



Memorandum

Office of the Vice-Principal (University Advancement)
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TO: Senate
FROM: Mr. Marc Weinstein, Vice-Principal (University Advancement)
SUBJECT: University Advancement Annual Report (2020)
DATE: October 21, 2020
DOCUMENT #: D20-11
ACTION REQUIRED: INFORMATION APPROVAL/DECISION

ISSUE	University Advancement (UA) will present an overview of philanthropic results and activities for information.
BACKGROUND & RATIONALE	The attached presentation provides an overview of UA’s achievements in FY20, as well as objectives and priorities for the year ahead.
PRIOR CONSULTATION	Members of the senior administration.
SUSTAINABILITY CONSIDERATIONS	McGill’s philanthropic efforts support the University’s identified priorities, including research and teaching encompassing many dimensions of sustainability. Environmental Sustainability is one of the “Grand Challenges” identified as key pillars of the Campaign.
IMPACT OF DECISION AND NEXT STEPS	The report will be presented to the Finance Committee, to the Board of Governors, and to the Investment Committee.
MOTION OR RESOLUTION FOR APPROVAL	N/A
APPENDICES	Appendix A: FY20 UA year in review

Supporting McGill through unprecedented times

Marc Weinstein
Vice-Principal (University Advancement)

UA annual report 2020



MADE
by McGill

Looking back: FY20 highlights

Campaign progress: end of year FY20

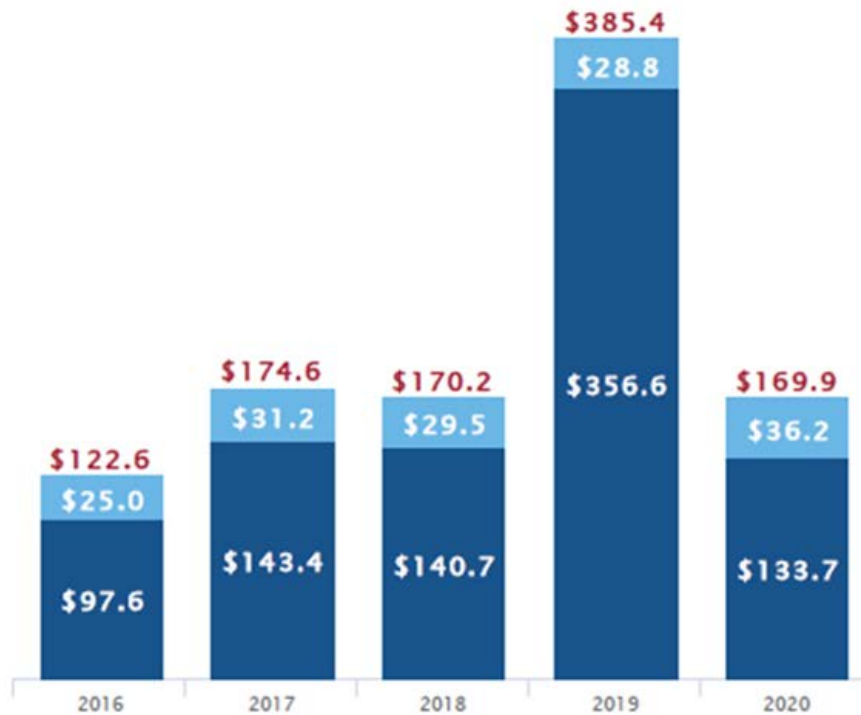
Campaign Goal



-- Campaign time elapsed 64%

Progress by Fiscal Year

● Advancement ● Philanthropic Research



Annual Average



Achievements

Advancement	\$1,029.5*
Philanthropic Research	\$209.8
Total	\$1,239.3
% received	75%

* Includes commitments to MMSM of \$200.0M and unrealized planned giving intentions of \$80.0M.

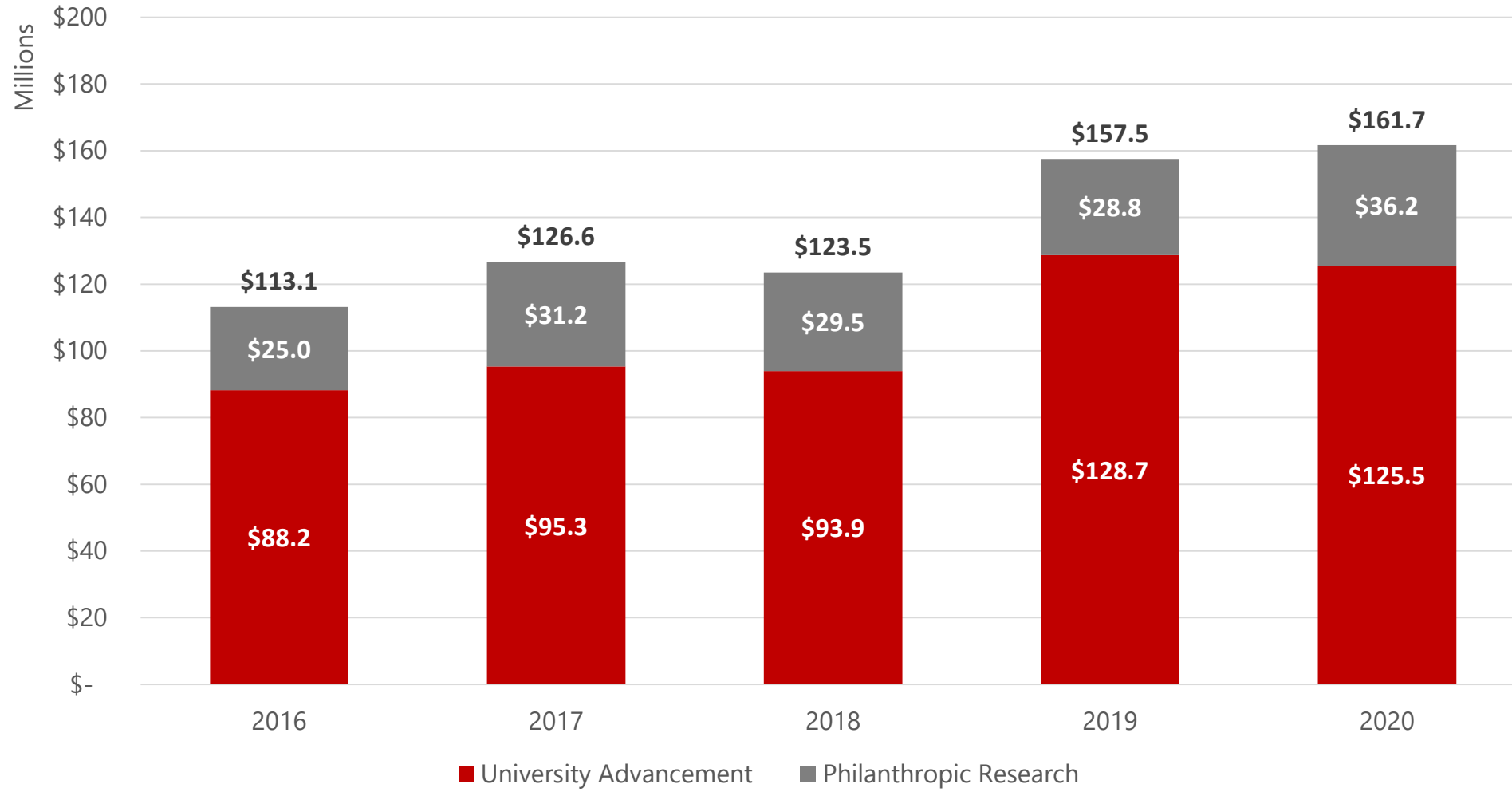
Campaign progress by theme: end of year FY20

THEME	GOAL	% total	RAISED	% total	VARIANCE	PROGRESS TOWARDS GOAL
Opportunities that open doors	\$600.0	30%	\$417.9	34%	\$182.1	70%
Research that changes lives	750.0	38%	482.2	39%	267.8	64%
Innovation that drives discovery	100.0	5%	41.8	3%	58.2	42%
Educ shaping next "future ready" student	250.0	13%	168.1	14%	81.9	67%
Infrastructure	300.0	15%	106.5	9%	193.5	35%
Other			22.9	2%		0%
Total	\$2,000.0		\$1,239.3		\$760.7	62%

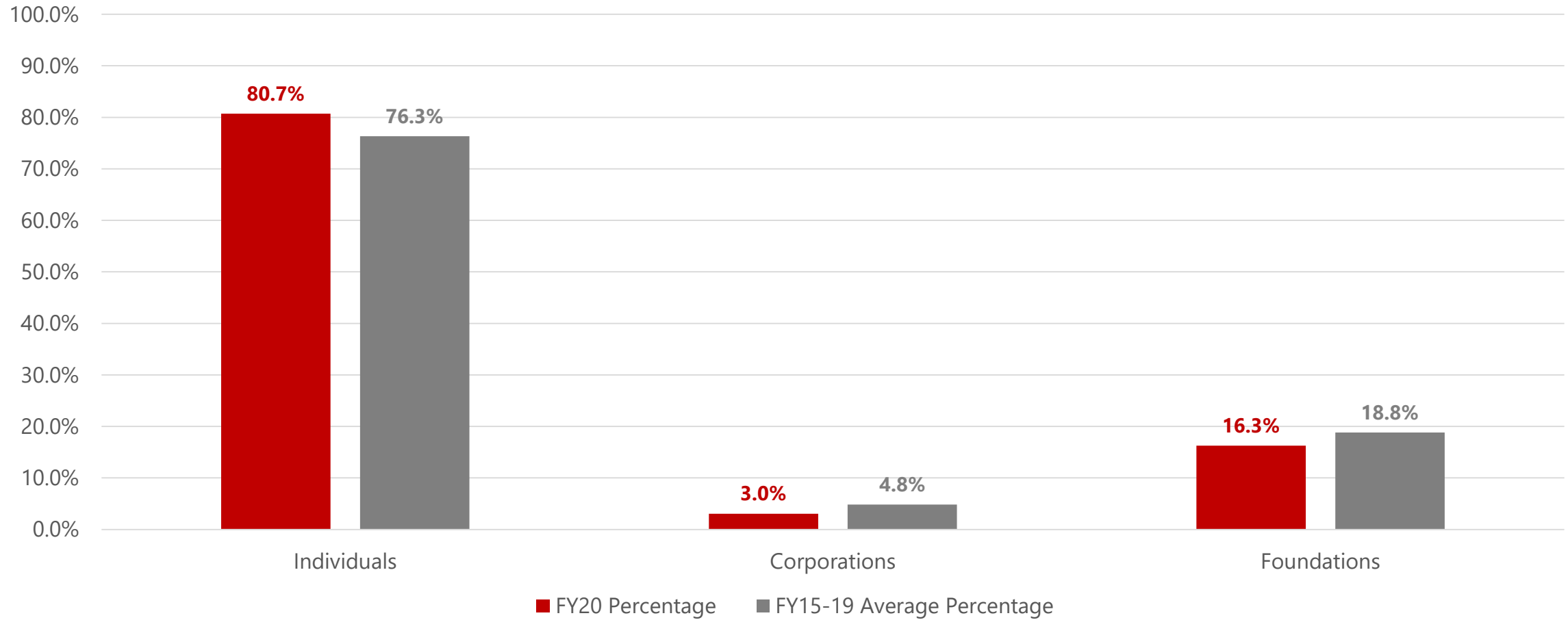
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-- Campaign time elapsed 64%

Cash: five-year results



FY20 Achievements by Source



Other highlights

- **Another record-breaking McGill24**

- \$2.9 million (+29%)
- Donors: 4,805 (+2%)
- Donations: 5,379 (+3%)
- Challenge funds: \$ 1.6M (+25%)
- One gift every 16 seconds
- Over a million reached by social media

- **Great Annual Fund and Planned Giving results**

- AG results +11% over the average of the last five years
- PG results +62% over the average of the last five years

- **Strong volunteer engagement**

- Cabinet, Regional Advisory Boards and Faculty Advisory Boards

- **Outstanding engagement and communications**

- Meaningful content aligned with Campaign priorities

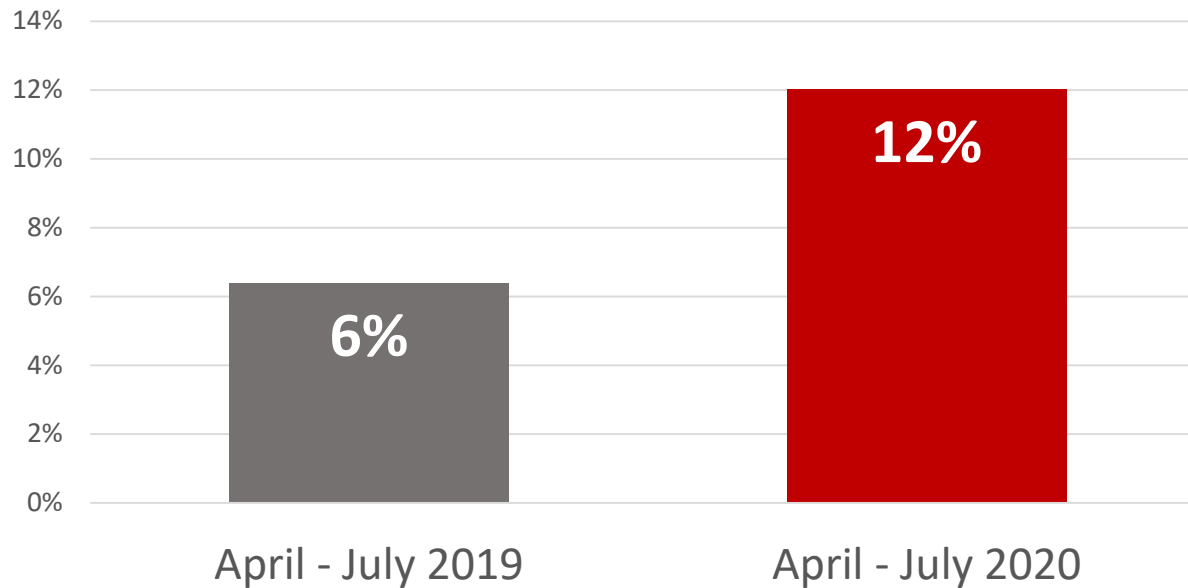
Looking ahead:
Supporting McGill and our students

Adapting to immediate COVID needs

- In partnership with the MUHC Foundation, raised over **\$4.2M** for the Emergency COVID-19 Research Fund
- **Raised \$100K in 24 hours** for the Code Vie Ventilator Challenge with the Montreal General Hospital
- **Mobilized alumni to support recruitment and yield**, including Enrolment Services' first Virtual Fair, phone and social media campaigns, and targeted gifts
- Sought **unrestricted funding** to create flexibility for evolving needs

Unrestricted funding

Unrestricted Funds as a Percentage Of Advancement Achievements *(Less Than \$1M Donations)*



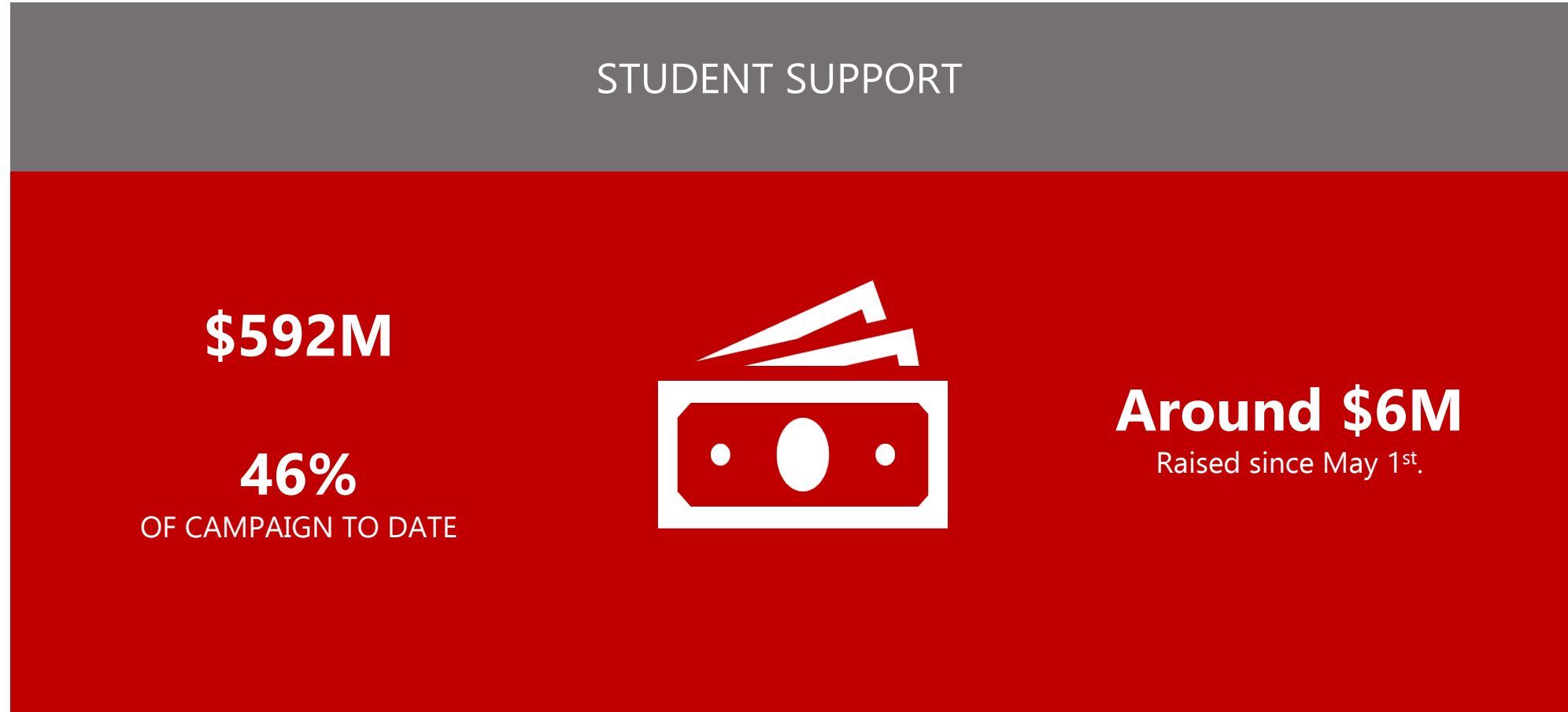
Since the onset of COVID, unrestricted funds have doubled for donations less than \$1M.

- Data compares results from two periods: April 1st to July 31st 2020 vs. April 1st to July 31st 2019.
- Unrestricted funding includes donations designated by donors for university-wide, faculty, department, institute and center-specific needs

Supporting students now and in the future

- **Raised more than \$791,000** from almost 2,000 donors for the Student Emergency Support Fund
- **Focusing on new bursaries**, with a goal of allowing every student to access a McGill education regardless of means
- Received and are in discussions for a number of gifts to **support equity, diversity and inclusion on our campuses**

Campaign progress: support for students



* Campaign progress as of July 31st, 2020; Philanthropic research is included.

** COVID period includes April 1st to July 31st 2020.

Keeping our community engaged and informed

- Weekly COVID-themed webcasts have generated more than 130,000 views
- “McGill Checks In” e-newsletter
- Virtual events and webinars on topics of relevance to our community
- “At-Home Homecoming” from Sept. 23-25
- Small-group meetings and salons with volunteers and donors
- Ongoing use of digital platforms to find new and creative ways to stay connected

Showcasing McGill resilience

Made by McGill Stories

Made by paying it forward

Marcia Moffat, BSc'91. Managing Director, Country Head of BlackRock Canada. Campaign Co-Chair, Made by McGill: the Campaign for Our Third Century.



Made by life-changing growth

David Amber, BA'93. Host of Hockey Night in Canada. Member of the McGill Regional Advisory Board - Toronto.



Made by substance and style

Tracy Moore, BA'98. Host of Cityline.



What's to come?

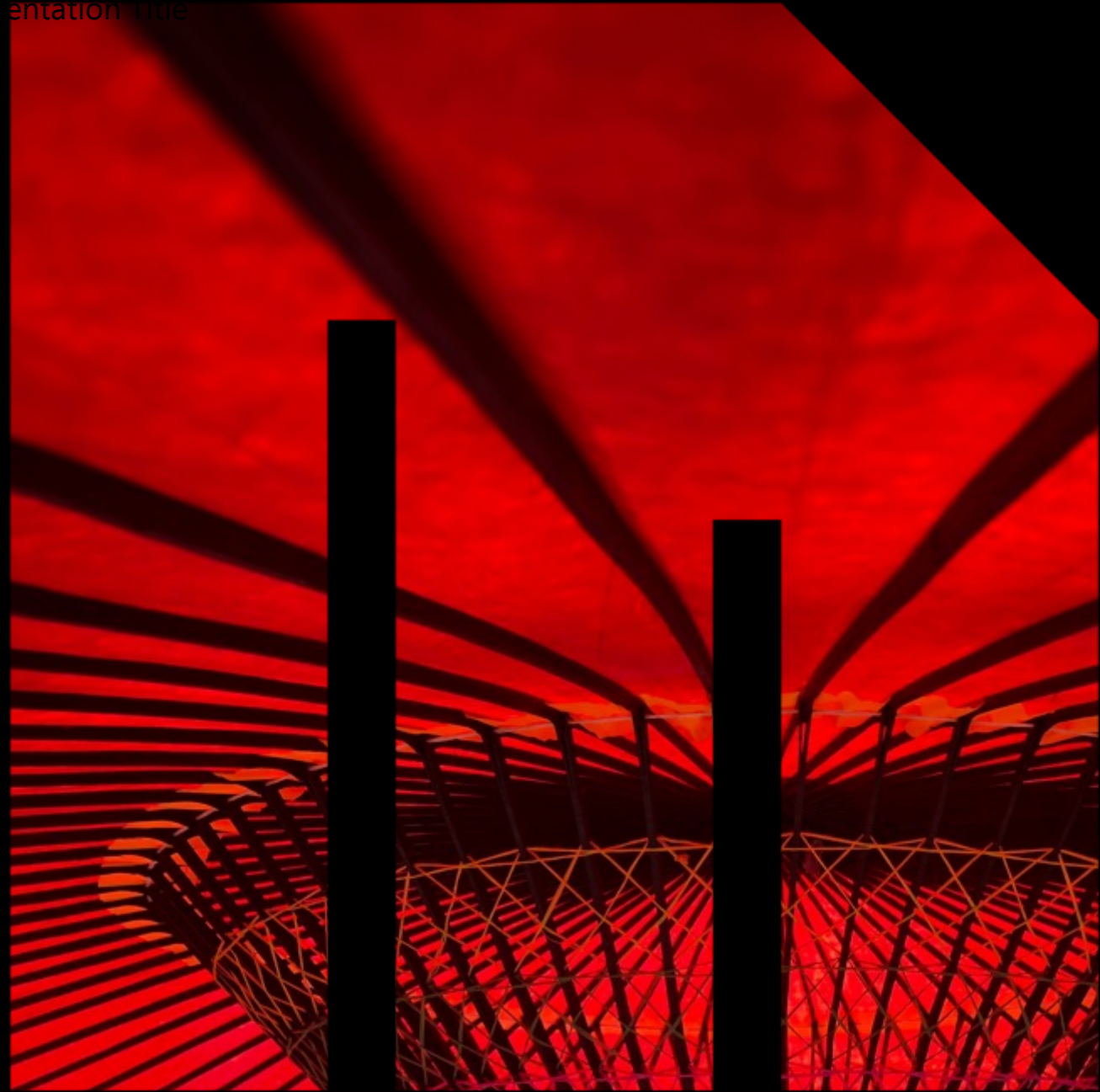
Celebrating and leveraging the Bicentennial

- Creating creative virtual engagement opportunities themed around the Bicentennial and McGill's Third Century priorities
- Transitioning communications from COVID to the Campaign and Bicentennial
- Rallying volunteers as our champions and advocates
- Encouraging donors who in the position to give generously to make once-in-a-lifetime donations for top priorities, with a focus on the New Vic

What's to come?

Continuing to support and champion McGill's priorities

- Enhancing our digital operations across UA
- Seeking flexible, unrestricted funding where possible
- Engaging our global alumni to support students, whether they are in Montreal or in their home communities
- Working with Faculty, staff and students to champion the unique value McGill can bring in building a more resilient and sustainable post-vaccine world



Questions? Comments?



McGill