



Brian Tamblin is presented with a cheque from Linda Waddell, National Marine Manufacturer's Association as part of the Ontario Marine Operators' \$500,000 pledge to the Midland Campaign.



Don Coates, Mayor of Bracebridge, gives Brian Tamblin the keys to the former recreational centre. The building will be home to the new Muskoka Campus.

Power of Education Campaign—Starts with a Whisper

I hope by now you've heard at least a whisper about the Power of Education Campaign. This \$17-million campaign is currently in the quiet phase however, there has been little quiet about the campaign. The Office of Development and Alumni Relations has been very busy preparing for our campaign.

The quiet phase really means the planning phase. This phase is vital because good planning means good results. The next year of planning will be vital to our success. We are currently establishing the resources required in the Office of Development and Alumni Relations. This preparation includes the staffing that will be

necessary to conduct the campaign. Catapulting from a department that raises \$2 million a year, to one that will raise, an average of \$3.5 million per year will require additional talent. We hope to soon hire a Campaign Manager who will spearhead the campaign.

Another planning component revolves around our relationships with our donors. Communication is important to any relationship and this remains true with our donors. We have started to develop messaging. An important document developed over the past year is the brochure that conveys the College's need.

Focusing on four areas, Centres of Excellence, facilities, the Muskoka Campus and awards and scholarships, the College is demonstrating that our needs are unique, compelling and urgent. (Please contact our office if you would like a copy.) The message is simple, direct and accurate: We need your investment. Choosing to donate to Georgian

Over....

Great News

**Georgian has exceeded its
 06/07**

**\$ 2-million fundraising
 target.**

**The College raised
 \$4.7 million.**

**Power of Education Campaign
 Successes**

- ◆ The James C. Massie Automotive Bursary has raised \$112,000 for CAI students
- ◆ The Ontario Marine Operators Association made a \$500,000 pledge to the Midland Campus Campaign
- ◆ The Ministry of Training, Colleges, and Universities, invested \$1.9 million to the Midland Campus Campaign
- ◆ An anonymous \$350,000 gift to the Midland Campus Campaign was received

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means skilled alumni will go out into the community and make a difference. Donations certainly have a strong return on investment.

Fundraising at Ontario Colleges has been limited. We have hard work ahead to catch up to our university cousins who are excelling. To compel potential donors to give, we will require consistent messaging and relationship building. Cultivating and stewarding our many donors and potential donors requires an army. We have the army. I have been impressed by the responsiveness of the Georgian staff to building these key relationships. Building good relationships is common practice among the Georgian staff. I consistently see strong bonds built between industry, government, and other community partners. We will continue to build on these relationships so we develop strong donor partnerships and our need is understood.

Some elements of the campaign are proceeding now. The current renovations to the Midland and Muskoka campuses make it imperative to proceed with these parts of the campaign. These campaigns have already had considerable success. Muskoka has formed a very effective cabinet that is starting to meet with prospective donors to secure funds for the Muskoka Campus. The Midland Campus Cabinet has already raised 75 per cent of the \$1-million goal. This is due, in large part, to the Ontario Marine Operators Association's \$500,000 pledge to the Recreational Boating Centre of Excellence. This association understands the need for action in order to meet labour shortages in the marine industry.

We are working hard to form the right cabinets for each campaign. These volunteers are our link to donors and

vital to securing gifts. Our central Campaign Cabinet will include a roster of individuals from across Canada in support of the Power of Education Campaign. Their key roles are to "open doors" with business and industry and provide links to major prospective donors, who have an alignment with Georgian's brand and values. Respected business leader and long-time Georgian supporter Tom Ambeau Sr. will provide the vision and direction for the cabinet. We are also privileged to have The Honourable Bill Davis join the Cabinet as Honorary Chair. His commitment demonstrates the importance of this campaign to Georgian's growth.

We must have a proactive vision to meet our fundraising goals. Our model is the advancement offices of the most successful universities. By using this model we have, in some cases, hundreds of years of fundraising tradition from which to learn. For this reason we have evolved officially from the Georgian Foundation, separate from the College, into a department of the College. From our donors' perspective little will change; we will use the College's charitable number and our direction will come directly from the Board of Governors. However, this new direction brings the entire College together to focus on the needs of our students and our donors.

I am encouraged by the milestones that have already been achieved in the early days of the quiet phase of the Power of Education Campaign. In addition, we have raised over \$4.7 million, in the last fiscal year, which will help get us closer to our campaign goal. The amount raised more than doubles our \$2-million

target. We have made considerable progress in placing the right people on our team, sending the right message to our donors and developing the resources to be successful. I want to thank everyone at Georgian for your support as we proceed into campaign. Please contact me if you have any questions.



Director of Development
and Alumni Relations

Did you know?

The average annual donation in Ontario is \$1,302

Our Mission

The Georgian College Office of Development and Alumni Relations' mandate is to generate resources for a variety of initiatives including capital building campaigns, new equipment acquisition, student awards and scholarships, learning resources, and endowments to support the College in achieving its mission and goals.

Call before you dig!

We appreciate everyone's efforts to garner support for the College. We ask that before contacting a potential donor you first send us your list of prospective donors. We want to ensure our requests are co-ordinated to avoid duplication and to recommend other potential donors. If you have leads you would like the Office of Development and Alumni Relations to pursue, please contact Rebecca Truax at ext. 5446.



ALUMNI NEWS

Andrea Murray, Alumni Officer



40 for 40

In honour of the college's 40th anniversary, the Alumni Association will mark this significant milestone with an appeal to its members. Members will be asked to support the College by giving to the Alumni Endowment Scholarship Fund. This direct mail campaign will request alumni to give \$40 for 40 years of college education. The campaign will kick off in the fall to coincide with other 40th anniversary events.

Alumni Day 2007

Alumni Day will be held on September 20. Stay tuned for an announcement regarding events.

Alumni Board – Looking to Recruit New Members

The Alumni Association is in the process of recruiting new board members. The Association is looking for board members who have a passion for the College and its advancement; someone who is engaged in the community and has experience in volunteering, good communication skills, perhaps experience in public speaking and leadership roles. We need representation from program areas such as Health Sciences, Technology and Automotive Marketing. Graduates who had a positive school experience at Georgian and were involved in athletics or student administration are particularly sought. If you know of anyone who would make an excellent Alumni Board member, please contact Andrea Murray at amurray@georgianc.on.ca. Nomination deadline is May 1.

AWARDS AND SCHOLARSHIPS NEWS

New Face in the Office of Development and Alumni Relations



Karen Royce, Awards Officer

We are thrilled to have Karen Royce join us as an Appendix D Awards Officer. You may know Karen from her work in the SAC office. Her passion for the well being of our students and for Georgian makes her ideal for the position.

We'll miss Christine Redfern's smiling face and "get it done" attitude but we wish her well as she takes on the position of Academic Officer for the University Partnership Centre at Georgian.

Information Gathering for Awards and Scholarships

Our office recently conducted a series of information gathering sessions. The purpose of these sessions was to research best practices for awards and scholarships with the goal to develop new strategies. These new strategies will ensure an awards and scholarships' mandate to benefit students in a meaningful way, and utilize the program for effective recruitment and retention.

The feedback we received was phenomenal. Staff were keen to communicate their thoughts and they certainly had great ideas. Representatives from faculty, marketing, co-op, the student body, the Registrars' Office and the Financial Aid office joined in the discussions. In total, over 25 staff contributed their ideas. Thanks to everyone who took the time to participate.

These ideas have been formulated into new strategies approved by senior management. We are energized by the level of ownership staff have for awards and scholarships and we're confident the strategies developed from these meeting will lead to a more responsive program.

New Awards Ceremonies

The achievements of our students will soon be spotlighted in a ceremony just for them. In addition to the undergrad award ceremonies currently held, Georgian will hold separate awards ceremonies for graduates. The exception to this is Owen Sound, which will proceed as part of convocation. Graduate awards ceremonies will include a special ceremony and reception spotlighting our graduate recipients and donors. Ceremonies will take place at the Barrie and Orillia campuses and will focus on the achievements of our graduates. All other entrance and undergraduate ceremonies will remain the same as in previous years.

The summer award ceremony will be held on June 19 in Alumni Hall at the Barrie Campus from 4:30 to 6:30 p.m. The fall award ceremony will be held on October 22 in Alumni Hall at the Barrie Campus from 4:30 to 6:30 p.m. The Orillia Awards Ceremony will take place on June 26, 7 to 8:00 p.m. and October 26, 12 to 1:00 p.m. Please contact Karen Royce, Awards Officer (ext. 1211) if you have any questions regarding the new graduate award ceremonies.

Other News

The structure of the Office of Development and Alumni Relations has changed from a foundation to an advancement model as part of Georgian College. We ask that all cheques be made out to Georgian College. Georgian College charitable number is 118937283 RR0001. Georgian College continues to adhere to the Association of Fundraising Professionals' Donor Bill of Rights.

CHECK US OUT

On the Georgian web http:// www.georgianc.on.ca/ foundation	At our office C259
On the staff web-site http:// info.georgianc.on.ca/	By phone at ext. 1210

Staff List

Lisa Eveleigh, MBA, CFRE, Director of Development and Alumni Relations, ext. 1212

- Sets overall strategic direction for fundraising programs
- Creates plans and budgets for fundraising
- Board and cabinet volunteer management
- Capital Campaign planning and development
- Financial management

Rebecca Truax, CFRE, Manager, Annual Giving, ext.5446

- Annual/Alumni giving
- Major and Planned Gifts
- Writes proposals, grants and communications material
- Prospect research
- Management of donor relations, development database and awards and scholarships

Karen Royce, Awards Officer, ext.1211

- Cultivation and retention of awards and scholarships
- Co-ordinates awards and scholarships
- Award ceremonies
- Disburses awards and scholarships

Diz Gamble, Development Assistant, ext.1210

- Office administration and booking meetings
- Reception duties
- Oversees donor filing systems and records
- General office duties
- Supports the Development team
- Issues tax receipts
- Deposits

Andrea Murray, Alumni Officer, ext. 1213

- Alumni services
- Editor, Alumni View magazine
- Alumni programs and services administrator
- Co-ordinates alumni events and alumni campaign

Kristin Arbour, Donor Relations

Co-ordinator, ext. 1214

- Financial and donor reporting
- Database management
- Donor relations
- Stewardship, recognition and cultivation of donors