

# University Advancement Annual Report (2014-2015)

**Marc Weinstein**

**Vice-Principal, University Advancement**

Presented to Senate  
October 21<sup>st</sup>, 2015

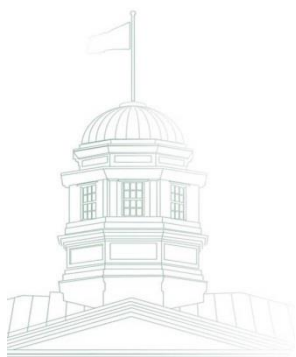


# **PART 1:**

## **FY15 Financial Performance**

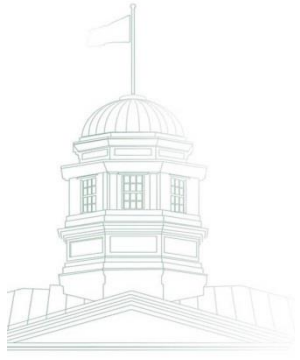
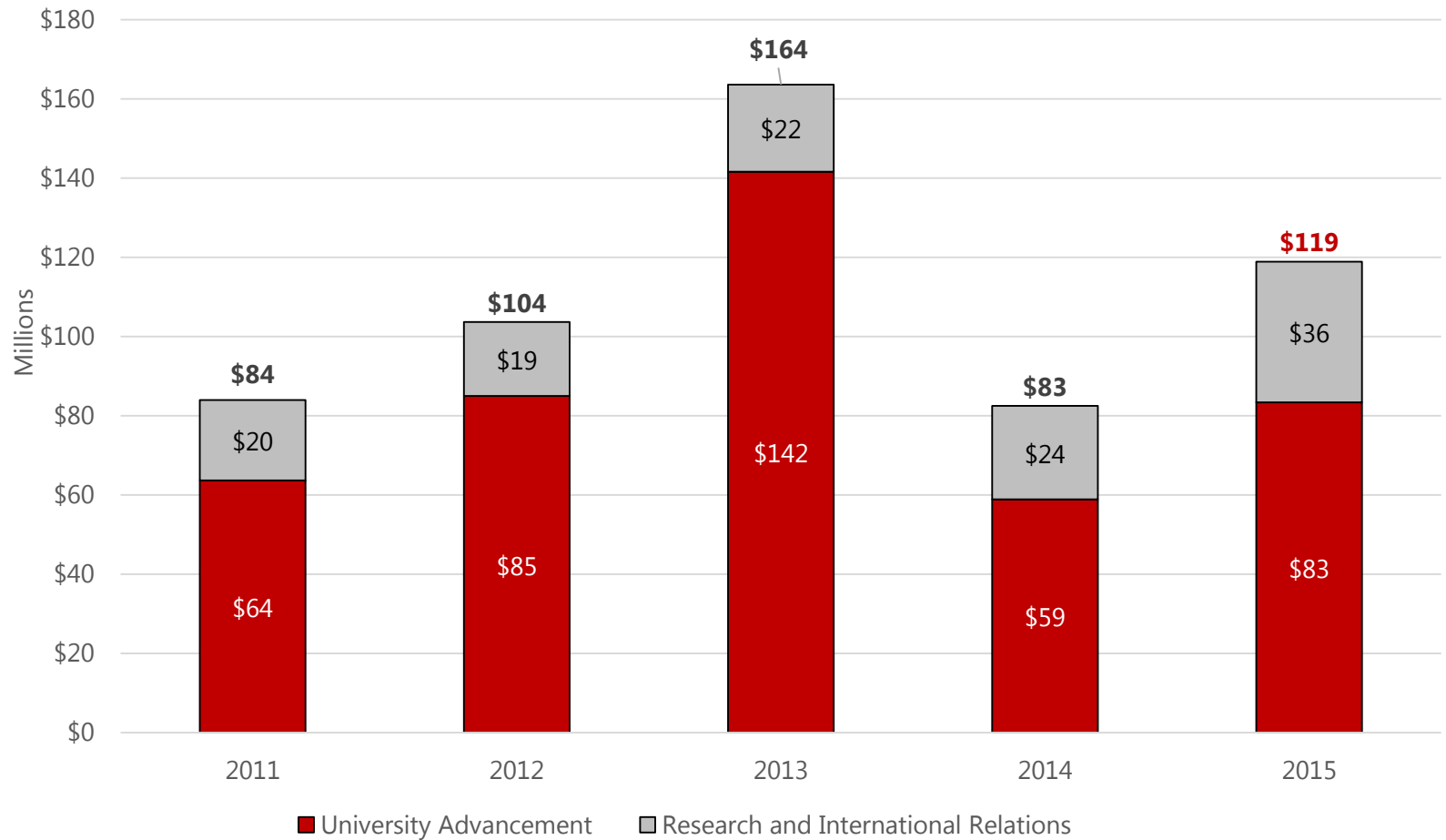
# FY15 Performance by Band

Gift Band	Donors	Amount
Major Gift - \$5M+	2	\$12,500,000
Major Gift - \$1M - \$4.99M	17	\$25,069,232
Major Gift - Below \$1M	430	\$22,205,414
Planned Gift	104	\$11,098,473
Annual Fund	26,360	\$10,224,137
Other	3,615	\$2,286,979
<b>University Advancement</b>		<b>\$83,384,237</b>
<b>Research and International Relations</b>		<b>\$35,509,595</b>
<b>McGill Philanthropic Achievements</b>		<b>\$118,893,832</b>



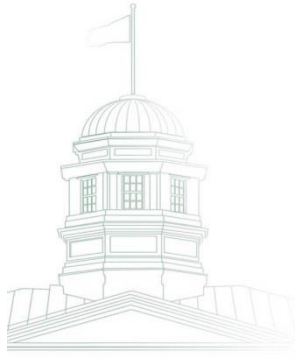
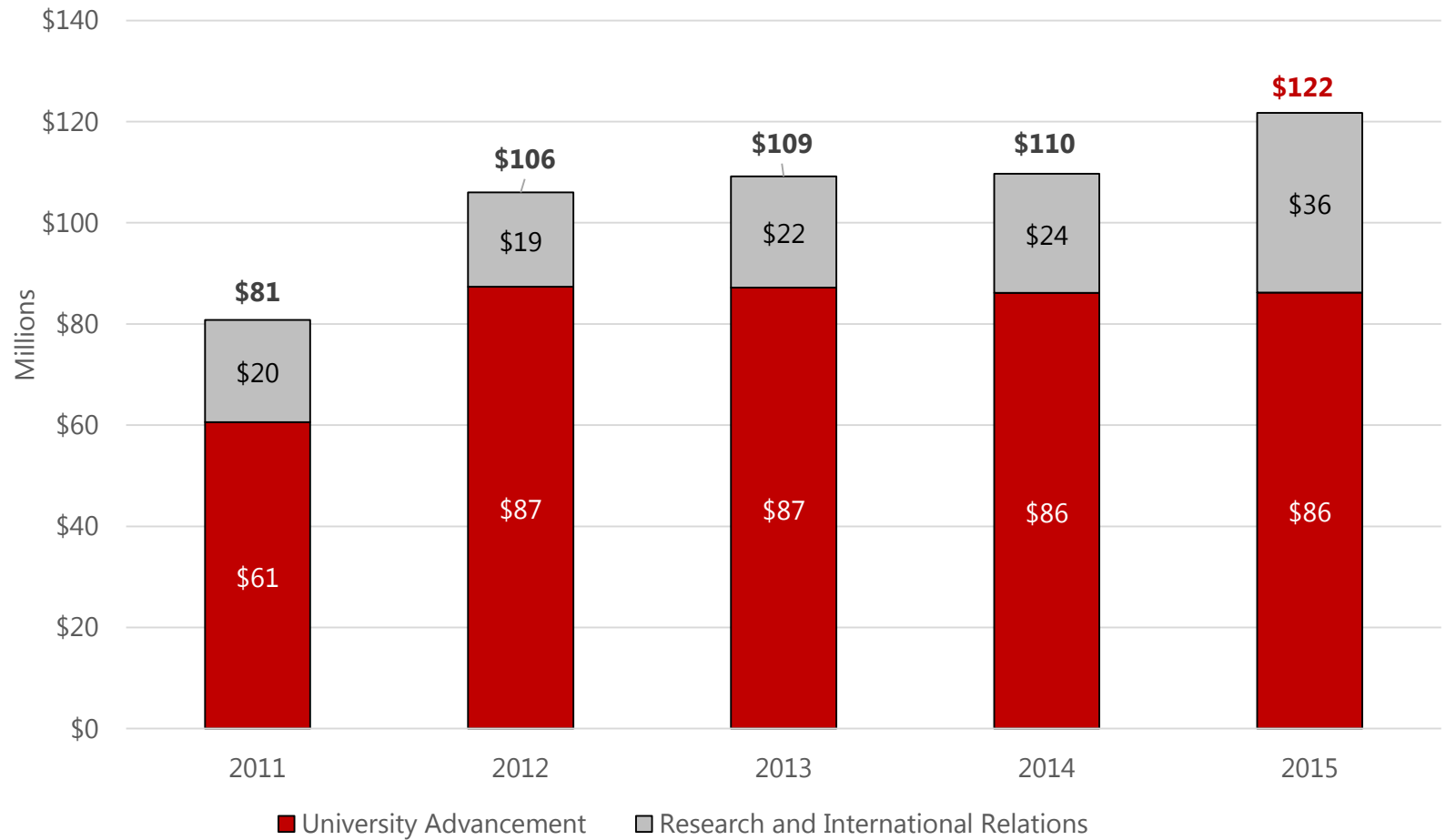
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# 5 Year Achievement Performance



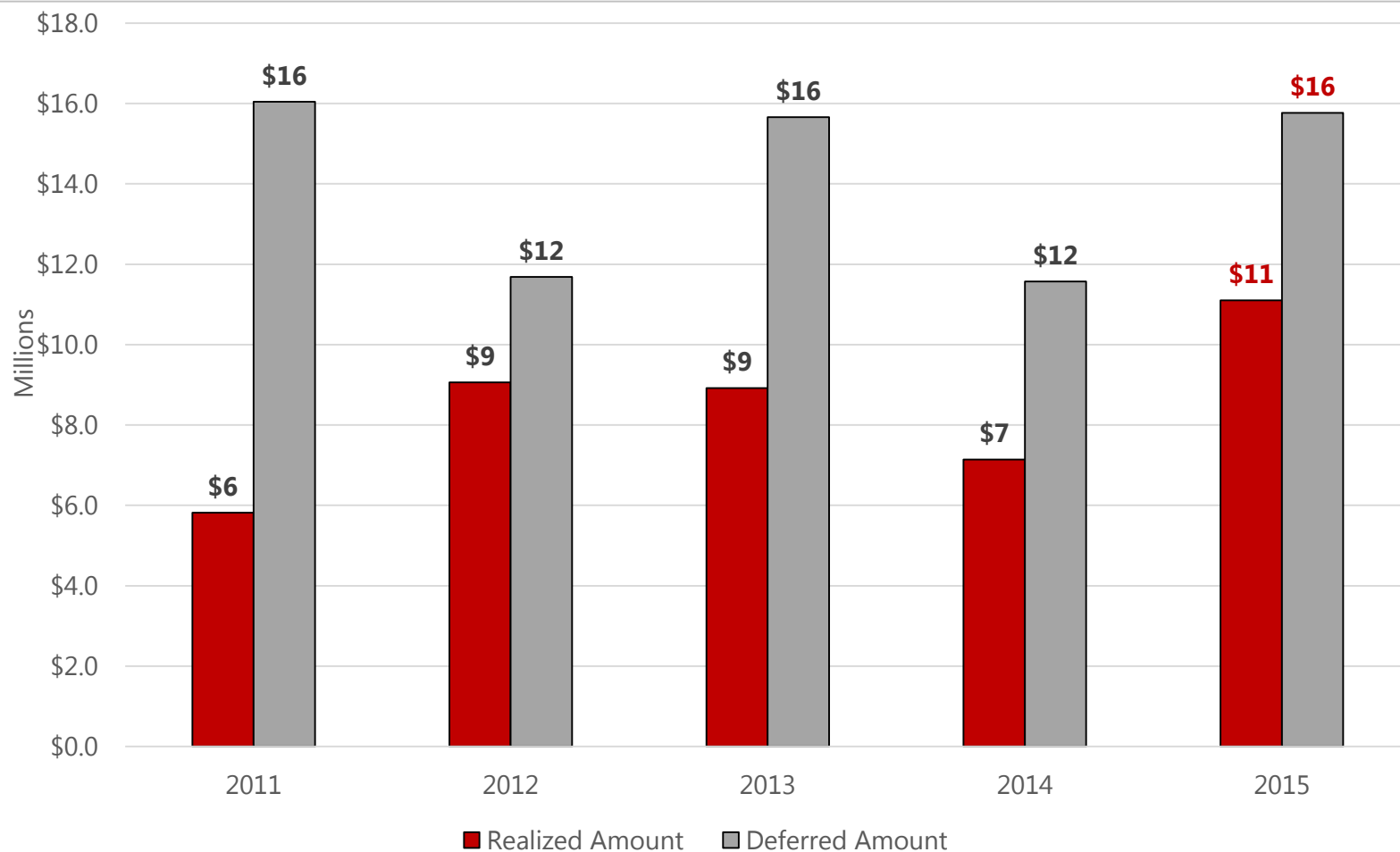
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# 5 Year Cash Performance



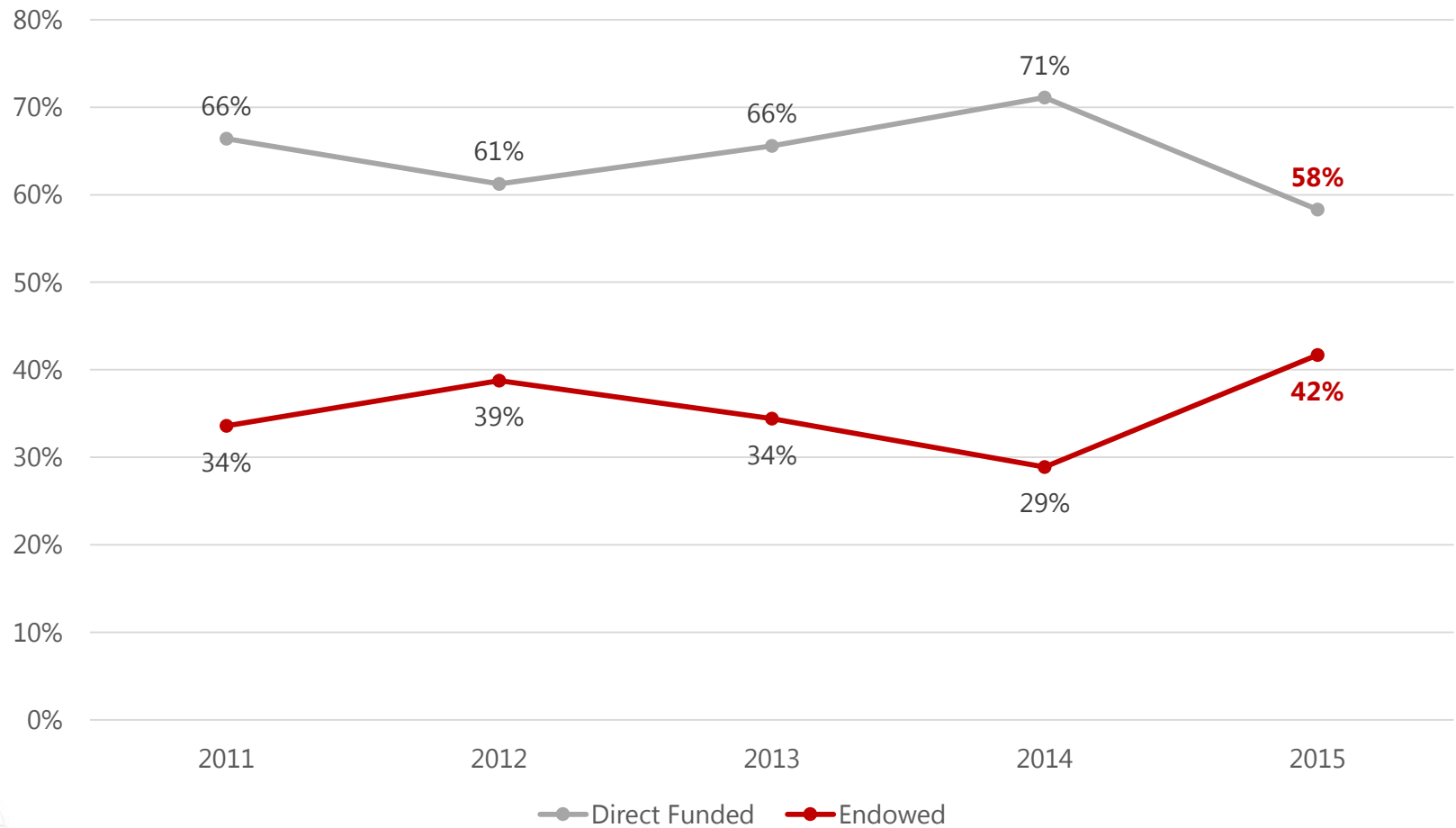
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# Planned Giving Performance



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# Direct v. Endowed Performance



Note: Direct v. Endowed data is based on UA achievements only.



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# Advancement by the Numbers

**781**

email broadcasts send  
to alumni and friends

**>1M**

visits to UA web sites

**>1,600**

gifts made on the  
Seeds of Change  
platform

**57%**

donors to Seeds of  
Change who had never  
made a gift to McGill  
before

**3,500**

attendees at  
Homecoming 2014

**91**

age of oldest  
Homecoming attendee,  
who graduated 70  
years ago

**350**

volunteers helped  
with **46** regional  
summer send-offs

**+25%**

increase in donor  
stewardship activities

**352**

total individual asks  
made

**3,551**

face-to-face meetings  
with prospects, donors,  
alumni and friends

**657**

qualifications of  
potential new donors  
completed



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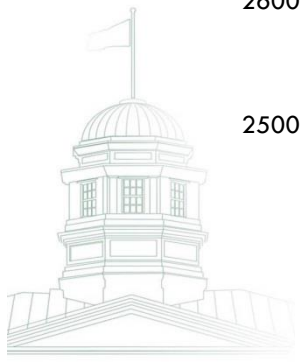
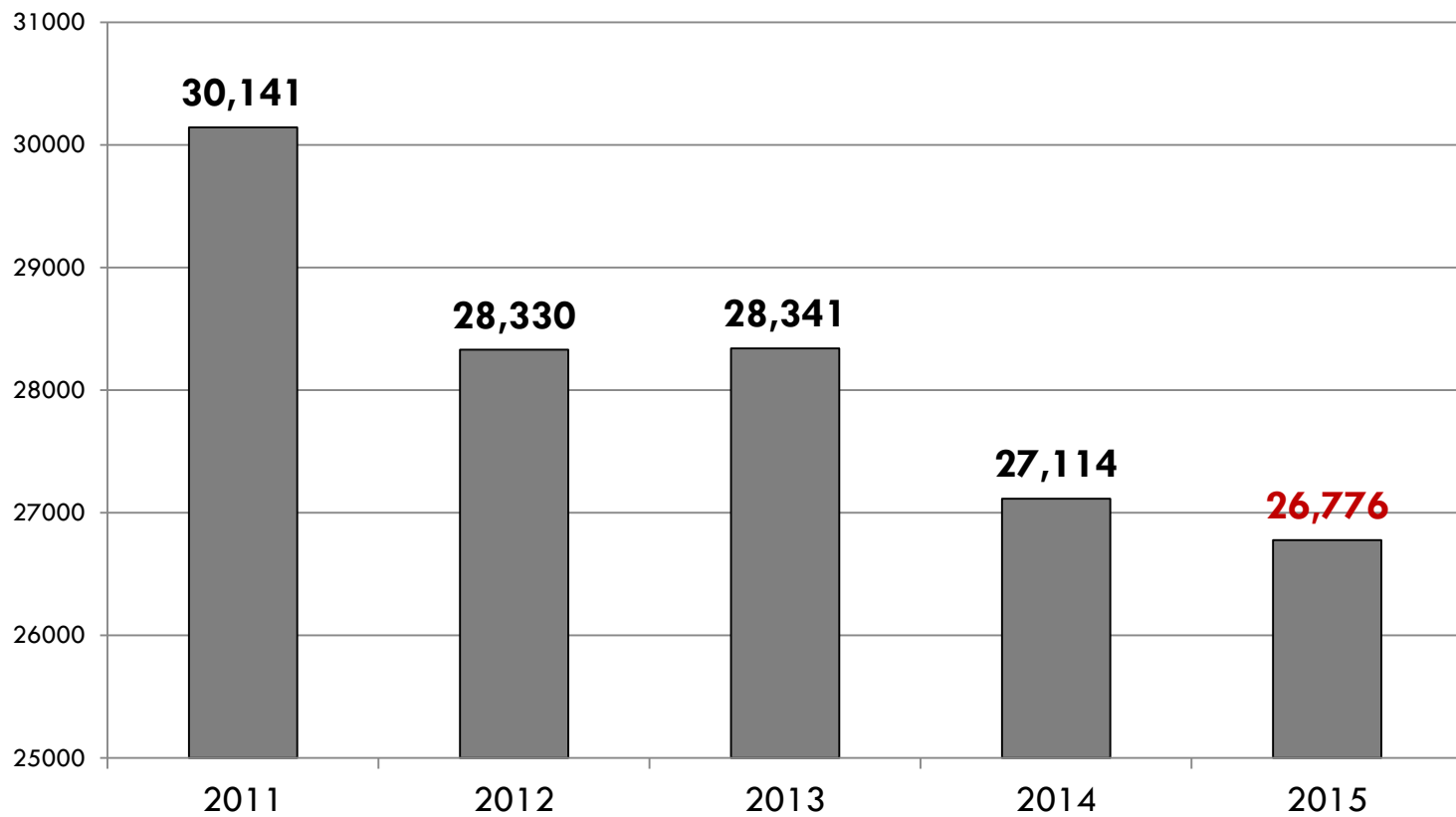
# **PART 2:**

**Building towards McGill's 200<sup>th</sup>**

# Key challenges:

## Building our base of supporters

**Annual Fund donors: five-year trend**



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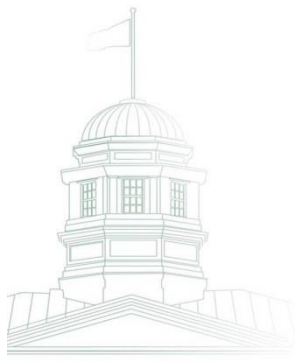
# Engaging students and young alumni: Seeds of Change



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# A new initiative: Giving Day

- A fun, high-profile, 24-hour philanthropic blitz on March 16<sup>th</sup>, 2016
- The objective:
  - Rally support and increase donor participation from all regions, with a focus on younger alumni
- Tactics will include:
  - Strong marketing push before and during the day
  - Volunteer leads in key markets to engage their networks and gather grassroots support
  - Aggressive social media strategy featuring contests, updates and challenges throughout the day
  - Matching funds from key donors
  - Regular updates on financial and participation goals

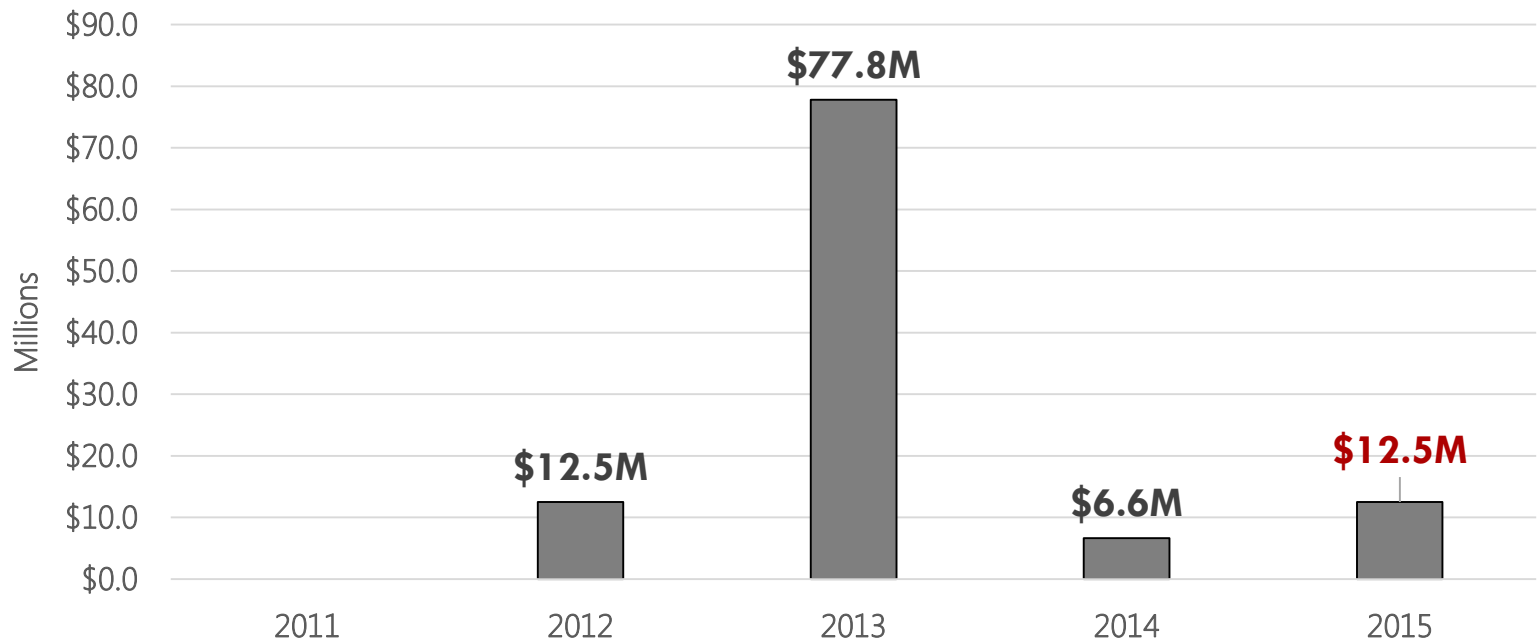


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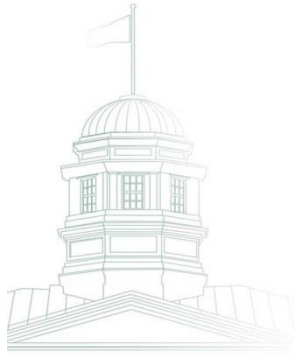
# Key challenges:

## Engaging top-level philanthropists

### \$5M+ donations (UA only): five-year trend



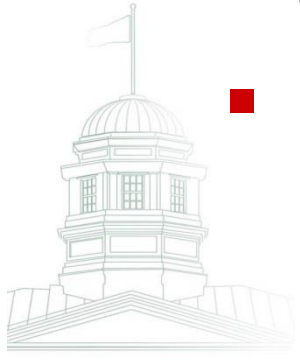
NOTE: 2013 results include two extraordinary gifts: \$28M from the Rossy Family Foundation and \$27M from the MasterCard Foundation



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# Increased focus on Primary Gifts

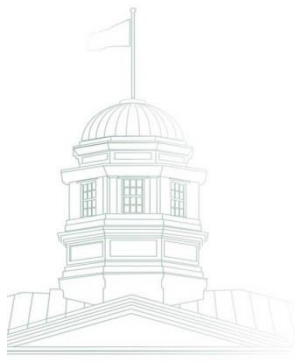
- Reallocation of resources to create a dedicated Primary Gifts team
- Collaboration with Deans, PIs and other university leaders to identify and articulate exciting transformative projects
- Greater focus on strategic stewardship and targeted engagement activities for top donors and potential donors
- Building a strong volunteer pipeline



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# Your insights

- Many of our alumni hold degrees from multiple institutions. What differentiates McGill from our peers?
- What is our most persuasive case to younger alumni and more established potential donors?
- With so many causes soliciting support, what makes McGill uniquely worthy of people's giving?



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