

May 2012

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## Overview

The following report highlights the main activities of the Niagara College Foundation for the period of April 1, 2011 to March 31, 2012, in alignment with the College's fiscal year.

## BUILDING FUTURES CAMPAIGN

### Goal: Achieve \$16.5 million goal to complete the Building Futures Campaign

- Raised \$17.7 million through donations, events and other fundraising activities for new facilities, equipment and learning resources, applied research, and scholarships and bursaries. Matching funds from the Ontario Trust for Student Support for scholarships and bursaries increased the total impact to \$21 million for student learning and success.
- The campaign generated \$7.7 million in community support from more than 1,000 individuals, companies, foundations and organizations, as well as thousands of students who are sharing a \$10 million commitment over 15 years.
- Secured a \$1 million commitment from a local company, the largest donation from a private sector donor in the College's history.
- The internal staff campaign raised \$270,000, almost three times the \$100,000 goal.



### Goal: Celebrate the completion of the Building Futures Campaign

- Organized special events at the Welland and Niagara-on-the-Lake campuses to announce the campaign results, which resulted in front-page coverage in the three local daily newspapers.
- Hosted a NC Circle of Giving dinner to recognize donors of \$100,000 and more, including student government, corporations, foundations, organizations and individuals. Each donor group was presented with a keepsake framed photo collage of the new facilities made possible through the campaign.



- Published a double-page spread in the three daily newspapers to announce the results, and recognize donors who gave \$100 or more during the Building Futures campaign.
- Celebrated the successful campaign in a major feature article and donor list in Encore magazine that has a circulation of about 80,000 copies.

## STUDENT AWARDS: SCHOLARSHIPS & BURSARIES

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**Goal: Establish at least two more collaborative efforts with other departments or program areas to enhance the student awards program.**

- Our partnerships with Financial Aid and academic program areas resulted in successful award ceremonies, which provided a meaningful opportunity for students to connect with 100 donors, who gave to scholarship and bursary funds.
- Staff worked with a student team from the Events Management program to organize a new Business Awards of Niagara College (BANC) event to recognize donors and celebrate student recipients in the Business and Administration division.
- Five faculty members, who teach in technology programs, combined their efforts to establish a new bursary with personal donations made through payroll deduction.



**Goal: Secure financial support to establish 10 new awards, in particular, for January starts and programs that do not already have designated scholarships and bursaries.**

- Secured donations to establish 19 new funds, which will provide 40 more scholarships and bursaries. A total of 451 scholarships and bursaries assisted students in 2011-12. New funds established included:

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| • Amilcare Ramella Memorial Scholarship            | • GIANT FM Journalism Scholarship            |
| • Larry & Olga Andrusiw Paramedic Award            | • Goldie Hill Memorial Bursary               |
| • Athletic Awards                                  | • Mapleview Charities Bursary                |
| • Len Crispino Ontario Chamber of Commerce Bursary | • Ontario Craft Brewers Bursary              |
| • Christie's Dairy Scholarship                     | • Remo and Ida Ramella Memorial Scholarship  |
| • Construction/Civil Engineering Faculty Awards    | • Ronald Shaw Bursary                        |
| • Edward Hoekstra Memorial Bursary                 | • Rotary Club of Welland Scholarship         |
| • Frances E. Tanner Memorial Scholarship           | • Trina Washington Bursary                   |
| • Geddy Lee Scholarship                            | • Welland Hydro Renewable Energies Award     |
|  | • Welland/Pelham Chamber of Commerce Bursary |

**Goal: Raise the maximum ceiling of \$320,972 assigned through the Ontario Trust for Student Support (OTSS) for endowed scholarships and bursaries. This revenue to be generated through a combination from donations, third party activities and the Foundation's special events.**

- Exceeded the annual target for Ontario Trust for Student Support, resulting in \$506,000 being added to the endowment fund, increasing the principal to \$11,081,000. We benefitted greatly from this matching program, receiving \$3.3 million in matching dollars throughout the Building Futures Campaign. Unfortunately, the provincial government cancelled the OTSS program effective March 31, 2012.
- Also raised \$191,343 for declining awards that are not eligible for matching funds.

## **EVENTS & OTHER FUNDRAISING ACTIVITIES**

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**Goal: Generate \$125,000 in net revenue from the Seafood Gala.**

- The Seafood Gala in April 2011 was an outstanding success with 650 tickets sold, a record amount of sponsorship secured, and net revenue of \$146,000 or 117% of goal.

**Goal: Raise \$30,000 in net revenue from the Golf Classic.**

- The Golf Classic in September 2011 raised \$34,500 or 115% of goal. The proceeds were used to fund scholarships for student athletes.
- We started a new partnership with the Athletics department, resulting in the College's golf team being on hand to share tips and lend assistance to golfers.



**Goal: Raise \$45,000 from events and fundraising activities: alumni affinity programs; sale of frames and flowers at convocation ceremonies; online auction; and the Curling Rocks Bonspiel.**

- Net revenue for the annual activities was \$50,000 plus an additional \$22,000 payment that was due the previous year from one of the affinity partners.
- The Curling Rocks Bonspiel in February 2012 brought together a mix of grads, students, staff and community supporters to enjoy a fun day that generated \$4,500 in revenue.

**Goal: Explore the possibility of a cash lottery for staff.**

- We completed the research and are recommending a pilot project in 2012 to introduce a cash lottery for staff, with proceeds to fund equipment and learning resources.

## **ALUMNI RELATIONS**

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**Goal: Continue to refine the GradSmart program to provide meaningful activities for graduating students and opportunities for student leadership.**

- Worked with a growing network of internal partners focused on activities and services for graduating students.

- Alumni Council volunteers and staff connected with new grads and their families at the 10 Convocation ceremonies in June and October, where we sold frames, flowers and photography.

**Goal: Celebrate alumni success through Premier's Awards nominations and Alumni Circle of Excellence event.**

- Nominated six outstanding alumni for Colleges Ontario's Premier's Awards, including Jerry Howell (Computer Engineering Technology 1986), the winner in the Technology category.
- Alumni Circle of Excellence event was cancelled due to the support staff strike; however, plans are underway to host the event in October 2012.



**Goal: Encourage and support program-based activities that link graduating students, recent graduates, alumni and mid-career professionals.**

- Graduating students connected with alumni at events, such as those hosted by the International Business programs, HR@Niagara student club, and the Bachelor of Applied Business – Hospitality Operations Management held its annual Mix n' Mingle event.
- Supported the Athletics staff, who organized a reunion for grads who were varsity basketball players while attending Niagara College. Their afternoon game was followed by a gathering in The Core student centre. Many participants stayed for the evening games of the Niagara Knights men's and women's teams.
- Purchased new NC Alumni branded items, including a gift basket of items, available to student and grad groups for on-campus events and reunions.

**Goal: Increase the usage of alumni benefit and services programs by 15% and increase the revenue derived from these programs by 10%.**

- Secured a new affinity partner, PerformanceCars, which offers a rebate for new and used cars, as well as a contribution to the College for each contract signed.
- Other affinity partners include: Johnson Insurance for home and auto insurance; Canada Life for life, dental and health insurance; MBNA Mastercard; and National Group Mortgage Program.
- Revenue from affinity partners shows a modest increase.

## **COMMUNICATION & OUTREACH**

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**Goal: Continue to develop the communication strategy for enhanced donor relations.**

- Organized a VIP day in May 2011 for funders, donors and community partners to celebrate the grand opening of the transformed Welland Campus.
- Hosted a series of campus tours, lunches and receptions with donor groups at the Niagara-on-the-Lake and Welland campuses.

- Took full advantage of the gift-in-kind of Sun Media advertising space to recognize donors to the Building Futures Campaign; Seafood Gala promotion and thank you; and to recognize donors and students, who received scholarships and bursaries.

**Goal: Revamp the department website to provide timely information on Alumni and Giving.**

- Redesigned and updated all aspects of a new department-managed website that shares information about philanthropy, events and fundraising activities.
- Posted 25 media releases and articles on the website throughout the year, as well as regular event updates to keep the site fresh.
- The site also includes information of interest to graduating students and alumni. Both urls go to the home page: [www.niagaracollege.ca/alumni](http://www.niagaracollege.ca/alumni) and [www.niagaracollege.ca/giving](http://www.niagaracollege.ca/giving)

**Goal: Increase the effectiveness of the annual donor stewardship reports with enhanced information and design.**

- The report format was redesigned and streamlined to provide clear information about the balance in the fund, the bursaries or scholarships awarded, and the student recipient(s).

**Goal: Develop a marketing strategy to promote a legacy giving program to encourage gifts from individuals through bequests in their will, insurance policy or other method.**

- Initiated efforts to build relationships with professional advisors including estate lawyers, accountants, financial planners and life insurance specialists through personal meetings and membership in the Niagara Estate Planning Council and the Canadian Association of Gift Planners.

## **POLICIES & PROCESS IMPROVEMENT**

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**Goal: Decrease the amount of returned mail by an additional 20%.**

- Due to ongoing efforts to ensure accurate contact information in the Raiser's Edge database, returns from the Encore magazine mailing have steadily decreased – from 5% in winter 2011 to 2.5% in winter 2012, based on mailing to 37,000 grads and key community contacts.

**Goal: Develop a practice to cover special events, sponsorships and third party activities.**

- Research complete and draft policy underway.

**Goal: Write a practice for donor recognition to ensure consistency for donor wall, plaques and publications.**

- Research complete and draft policy underway.