

How does the Made by McGill campaign goal compare to previous campaign results at McGill?

The \$2 billion objective announced this week is the largest fundraising goal in McGill University's history, making **Made by McGill: the Campaign for Our Third Century** the most ambitious campaign the University has ever undertaken.

The previous campaign, History in the Making, raised \$1.026 billion when it closed in 2013. The McGill Twenty-First Century campaign, which closed in 1996, raised \$206 million.

What are some of the large donations the University has received in the lead-up to this campaign?

McGill has benefitted from several generous donations in the last number of years, including several gifts that exceeded \$10 million. These were:

- › **\$200 million** from John McCall MacBain, BA'80, LLD'14 and his wife, Marcy, to create the McCall MacBain Scholarship Program - which represented the single-largest gift in Canadian history
- › **\$25 million** from Aldo Bensadoun, BCom'64, LLD'12 to establish the Bensadoun School of Retail Management
- › **\$20 million** from Larry Tanenbaum and his wife, Judy, to launch the Tanenbaum Open Science Institute at the Montreal Neurological Institute (The Neuro)
- › **\$18 million** in cumulative giving over several years from the Irving Ludmer Family Foundation in support of the Ludmer Centre for Neuroinformatics & Mental Health
- › **\$16 million** from the Azrieli Foundation to establish the Azrieli Centre for Autism Research at The Neuro
- › **\$15 million** from the Doggone Foundation to create MI4, the McGill Interdisciplinary Initiative in Infection and Immunity
- › **\$15 million** from Dr. Les Vadasz, BEng'61, DSc'07, and his wife, Judy, to build upon their previous support of the Vadasz Doctoral Fellowships in Engineering
- › **\$12 million** from Dr. Peter Guo-hua Fu to strengthen architecture education
- › **\$10 million** from Max Bell Foundation to establish the Max Bell School of Public Policy

What role does philanthropic support play in the University's broader funding matrix?

Philanthropic funds make up approximately 10% of McGill's annual overall budget, accounting for a greater percentage of operating revenue than at nearly any other Canadian university. Private support in the form of scholarships and bursaries allows the University to attract top students from across Canada and around the world, and enables it to remain accessible to a great number of students who could otherwise not afford the tuition and cost-of-living expenses associated with attaining a post-secondary degree.

Private support also provides students with opportunities to enrich their educational experiences through out-of-the-classroom programs such as internships, field studies, and academic exchanges, and provides faculty researchers with grants and seed funding above what is available at the government level to push the boundaries of creativity and discover solutions for some of the complex issues facing our society.

How does the Made by McGill Campaign differ from the annual fundraising drives that McGill undertakes every year?

Every year, McGill runs annual fundraising initiatives that help support the University's greatest needs. These include the McGill Fund annual campaign, as well as McGill24 – the University's annual Day of Giving, and Seeds of Change, our crowdfunding platform. McGill also routinely receives major donations and legacy gifts from our loyal alumni and friends in support of specific programs and projects.

A University campaign such as this one is, by nature, meant to serve as a comprehensive campaign, whereby all forms of giving are counted towards the Campaign objective. The Made by McGill Campaign, launching on the cusp of McGill's Bicentennial in 2021, serves as an opportunity for the University's alumni, friends, parents, campus community partners and other supporters to celebrate a once-in-a-lifetime milestone in the University's storied history and to reflect on the role that McGill has played in shaping all of our lives.

What percentage of donor contributions is used to support the administrative functions of McGill's fundraising operations?

The administrative functions of McGill's fundraising and alumni engagement operations, housed under the Office of University Advancement (UA), are funded through the University's annual operating budget. As such, no percentage of any donation is siphoned off to support these operations.

As a result, donors can be assured that 100% of their gifts go directly to the causes they choose to support at McGill. Furthermore, McGill has one of the highest returns on investment of any Canadian university with respect to the amount it spends on its Advancement operations when compared to the amount of philanthropic donations received annually.

How many donors gave to McGill last year?

During the 2018-2019 academic year, McGill was fortunate to count on gifts from 28,616 unique donors, who together contributed a total of \$385 million in philanthropy to McGill, including the landmark \$200 million gift from John and Marcy McCall MacBain.

A further \$12.5 million was raised by individual donations through the McGill Fund – the University's annual giving campaign.

Donations of \$250 and less added up to a remarkable \$2.3 million, demonstrating the important role that collective giving, sustained year over year, plays in shaping the University's success.

