

May 2013

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The following report highlights the main activities for the Foundation & Alumni Relations department for another successful year from April 1, 2012 to March 31, 2013.

## Philanthropy

### Goal: Co-ordinate an annual NC Campaign to meet in-year needs

We set a financial target of \$500,000 from all sources for equipment and learning resources, and scholarships and bursaries, in this transitional year following completion of the successful Building Futures Campaign.

Donations of \$379,000 were secured, \$187,000 was generated from events and other fundraising activities, and \$80,000 came from the Student Priority Bursary. The total raised was \$646,000 in cash plus \$60,500 in gifts-in-kind.

Twenty new scholarships and bursaries were established, bringing the total to 489 awards made possible through donations and fundraising revenue.

#### Equipment & Learning Resources

Goal: \$300,000  
Actual: \$325,500 (109%)

#### Scholarships & Bursaries

Goal: \$200,000  
Actual: \$320,500 (160%)

#### Total Raised

Goal: \$500,000  
Actual: \$646,000 (129%)

## Events & Other Fundraising Activities

### Goal: Generate \$100,000 in net revenue from the Seafood Gala in April 2012

The 23<sup>rd</sup> annual Seafood Gala on April 13, 2012 was another successful event with 560 participants at the Fallsview Casino Resort. The event raised \$100,000 for equipment and learning resources, and scholarships and bursaries.



### Goal: Raise \$35,000 in net revenue from the Golf Classic in September 2012

The Golf Classic on Sept. 19, 2012 raised \$34,400 to fund scholarships for student athletes. The follow-up survey results were positive with golfers enthusiastic about the event, the course and the interaction with more than 30 students. The varsity golf team led the golf clinic, competitions and helped golfers along the course, and paramedic students ran a blood pressure clinic. The Canadian Food & Wine Institute prepared and served lunch, and staffed beer and wine tastings at dinner.



**Goal: Raise \$54,000 from fundraising activities**

A total of \$53,000 was generated through the sale of frames and flowers at Convocation ceremonies in June and October 2012, an online auction for staff, the Curling Rocks Bonspiel, and fees paid by affinity partners. This revenue helped fund equipment and learning resources.



## **DONOR RELATIONS & STEWARDSHIP**

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**Goal: Further develop stewardship activities to enhance relationships with donors**

There were many activities throughout the year to nurture relationships and recognize donors, including personal contacts and visits, tours, lunches and receptions.

The department again partnered with academic areas to celebrate students and honour 132 donors at 10 awards ceremonies. All donors of \$100 and more were listed in Encore magazine and the three local daily newspapers. Customized stewardship reports were provided to 240 donors to scholarships and bursaries.



Through a new partnership opportunity, we hosted an estate planning event attended by more than 70 people in November 2012 at the Welland Campus. The Accidental Inheritance was a free dramatic-comedy for adult children and their parents that examined what can go wrong when long-term estate planning is not considered. A panel discussion followed with five professional advisors discussing issues surrounding estate planning to the audience of donors, staff, retirees and community members. The feedback was excellent from the attendees and partners.



**Goal: Develop a strategy to recognize donations for equipment and learning resources, in keeping with donor recognition practices in place**

Recognition for donors to equipment and learning resources was integrated into existing recognition practices, including the donor wall, area plaques, and listings in Encore and local daily newspapers.

## ALUMNI RELATIONS

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### **Goal: Celebrate alumni excellence through Premier's Awards nominations**

Nominations were submitted in five of the six categories for the Premier's Awards. David Pratt was named one of six Premier's Awards winners at the gala at the Colleges Ontario Conference in Toronto in November 2012. A graduate of the Greenhouse Technician program, David won in the Recent Graduate category for his success as Head Grower at Sundrop Farms in Outback Australia, a leader in sustainable horticulture for the arid world.



The other nominees were Adin Bradley, Business; Joanne Brown, Community Services; Christopher Bessette, Creative Arts & Design; and Paul Pender, Technology.

### **Goal: Host an Alumni Circle of Excellence event for Premier's Awards nominees and other grads**

This event was not held due to low registration. However, we celebrated with our five Premier's Awards nominees, and their guests, at a gala event in Toronto attended by more than 800 participants from across the Ontario College system.

### **Goals: Implement plan developed, with Alumni Council input, to find and engage alumni, and celebrate grad success**

**Spearhead an initiative to further link internal College partners to enhance communication, benefits and services for alumni**

**Continue to encourage and support academic program-based activities that link graduating students, recent graduates, alumni and career professionals**

Significant progress was made to move these three goals ahead. We focused our role to develop communication vehicles for grads, and to act as a resource for internal partners who want to engage alumni with students.

The number of grads and activity increased on the LinkedIn site, and the Facebook site was used to share timely information. We subscribed to a social media service that allows for monthly e-blasts to more than 13,000 grads for whom we have email addresses. The department co-ordinated the distribution of two issues of Encore magazine to 34,000 alumni, as well as donors and key community contacts.

We purchased NC Alumni branded items and made them available to program areas that hosted grads as guest speakers, at networking events, conferences and other activities.

Each Alumni Council meeting featured a guest speaker from one of the College divisions to share information with these enthusiastic ambassadors. Council members made personal donations and provided volunteer support for events.

Efforts continue to find lost alumni and update their contact information in our Raiser's Edge database.