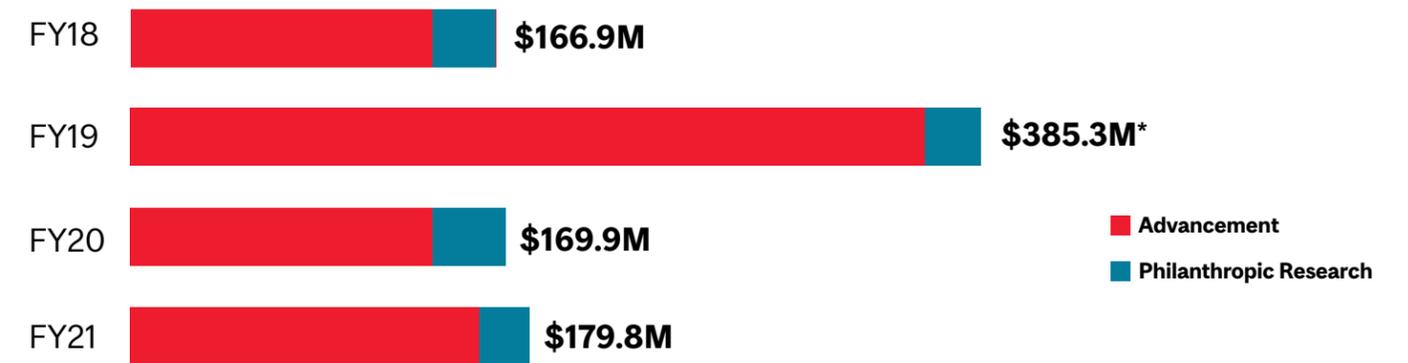
Although our student phonathon was halted for much of the year, annual gifts totaled **\$12.7M**, including more than **\$3.8M** raised on McGill24, the University's day of giving. We also benefitted from **78** realized bequests, and a growing number of planned giving intentions that will ensure McGill's success long into the future.

The statistics below paint a picture of how our community stepped up when it mattered most.

Campaign Progress



GIFTS AND PLEDGES BY FISCAL YEAR (ADVANCEMENT + PHILANTHROPIC RESEARCH)

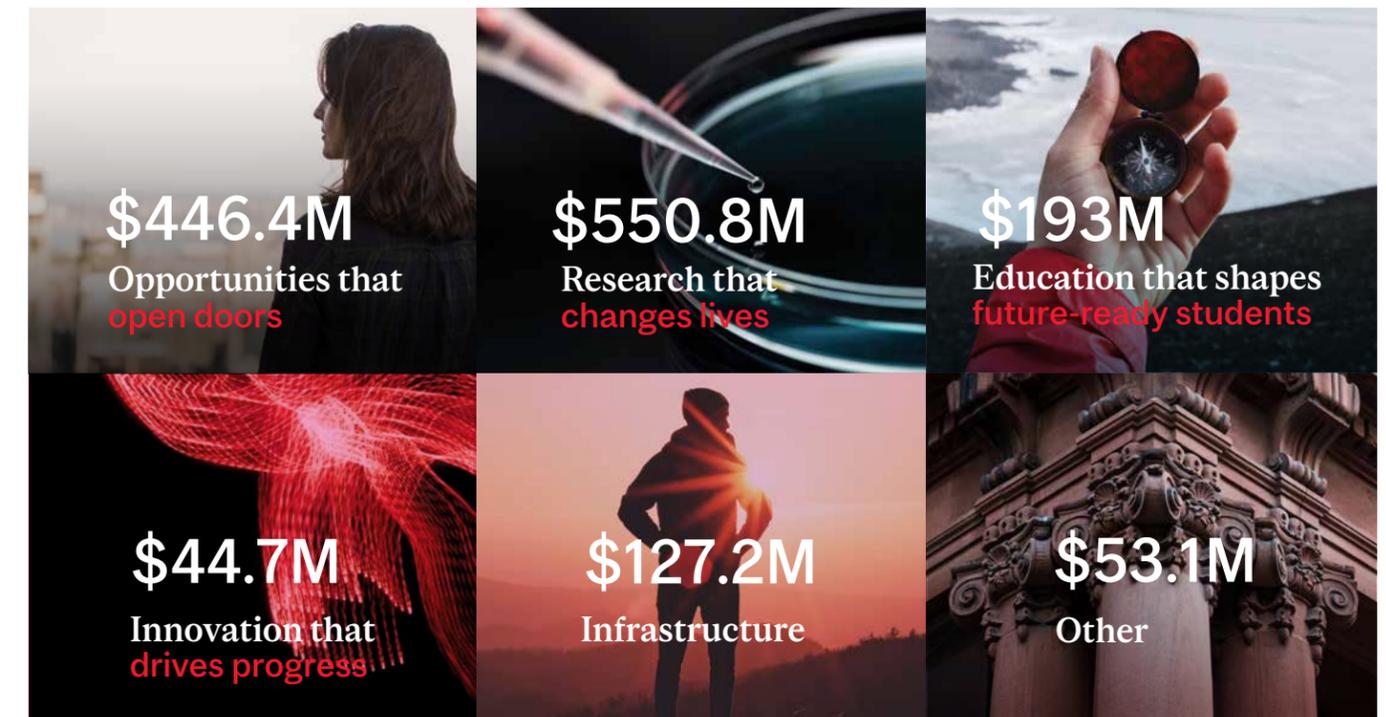


*Includes \$200M commitment to the McCall MacBain Scholarships at McGill

Despite the pandemic, McGill achieved the **second-highest fundraising total** in its history in FY21.

45% of Campaign funds raised to date will directly support students through scholarships, bursaries, experiential learning opportunities and more.

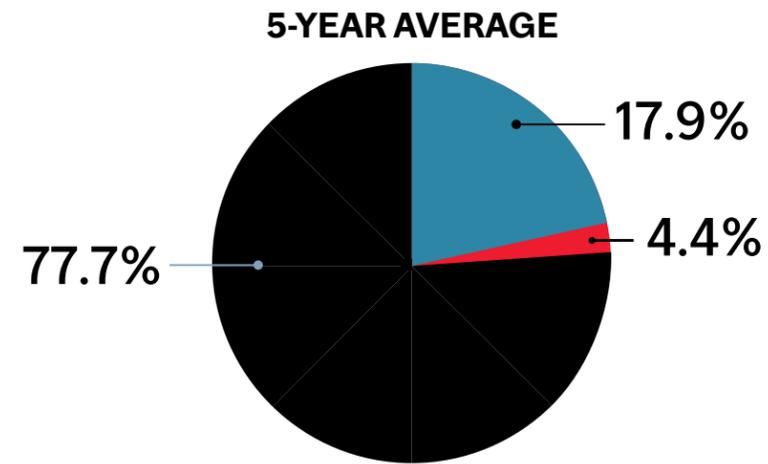
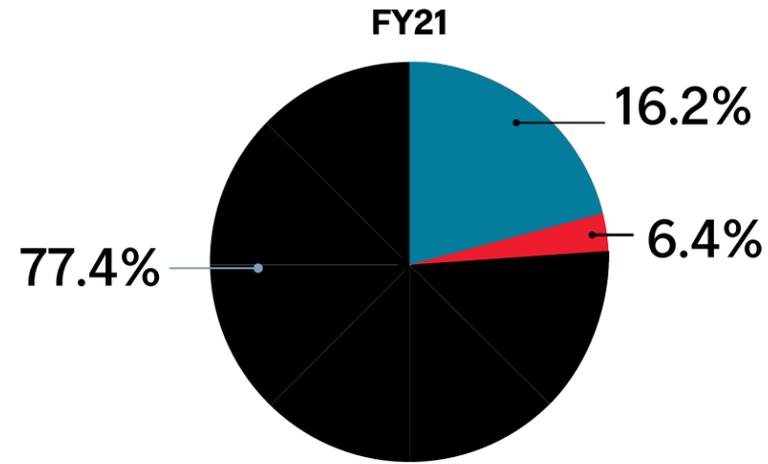
CAMPAIGN PROGRESS BY THEME



FY21 giving

BY SOURCE

UA-raised funds only: excludes philanthropic research



- Individuals
- Foundations
- Corporations

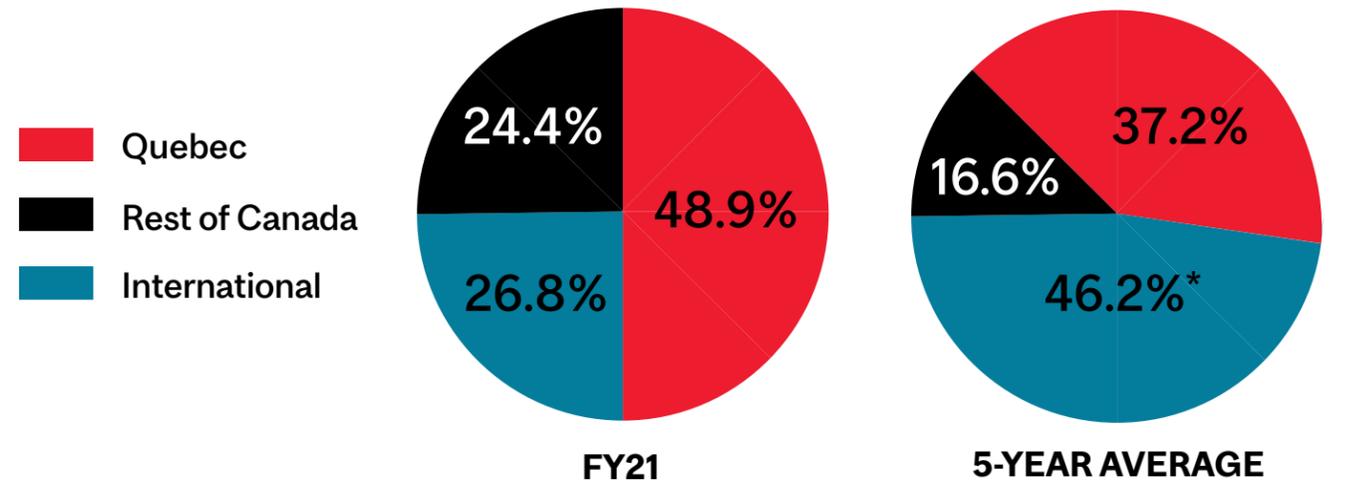
Individual donors continue to account for more than 75% of our philanthropic support, the vast majority of whom are our loyal alumni.



BY REGION

UA-raised funds only: excludes philanthropic research

Despite travel limitations during the pandemic, **more than a quarter of McGill's giving came from international donors.**



*Includes \$200M commitment to the McCall MacBain Scholarships at McGill

Marc Bieler, DipAgr'58, BA'64, whose \$15M gift will support the McGill School of Environment, now named in his honour.



FY21 GIVING BY FUND

UA-raised funds only; excludes philanthropic research

\$117.2M

Major Giving

\$12.7M

Annual Fund

\$19.7M*

Planned Giving

(78 realized bequests)

*Includes realized and unrealized bequests

\$2.3M

Other

McGill donors came through for the University at every level. From Marc Bieler's \$15M gift to support the McGill School of Environment, to the more than 23,000 people who gave to the Annual Fund, **every donation made a difference to helping us advance McGill's mission.**

McGILL24

Despite the lack of in-person and on-campus events, **McGill's annual day of giving set new records and reached new heights in FY21.**



\$3.8M

Raised
(+29% from 2020)

6,885

Individual gifts
(+28% from 2020)

63

Student-led projects supported
through Seeds of Change

Volunteerism

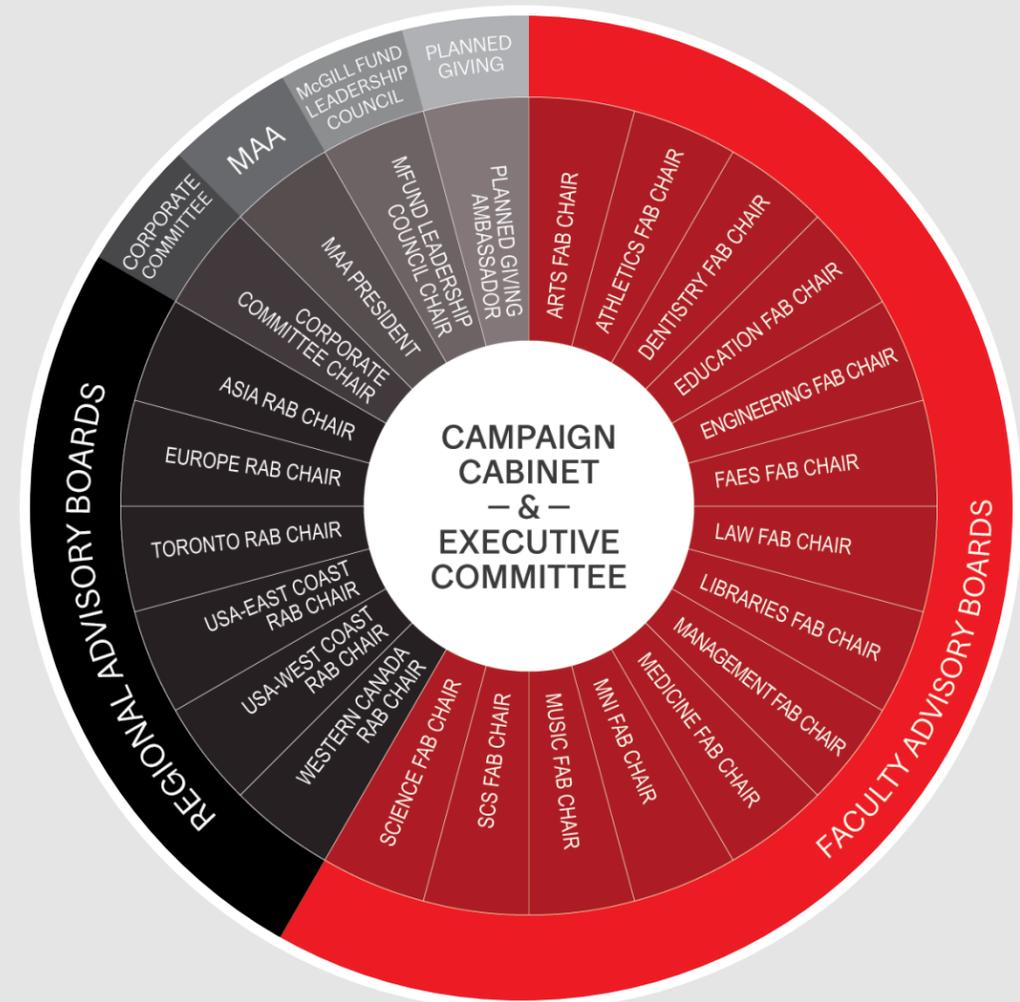
While the COVID-19 pandemic altered many of the ways in which University Advancement conducted its business, our volunteer leadership remained steadfast in its support of McGill and active in helping the University achieve its objectives towards reaching our ambitious **\$2-billion** Campaign goal.

Under the umbrella of McGill's Leaders Alliance, and encompassing our Campaign Executive and Cabinet, our Regional and Faculty Advisory and Advancement Boards, and the McGill Alumni Association, our volunteers gave their time and energy in support of our strategic fundraising priorities.

Our hundreds of student and alumni ambassadors also came together to champion various fundraising efforts, including reunion class giving and grassroots initiatives through our Seeds of Change crowdfunding platform.



McGill Leaders Alliance



1,273

Board and committee members

47

Campaign Cabinet members

60+

Alumni branches

3,981

Student and alumni ambassadors

Experiential Engagement

Long after they have graduated, McGill alumni continue to give back to their alma mater by connecting with students, supporting our professors, and nurturing relationships among each other and in the communities where they live and work. McGill's global alumni network is among the most diverse in the world, with **275,000 members** spread out across **six continents**. From business executives and political leaders, to astronauts, artists, and even a Super Bowl champion, McGill alumni bring great pride to the University and to the academic experience they gained in Montreal.

During the pandemic, alumni stood by McGill at every step of the way, supporting our students in need and helping to propel our researchers' efforts to better understand COVID-19 and to develop rapid solutions to control its spread.

Despite lockdowns and restrictions that limited travel and in-person activities, **more than 10,500 individuals** engaged with McGill through a variety of new and exciting virtual tools developed by University Advancement.

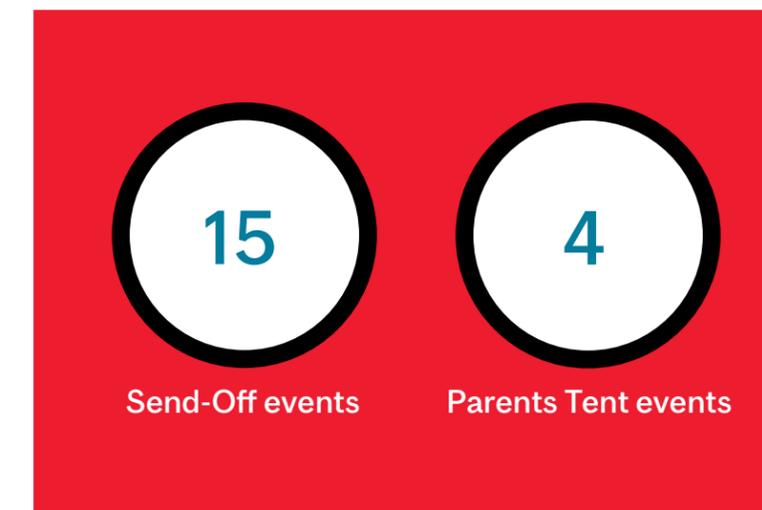
VIRTUAL AT-HOME HOMECOMING



Welcome to the McGill community

The transition to university life can be exciting and challenging for students and parents alike. To support the newest members of the McGill community, our annual Send-Off and Parents Tent events are opportunities for incoming students and their families to learn more about what to expect at McGill. Our Send-Offs are a chance for newly accepted students and parents to meet others in their regions prior to arriving on campus, and to hear from University officials. Parents Tent provides information on various aspects of life at McGill. In FY21, we held these flagship events virtually, which allowed us to expand the reach and audience for both initiatives.

SEND-OFFS



PARENTS TENT



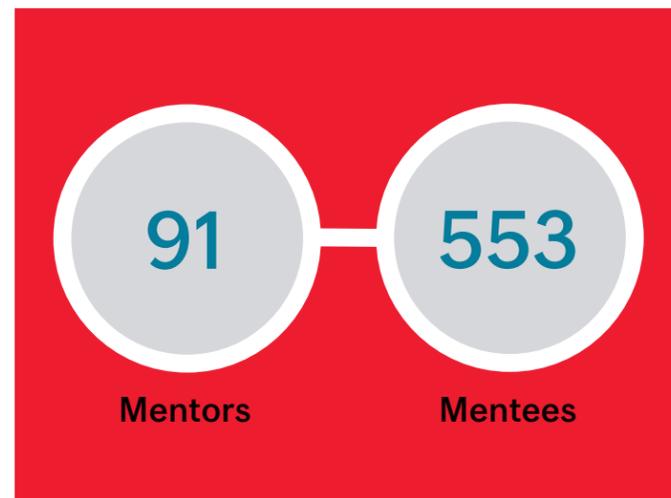
From future-ready students to future-ready graduates

For graduating students, finding a job in their chosen field can be a daunting task. Thanks to our alumni community, and with support from many campus partners, we offer mentorship and job shadowing programs that match current students with alumni. Our dedicated and experienced alumni mentors provide students with valuable advice that shapes their career trajectory. Our McGill Connect platform is another space for even more McGillians to advance their careers. From budding entrepreneurs to senior executives, more than **8,200 members** use this resource to connect with alumni who share career goals and professional interests.

EXAMPLES OF MENTORSHIP PROGRAMS

- ▶ McGill Connect
- ▶ CaPS Mentor Program
- ▶ SSAO/Prestige Scholarship Program
- ▶ MWAA Women's Mentorship Program
- ▶ MBAA Black Mentorship Program

McGILL JOB SHADOWING PROGRAM



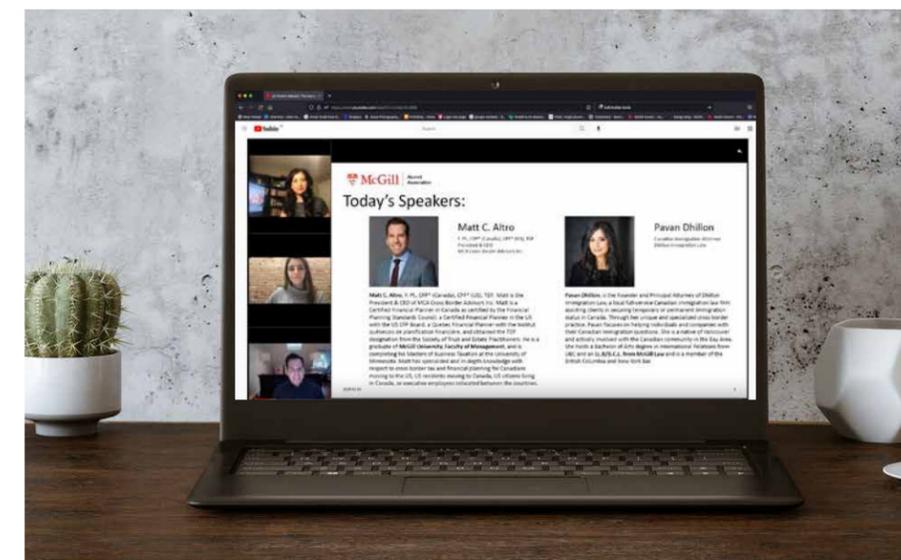
THE ALUMNI EXCHANGE



Bringing McGill to the world

More than **33,000 alumni and friends** gained insight and information from McGill experts about the pandemic, climate change and other grand societal challenges through over **300 online webcasts, webinars and virtual salons**. Close to **100 of these events** were hosted in collaboration with McGill Alumni Association volunteers globally.

McGILL ALUMNI WEBCASTS





A global alumni community

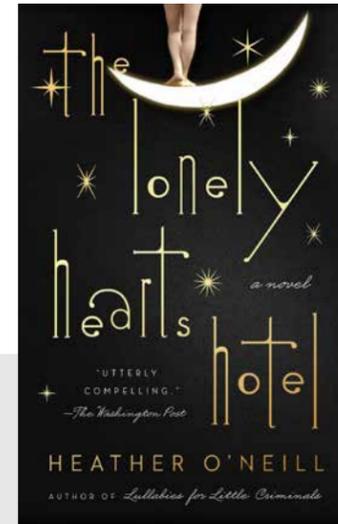
The McGill community spans the globe, and our McGill Alumni Association (MAA) ambassadors host activities year-round to connect graduates with each other and to their alma mater. Throughout the pandemic, programming continued on online platforms, and volunteers at our alumni branches found creative ways to keep in touch virtually.

HIGHLIGHTS

- ▶ The newly formed McGill Muslim Alumni Society hosted several virtual events and surpassed its initial fundraising objective on McGill24.
- ▶ The McGill New York Finance Group hosted an insightful discussion for more than 1,200 people on the financial impacts of the pandemic.
- ▶ Volunteer engagement hubs in the Canadian Maritimes, Southern California, the U.S. Rocky Mountain states and Latin America now allow us to reach graduates in regions with fewer McGill alumni and connect them to other nearby branches.
- ▶ Our newly launched volunteer e-newsletter provides timely information to our alumni ambassadors.

McGILL VIRTUAL ALUMNI BOOK CLUB

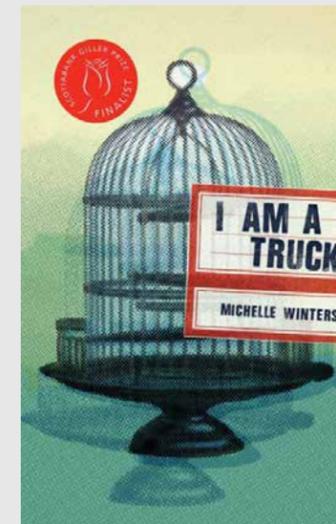
The McGill Virtual Alumni Book Club was one of the new online initiatives launched for alumni to connect more broadly with the McGill community.



Heather O'Neill, BA'94



Michelle Winters, BA'94



VOLUNTEER E-NEWSLETTER

MAA Volunteer e-bulletin

Welcome!

We're excited to launch the first installment of this MAA Volunteer e-bulletin, set to arrive in your inbox every other Thursday. This resource is designed to provide you, our McGill Alumni Association volunteers across the world, with the tools you need to support you in your goals: bringing together McGill alumni and furthering the University's mission.

Key features of the MAA Volunteer e-bulletin:

- **Spotlight, Philanthropy Corner, and Updates:** These first three items are for you - opportunities to learn about the initiatives of other regional groups, as well as the University's philanthropic updates.
- **Share on Social:** Please take this heading literally! All items under the "Share on Social" section are available to you to share on your regional social media accounts over the next two weeks. Take your pick of two, three or more items. Consistent posting with engaging content keeps your account visible on your followers' feeds and makes it easier for alumni in your area to find your group or page.

If you have any questions, please feel free to reach out by replying to this email, or by getting in touch with your Alumni Relations contact.

With greetings from Montreal,
Victoria Svaikovsky, Alumni Relations Officer

Spotlight



Gardening during the pandemic: the MSM puts down roots online

The McGill Society of Montreal (MSM) had plans to host a gardening event in collaboration with Macdonald Campus prior to the pandemic. However, amidst lockdowns and the newfound popularity of home-based gardening, they saw an opportunity to engage alumni, while highlighting the hope and warmth that comes with spring. Led by Dr. **Caroline Begg**, BSc. '79, PhD '95, Faculty Lecturer in the Department of Plant Science, the MSM attracted nearly 350 registrants to their online webinar on April 14th – just in time for gardening season!

Connect with them on [Facebook](#) to find out more about their event!

Share on Social



India's Devastating Covid-19 Crisis: How Canada Can Be A Strong Ally

Canada has the power to advocate for global vaccine equity and support rebuilding in low- and middle-income countries after the crisis, says Dr. **Madhukar Pai**, Professor at the Department of Epidemiology, Biostatistics



What level of vaccination will it take for the tide to turn? Experts weigh in

Dr. **Timothy Evans**, Inaugural Director and Associate Dean, School of Population and Global Health, shares what he finds most encouraging about vaccinations, and Dr. **Brian Ward**, MDCM'80, McGill University Health

Communications

The launch of McGill's Bicentennial celebrations, coupled with the shift to virtual events and online engagement activities, presented University Advancement with an opportunity to make even greater use of its multiple social media and digital platforms. By sharing the knowledge of McGill experts and telling stories of resilience from within our student community, we significantly increased the number of visitors to our Made by McGill campaign website and other web platforms.

Our new Made by McGill storytelling website, launched in August 2020, features a growing community of alumni, staff, and students who have chosen to share how the University has shaped their lives.

Our social media channels also saw strong levels of engagement across Facebook, Twitter, and Instagram, while our main websites have seen significant increases in traffic since our Campaign launch.

FY21 Highlights



33,900

Social media followers
(as of the end of 2020)

- ▶ **30,500 engagements** (likes, retweets, comments and replies across Facebook, Twitter and Instagram)
- ▶ **2.06M impressions** from organic (non-paid) social media posts



1,555,500

Unique website visits
to the Campaign, Alumni
and *McGill News* web sites

- ▶ **405,100 first-time visitors**
- ▶ **153% increase** in first-time visitors to the Campaign website since the launch in Fall 2019



253

Made by McGill stories



How were you Made by McGill? We want to hear from you!

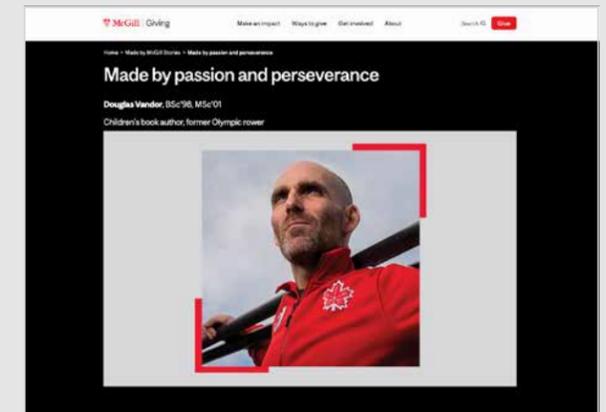
Share your McGill experiences, the impact McGill has had on your career and life, or the ways McGill helped you make the choices that have shaped you.

[Share your story](#)

Made by McGill Stories

<p>Made by service to society</p> <p>Bruce D. Bolton, BSc'72, Executive Director, the Macdonald Stewart Foundation Member, School of Continuing Studies Advancement Board</p> 	<p>Made by big dreams and big hearts</p> <p>Lelah Yada Kelly Sory, BEng'21, Founder and Ambassador, McGill Engineers in Action; Vice President & Co-Founder, Student Energy at McGill</p> 	<p>Made by mentorship</p> <p>Charal Caporale, PhD'13, Clerk in Gen Pract Residency '14, Director at the McGill Oral Health Clinic for Neurodevelopmental Diversity, Clinical Instructor in Pediatric Dentistry, McGill University Member, Faculty of Dentistry Advisory Board</p> 
<p>Made by a nurturing community</p> <p>Linda Zhang, MArch'11, Assistant Professor, Ryerson University School of Interior Design, Co-founder and Principal Architect, Studio Petruson</p> 	<p>Made by giving back</p> <p>Maria Sheerin, MCM'79, Medical Specialist for CTY News, Professor, Department of Family and Community Medicine, University of Toronto</p> 	<p>Made for leadership</p> <p>Kathleen Taylor, LL.D'17, Chair of the Board, RBC Member, Principal's International Advisory Board</p> 

[Read all Made by McGill stories](#)



I've always loved sports. In high school, I was a long-distance runner and a speed skater. I took part in skating competitions in Quebec and across Canada. I even spent a year in Europe training.

I stopped skating once I got to McGill - well I soon started to get rowing. It was the first time in many years that I wasn't doing a sport full-time. Luckily, on my first day on campus, I noticed people wearing McGill crew jackets. It was one of the few sports at McGill that had a novice team for beginners. And those jackets were really cool. I asked to be on the novice team.

Rowing was an instant love. I made the varsity team in my second year and competed at the Commonwealth Games in 1999.

One day, coming home from a practice, I got hit by a car. I woke up in an ambulance. While the season was done for me, I still had dreams of going to the Olympics and making the national team. That experience would teach me a lot about perseverance.

I wouldn't have been able to come out of the rehabilitation process without the support I received from the McGill Rowing Team. That was my family away from home. It is such a gift to be surrounded by people who believe in you and your dreams, and who support you and help you get there.

I made my debut at the World Championships as a member of Canada's National Rowing Team in 2002. The following year I won my first of three World Championship medals. In 2004, I attended the Olympic Games as a spare; then in 2008 and 2012, I attended as a full participant.

My transition out of sports was a challenge. When you have been training six hours a day for 20 years, your body becomes habituated to the endorphins, and being an athlete becomes an essential part of your identity.

What matters is the people you surround yourself with during a period like this. It makes dealing with the emotions of the transition slightly more manageable. It still feels like the end of the world, but at least someone is by your side to offer support.

One way I dealt with this big change was by giving back to the community. I coached my rowing team, organized the charity "Yellow Star Dream Run" for my hometown of Oranienburg, and mentored young athletes as the Chief of Mission for the Canadian team at the 2019 Pan American Games in Lima.

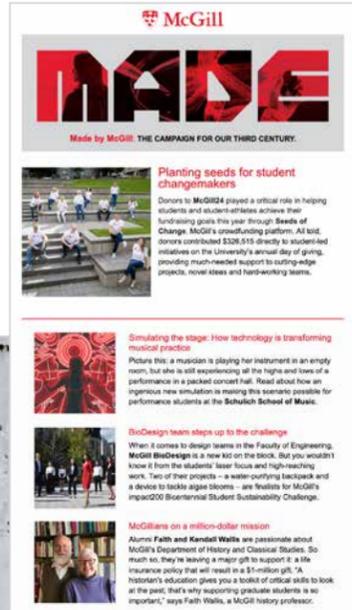
Writing also helped. It has been a long time since I was able to rest my body after the grind of intense training sessions while exercising other muscles - my mind and imagination. After returning from sports, I began writing stories about other athletes for Rowing Canada Juniors, the governing body for rowing in Canada, and about my own experiences for RBC's Olympians Program.

Today, I'm pursuing a new passion as a children's book author. My first children's book, *Shelton on Rowing*, was recently published. Being able to read it to my son has been a thrill. I'm planning to publish more children's books.

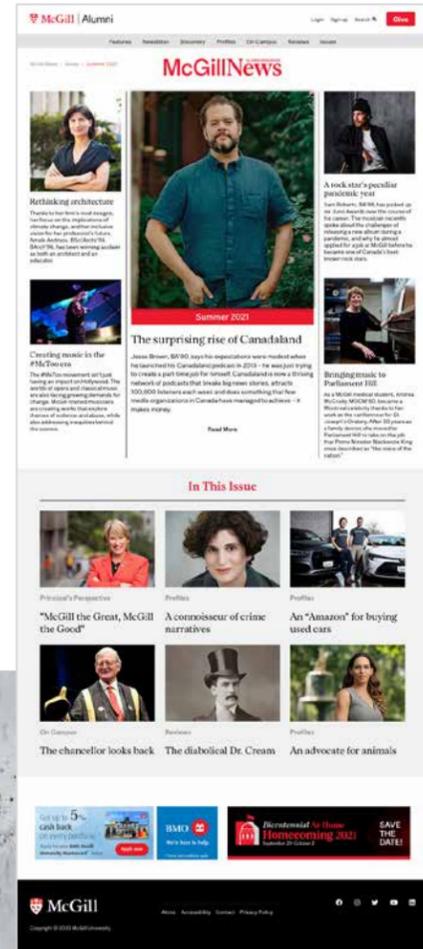
Making Headlines

EMAIL MARKETING

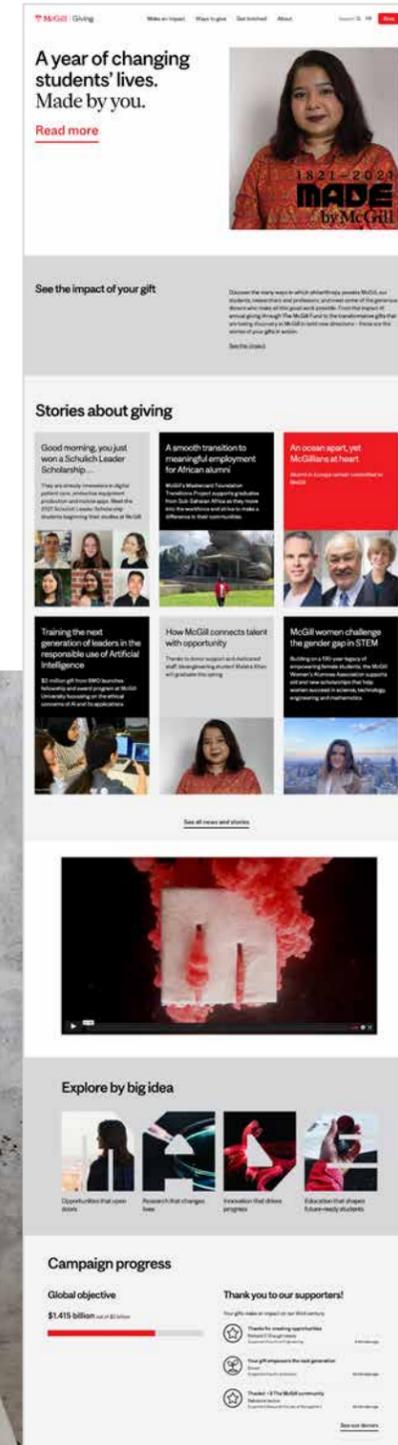
- ▶ Made by McGill Campaign e-digest
- ▶ McGill in My Ville broadcast with regional events listings



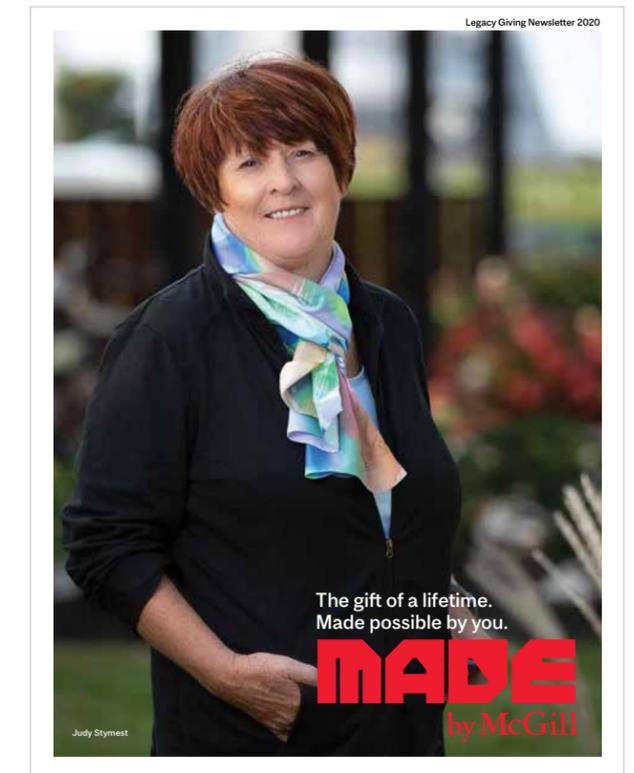
McGILL NEWS WEBSITE Refreshed design



MADE BY MCGILL CAMPAIGN WEB SITE



ESTATE PLANNING NEWSLETTER



McGILL FUND SOLICITATIONS



Awards & Accolades

21
Canadian and international awards

Canadian Council for the Advancement of Education Prix d'Excellence Awards

4 Gold

- ★ Best Advancement Services Initiative
Advancement U: Fundraiser's Core Bootcamp
- ★ Best Feature Writing in French – *McGill News*,
L'humour, c'est du sérieux!
- ★ Best Report to Donors – Report on Giving 2019
- ★ Best Website – Made by McGill microsite

2 Silver

- ★ Best Alumni Event – At-Home Homecoming
- ★ Best Use of Multimedia – Made by McGill alumni webcasts

2 Bronze

- ★ Best Student/Young Alumni Initiative
Welcome Class of 2020 campaign
- ★ Best Video – Marc Bieler, Portrait of a Donor

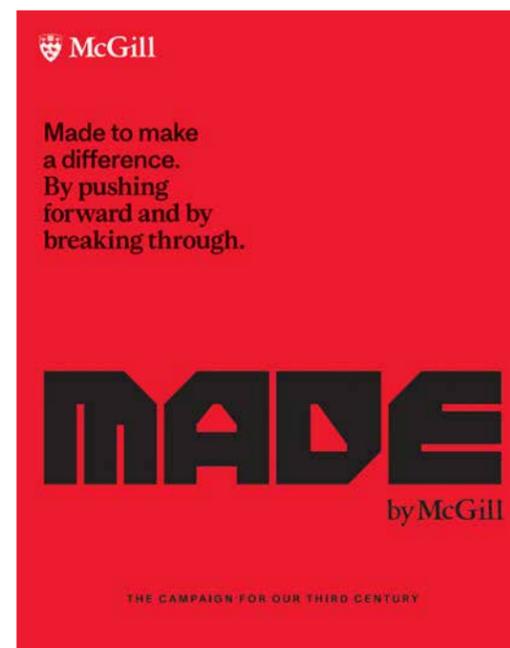
University & College Designers Association Awards

Award of excellence

- ★ Website: Development/Fundraising
McGill University Giving website

Honorable mention

- ★ Print Development Information: Fundraising
McGill University campaign launch materials
- ★ Website: Video – McGill University campaign video



Council for Advancement and Support of Education (CASE) District 1 Excellence Awards

4 Gold

- ★ Alumni Engagement on a Shoestring – One Expert, Unlimited Audiences:
A Global, Branded Webinar Series
- ★ Alumni Relations Pivot – Welcome Class of 2020 Campaign
- ★ Communications Pivot – McGill Checks In: Alumni webcasts on COVID-19
- ★ Fundraising Video – National Philanthropy Day: A Day in the Life Video

1 Silver

- ★ Special Events: Single Day
“Made by McGill: The Campaign for Our Third Century” Launch

2 Bronze

- ★ Microsite – McGill University Giving Website
- ★ Volunteer Engagement
A multi-purposed communications tool to engage volunteers

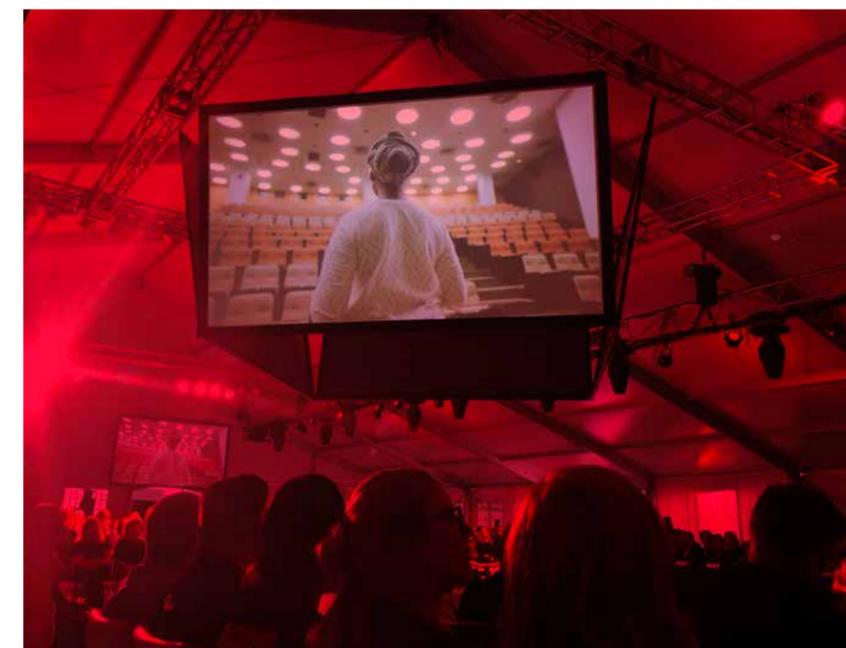
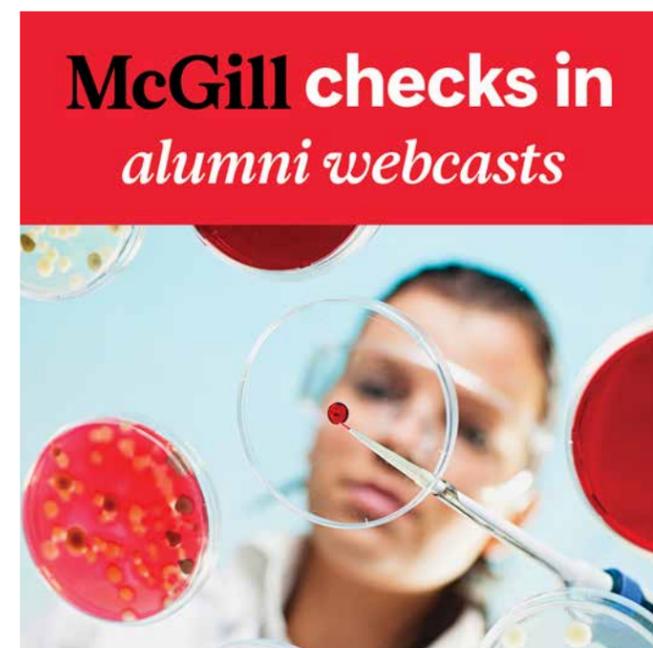
Canadian Online Publishing Awards

2 Gold

- ★ Best Email Newsletter – McGill Checks In
- ★ Best Feature – Profile of Jade Raymond in the *McGill News*

1 Silver

- ★ Best COVID-19 Coverage – McGill Alumni Webcast series



Made by McGill: THE CAMPAIGN FOR OUR THIRD CENTURY.



McGill

University
Advancement

giving.mcgill.ca