



concordia.ca/communitycampaign



OUR COMMUNITY IS OUR UNIVERSITY GIFT AT A TIME

Help shape Concordia by
supporting our annual
**COMMUNITY
CAMPAIGN**



Concordia



GIVING THANKS, TAKING PRIDE:

“As an international student, I faced many struggles just to get by. Every bit of support I received, no matter how small, meant a lot. That experience later inspired me to establish the Kossi Sonokpon and Yawa Abalo Entrance Bursary, named in memory of my parents.”

— *Kofi Sonokpon, AMBA 03*

WE ARE ALL CONCORDIANS

Concordia is defined by its vibrant and engaged community. Alumni, parents, faculty, staff, students and friends — we are all connected and each of us can play a role in shaping our university.

Our **Community Campaign** — Concordia's annual fundraising campaign — harnesses the collective strength of the university's wide-reaching network. Powered by gifts ranging in size and purpose, the Community Campaign channels broad support to strategically bolster teaching, research and student life across Concordia.

Donations to the Community Campaign represent Concordia's grassroots support. They address immediate priorities and lay the groundwork for future growth. Along with other forms of philanthropic support benefiting Concordia — such as major gifts with transformative effects or planned gifts that enable donors to create a legacy — the Community Campaign helps the university grow its impact on society.



ANNUAL SUPPORT FOR LONG-TERM IMPACT:

“I returned to Concordia 20 years after completing my first degree. I felt completely at ease and made friends of all ages. It really was like being home again. Concordia is a special place. I support the Community Campaign to help others who, like me, are lifelong learners.”

— *Patrizia Brenelli, BComm 83, BA 07*

IT TAKES A COMMUNITY

Funds from the Community Campaign allow Concordia the flexibility to seize academic opportunities as they arise and bridge the gap to reach the top. Your support for the Community Campaign:



CHANGES LIVES: Students are the primary beneficiaries of the Community Campaign. The support they receive today is an investment in their future and the betterment of society.

FOSTERS PRIDE: More than 9,000 donors contribute to the Community Campaign annually. They include alumni, faculty, staff, retirees, corporations, foundations, parents, friends and even students. This figure reflects confidence in our mission and cultivates pride in our university.

BUILDS STRENGTH IN NUMBERS: The focus of Concordia's Community Campaign is on participation. Every gift counts and all gifts add up. Donors are frequently surprised to learn just how far their gift can go when combined with others.

SETS AN EXAMPLE: Increasingly, corporations and foundations that Concordia looks to for major support view successful annual giving campaigns as a sign of merit for additional support. University rankings also use the participation rate in annual campaigns as a factor to determine standing.





Concordia's 2016 Jeux de la traduction team, from left to right: Christine York, lecturer, Département d'études françaises, Caeli Martineau, Alex Gauthier (coach), Marie-Pier Labbé, Jessica Ascher, Jean-Philippe Thériault, Aurélie Burelle and Maxwell Meade.

SUPPORT TRANSLATES INTO STUDENT ACHIEVEMENT:

“The Concordia Community Campaign gave me the opportunity to attend the *Jeux de la traduction* without worrying about financial issues, so that I could focus on performance and team spirit. It was an incredible experience I will never forget. I applied what I have learned, confirmed my career choice and increased my sense of belonging to Concordia.”

— Aurélie Burelle (second from right), student, Département d'études françaises, member of the 2015 and 2016 winning teams of the *Jeux de la traduction*, an annual pan-Canadian interscholastic translation competition

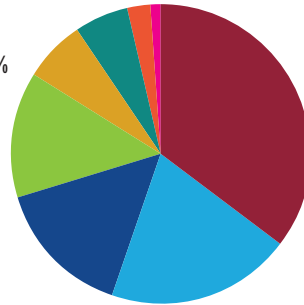
POWERED BY COMMUNITY

Community support has allowed Concordia to expand its mission and advance big thinking among students and researchers who tackle today's important questions. Annually, the Community Campaign raises approximately \$2 million for Concordia. The following charts show how the campaign's funds are disbursed:

DESIGNATION OF FUNDS RAISED *(Based on a three-year average from 2012-13 to 2014-15)*

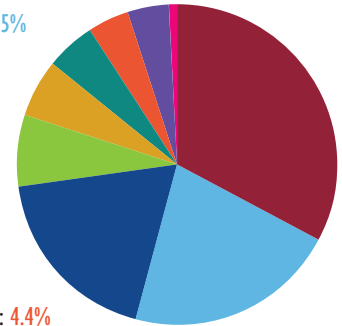
BY AREA

- University-wide: 35.5%
- Faculty of Arts and Science: 20%
- John Molson School of Business: 15%
- Faculty of Fine Arts: 13.4%
- Faculty of Engineering and Computer Science: 6.7%
- Libraries: 5.8%
- Recreation and athletics: 2.5%
- Other academic/administrative departments: 1.1%



BY PURPOSE

- Undergraduate student support: 33%
- Faculties/departments: 21.5%
- Unrestricted: 18.8%
- Research: 7.1%
- Libraries: 5.8%
- Buildings and capital improvement: 5%
- Graduate student support: 4.4%
- Other academic programs/projects*: 4%
- Other: 0.4%



*Other academic programs/projects include areas such as the School of Canadian Irish Studies, the Sustainable Investment Professional Certification Program or La Ruche d'Art, a free community art studio and gallery.

COMMUNITY CAMPAIGN DRIVES SUCCESS:

“At the Formula SAE (Society of Automotive Engineers) International Competition in Lincoln, Nebraska, we brought 20 dedicated members — more than we usually bring. Their competition costs were covered thanks to the Community Campaign. Each member at the competition contributed equally in helping us achieve Concordia’s first top 10 finish — eighth place overall out of 80 teams — at a Formula SAE international competition.”

— Eric Del Balso, student,
Department of Mechanical
and Industrial Engineering,
coordinator of Concordia’s
Formula SAE team



YOUR SUPPORT IN ACTION

You can direct your gift to any area that is meaningful to you, such as a faculty or department of your choice, student support or Concordia Libraries.

An unrestricted gift to Concordia provides the university with the flexibility to respond positively and quickly to unexpected opportunities or financial challenges that arise throughout the academic year.

EXAMPLES OF COMMUNITY CAMPAIGN GIFTS AT WORK


\$500: Helps us teach for tomorrow by funding specialized lab and studio equipment.

\$750: Provides a travel grant for students to attend academic conferences or supports varsity teams travelling to away games.

\$1,000: Attracts an undergraduate student with an entrance scholarship or provides an in-course bursary to a deserving candidate in financial need.

\$2,500: Enhances the digital collection of Concordia Libraries by subsidizing a subscription to an academic journal.

\$5,000: Bolsters funding for graduate students working to broaden and deepen the societal impact of Concordia's research.



We are proud to acknowledge the committed group of supporters who, year after year, provide the philanthropic leadership that helps sustain Concordia.

Leadership donors are distinguished by their generosity and their steadfast commitment to Concordia and its students. Annually, more than 600 donors make Leadership gifts, beginning at \$500. On average, Leadership gifts represent more than 60 per cent of funds raised by the Community Campaign.

With a Leadership annual gift, you are recognized as a member of the Deans' Circle (\$500 - \$1,999) or the President's Circle (\$2,000 - \$24,999).



A GIFT IN HONOUR OF A MILESTONE:

“We made our wedding an occasion
to give back to the community that
helped us both get to where we
are today.”

— *André-Joseph Cordeiro,*
BA 14, media instructor,
Department of Journalism,
and Valerie Brunet, BA 14

PLAY A SUPPORTING ROLE

Throughout the year, we call upon the Concordia community for support. Perhaps you've received a phone call, letter or email from us? Your willing response to any of our appeals is a contribution to the Community Campaign — a show of solidarity with Concordia. You can make a one-time donation or a recurring gift. Many donors choose to make automatic monthly gifts on their credit cards. Employees of Concordia find convenience in making their donation through an automatic deduction to their paycheque.

Many companies offer matching gift programs to increase employees' charitable giving. We encourage donors to ask their employer whether their gift to Concordia may be doubled or even tripled.



Other Community Campaign programs that help advance Concordia students include:

The Concordia Shuffle: This annual walkathon unites the internal Concordia community to raise funds for student scholarships and bursaries (concordia.ca/shuffle).

FundOne: Concordia's crowdfunding platform enables students, faculty and staff to engage in online fundraising activities in support of their own university projects (concordia.ca/fundone).

Graduating Class Gift Fund: Concordia students in their final year show their gratitude by contributing to scholarships and bursaries, allowing the soon-to-be alumni to leave a legacy (concordia.ca/gradclassgift).



RECIPROCITY EQUALS GENEROSITY:

“I was 25 when I graduated, just in time to marry Al Mikalachki, BComm 58, whom I met at Sir George Williams University. We had three children and have all been successful in our goals. Al and I were always savers. Since he died eight years ago, I have used some of our money to help others. It gives me a great deal of pleasure to honour my alma mater and provide Concordia students with the same opportunity I received.”

— *Dorothy Martin Mikalachki,*
BA 59

JOIN THE COMMUNITY

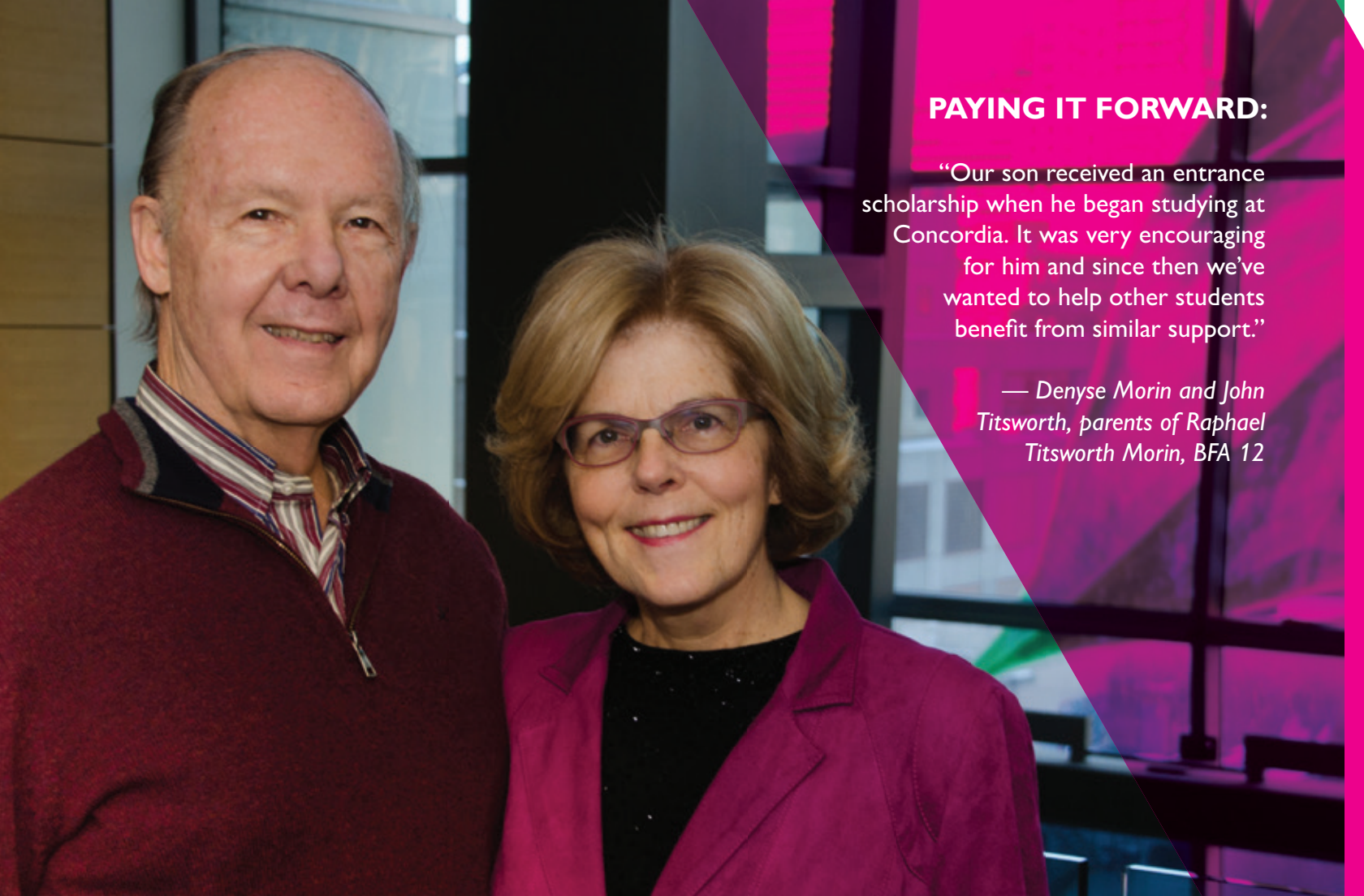
As student enrolment increases and the university's research profile expands, it is more critical than ever that our Community Campaign continues to realize Concordia's potential.

Your annual gift is an expression of your confidence in Concordia and your generosity will inspire others to do the same. Contributions allow us to offer students much-needed resources and services that wouldn't be available otherwise.

We hope to welcome you to the community!

To learn more about the Community Campaign and how you can advance Concordia students, please contact our annual giving staff at:

514-848-2424, ext. 3884, or giving@concordia.ca
concordia.ca/communitycampaign



PAYING IT FORWARD:

“Our son received an entrance scholarship when he began studying at Concordia. It was very encouraging for him and since then we’ve wanted to help other students benefit from similar support.”

— *Denyse Morin and John Titsworth, parents of Raphael Titsworth Morin, BFA 12*

WHY CONCORDIA?

OUR UNIQUE ENVIRONMENT FOR LEARNING AND RESEARCH. Concordia's academic goals are grounded in an ethos of dynamism and social responsibility. This remarkable environment was created in 1974, after merging two proud Montreal traditions — the classic liberal arts education offered by Loyola College and the practical educational opportunities offered to wide audiences by Sir George Williams University. Today, Concordia is an open and engaged university that encourages its 46,000 students to become active, critical and concerned citizens.

OUR COMMITMENT TO SOCIETY. Concordia is leading the way to a new kind of university, one that makes higher education accessible. The university shares its ideas through free and open access to scientific findings and seeks ways to make social and economic justice more prevalent. We offer some 500 undergraduate and graduate programs, diplomas and certificates, while maintaining formal ties with more than 100 institutions in 33 countries.

OUR STRONG ACADEMIC LEADERSHIP. Concordia is proud of its impressive roster of senior faculty, many established leaders in their respective academic fields, across the Faculty of Fine Arts, Faculty of Arts and Science, Faculty of Engineering and Computer Science, John Molson School of Business and School of Graduate Studies.

OUR CONTRIBUTIONS AND DISCOVERIES. Every year Concordia faculty and students are recognized for their accomplishments. Whether they are Rhodes Scholars, recipients of Governor General's and Prix du Québec awards or members of the Royal Society of Canada, Concordians are among the celebrated academics in our country. Our contributions and our discoveries change lives.

OUR PARTNERSHIP IN QUEBEC. Concordia's value to the Quebec economy is estimated at \$1.3 billion annually. And this doesn't account for the contributions of our 200,000 alumni, 95,000 of whom reside in the university's home province.



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Concordia University Alumni Association

Learn about our university's notable leaders, prominent researchers, entrepreneurs, artists, athletes and thinkers at concordia.ca/greatconcordians.

Discover what Concordia achieved first in Montreal, Quebec, Canada and the world at concordia.ca/concordiafirsts.

#CUGiving

#CUalumni