

YOUR GENEROSITY IN ACTION

momentum

2021 NEWSLETTER FOR LOYAL CONCORDIA DONORS



CONCORDIA

ISSUE
N°6

LEARN ABOUT some of
Concordia's generous donors

BE INSPIRED by some of
Concordia's brightest students

GIVE BACK to a next-gen
university and watch it grow



Purpose and hope

A MESSAGE FROM GRAHAM CARR

More than a year has passed since COVID-19 emerged as a global threat to public health and a looming presence in our daily lives.

Despite, or because of, the urgency of the circumstances, our community has responded with purpose and determination. Concordians have shown genuine compassion and demonstrated remarkable generosity in the face of adversity.

In the first wave of the pandemic, we raised more than \$1 million to help students in need. Donors provided emergency support through the COVID-19 Emergency Student Relief Fund and, at a time of heightened food insecurity, the Student Emergency and Food Fund.

Some 9,243 supporters contributed more than \$2.3 million to our 2019-20 Community Campaign through gifts of \$5 to \$25,000. Leadership gifts from a distinguished group of 740 donors made up an impressive 72 per cent of total funds raised. All told, our university raised close to \$15 million for the Campaign for Concordia in 2020.

In a gesture of extraordinary resourcefulness, our community also created CU Cares and CU at Home — two outreach programs that fostered networks, friendships and solidarity.

CU Celebrate proved that until in-person events can safely resume, there are novel and fun ways to meaningfully honour the achievements of our graduating students.

On December 1, with government and industry leaders connected remotely, we celebrated the launch of our \$63-million Applied Science Hub and, with it, began an exciting new era of transdisciplinary research on Loyola Campus.

We also took pride in the launch of our Next-Generation Cities Institute, where our Canada Excellence Research Chair in Smart, Sustainable and Resilient Cities and Communities will facilitate new approaches to sustainable urban development.

At a time when anti-racism activism has swept the globe, we also mobilized a President's Task Force on Anti-Black Racism to determine how Concordia can best address and dismantle systemic injustice and inequality. Equally important, we continued to make excellent progress in advancing our Indigenous Directions Action Plan.

Concordia leads as Canada's next-generation university thanks to initiatives like these — all of which depend on the generosity of a community that helps us go from good to great.

As we reflect on what forward-thinking higher education can accomplish for society and the world, I hope you and your loved ones remain well and stay confident and optimistic about our future.

Thank you for your generosity!

Graham Carr, Concordia President

BY THE NUMBERS:

The annual student budget

As the cost of being a student continues to increase, so does the number of individuals who rely on financial aid each year. Beyond tuition, students need to consider their cost of living by balancing funds for books, transportation, rent and food, among other spending. **What are the yearly expenses? Find out below.**

TUITION AND FEES

Quebec: \$3,776

Out-of-province: \$8,675

International students: \$19,802

TRANSPORTATION + TRAVEL

Quebec: \$398

Out-of-province: \$898

International: \$898

BOOKS AND SUPPLIES

\$2,234

FOOD

\$4,950

HYDRO

\$560

PERSONAL

\$1,320

RENT

\$4,480

MISCELLANEOUS

\$500

INTERNET + PHONE

\$1,040

TOTAL ANNUAL COSTS

Quebec residents:

\$19,258

Out-of-province residents:

\$24,657

International students:

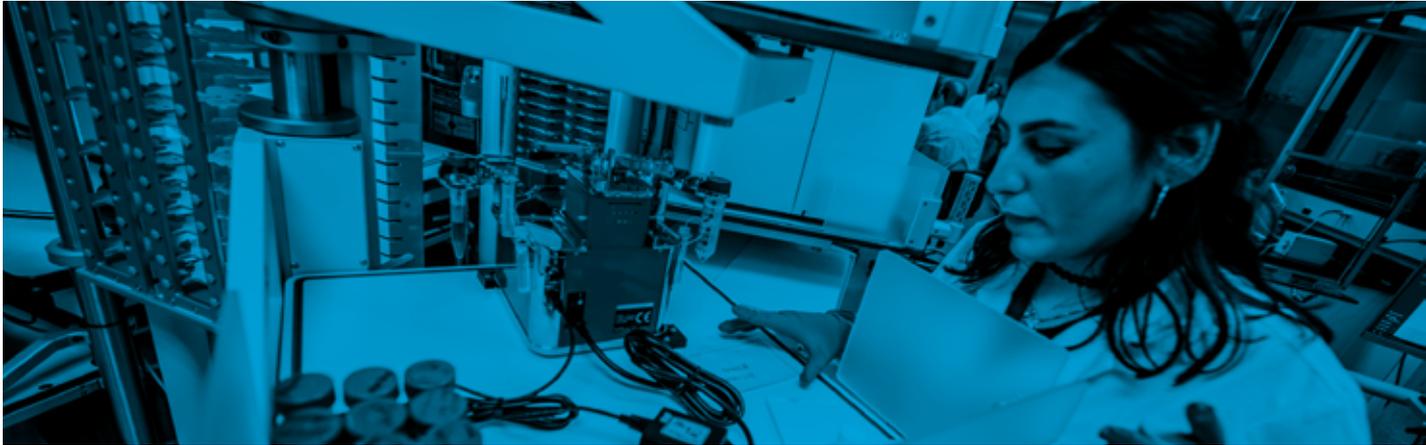
\$35,784

**Data provided by Concordia's Financial Aid and Awards Office.
All costs are approximate, with off-campus rent based on shared apartment.*

Research milestones

Researchers at Concordia's four academic faculties continue to be highly productive, attracting support from every major federal and provincial funding agency.

Discover more about their recent work and achievements.



Ursula Eicker (Building, Civil and Environmental Engineering) assumed her role as Canada

Excellence Research Chair (CERC) in Smart, Sustainable and Resilient Communities and Cities. The seven-year CERC appointment comes with \$10 million in funding.



Pascale Biron (Geography, Planning and Environment) was awarded funding by

the Ministère de l'Environnement et de la Lutte contre les changements climatiques for a two-year project valued at \$874,900. The project aims to improve and deploy large-scale hydraulic modelling for applications in general cartography for land-use planning and real-time forecasting of food-risk areas.



Martin French (Sociology and Anthropology) was awarded \$351,280 over four years by the FRQ-SC

Action concertée : Programme de bourses sur le jeu responsable.



Brigitte Jaumard (Computer Science and Software Engineering) received support

from EXFO and CIENA for two MITACS projects with a combined value of \$2.08 million. Both projects will facilitate hands-on industrial experience for students and postdocs.



Steven High (History) was awarded a Social Sciences and Humanities Research Council (SSHRC) Partnership

Grant of \$2,499,500 over seven years for the project "Deindustrialization and the Politics of Our Time."



Khaled Galal (Building, Civil and Environmental Engineering) was awarded funding by NSERC and

the Canadian Concrete Masonry Producers Association (CCMPA) for "Seismic-Resilient Partially Grouted Reinforced Concrete Masonry Building Systems," a five-year collaborative Alliance project valued at \$750,000.



Kash Khorasani (Electrical and Computer Engineering) was awarded funding by the Department of National

Defence for two large-scale projects valued at \$1,498,394 and \$900,000.



Damon Matthews (Geography, Planning and Environment) was awarded

an NSERC-CREATE grant of \$1.65 million over six years.



Dylan Fraser (Biology) and **Monica Mulrennan** (Geography, Planning and Environment, and

associate vice-president of research, development and outreach) were awarded funding by Genome Canada for “FISHES: Fostering Indigenous Small-Scale Fisheries for Health, Economy and Food Security.” Led out of Université Laval, the four-year program is valued at \$12,101,440, with Concordia’s allocation totalling \$1,311,182.



Pragasen Pillay (Electrical and Computer Engineering) was awarded funding by NSERC and

InnovÉÉ for “Novel Permanent Magnet Motor Topologies Using Advanced Magnetic Materials,” a collaborative three-year project valued at \$895,000.



Vincent Martin (Biology and Centre for Applied Synthetic Biology) was awarded funding from

Genome Canada/Genome Quebec for a project valued at \$1.95 million entitled “Bioprocess Development for Lactose Valorization,” a collaboration with the University of Toronto and Agropur.

Discover how Concordia researchers are making positive contributions to society:

concordia.ca/research/spotlights.

The Canadian Institutes of Health Research (CIHR) funded five projects:



Thien Thanh Dang-Vu (Health, Kinesiology and Applied Physiology) was awarded \$597,433

for his project, “Combined Effects of Acute Exercise and Sleep Restriction on Cognition.”



Karen Li (Psychology) was awarded \$463,120 for her project,

“Training Cognition to Improve Mobility and Listening in Older Adults with Hearing Loss: Moving From Lab to Life.”



Sylvia Kairouz (Sociology and Anthropology) was awarded \$290,431 for her project,

“E-GAMES Canada: la monétisation des jeux à l’ère des technologies mobiles et du numérique.”



Jennifer McGrath (Psychology) was awarded \$1.4 million over six

years for her project, “Sleep and Circadian Misalignment and Their Relation to Cardiometabolic Health During Adolescence.”



Mihaela Iordanova (Psychology) was awarded \$772,000 over five years for her

project, “A Behavioural and Neural Analysis of Secondary Fear Triggers.”

Concordia welcomed two new Natural Sciences and Engineering Research Council (NSERC) Industrial Research Chairs:



Lingyu Wang (Concordia Institute for Information Systems

Engineering) is a Senior Industrial Research Chair supported by Ericsson Canada Inc. The chair is called Software-Defined Networking and Network Function Virtualization Security: Compliance-Driven Monitoring, Detection, and Mitigation, and has a total cash value of \$1,818,970 plus \$828,750 in kind.



Jeremy Clark (Concordia Institute for Information Systems Engineering)

is an Industrial Research Chair supported by Raymond Chabot Grant Thornton. The chair program, “NSERC/ RCGT/Catallaxy Industrial Research Chair in Blockchain Technologies,” has a total cash value of \$1,364,390 plus \$613,600 in kind.





Chrystian Roy and Jieling Sheng

ADVANCING WOMEN
IN ENGINEERING

There are so many reasons to give back. In the case of Jieling Sheng, BEng 98, and her husband, Chrystian Roy, BEng 98, it starts with Sheng's late father, Shi Shi Sheng.

Orphaned in China during the Second World War, he escaped poverty by becoming a mechanical engineer. Later widowed, he instilled in his two daughters, Jieling and Lingling, the importance of an education in STEM subjects.

The Sheng Family Graduate Entrance Scholarship, created in 2018 in his memory, now provides \$5,000 for students, particularly women, who are headed to either master's or doctoral studies in electrical engineering.

Sheng, an electrical engineering student, and Roy, who graduated in computer engineering, met at Concordia in October 1996. They now live in California, where she works for Cadence, a computational software company.

Establishing the scholarship has provided "a sense of accomplishment for us and hope for the future of Canada," Sheng says. She adds that she's motivated to encourage women in engineering, especially at the graduate level, as part of an effort to facilitate more women in leadership roles in the public and private sectors.

**"A sense of accomplishment
for us and hope for the
future of Canada."**

The couple was particularly pleased when, a year after their initial scholarship agreement, Concordia announced that its Faculty of Engineering and Computer Science would be named after Gina Cody, MEng 81, PhD 89. This made it the first such faculty in Canada to be named for a woman.

"It showed a strong alignment between our goals and the school's," says Sheng, who, as a landed immigrant, took pride in her ability to give back to her alma mater and adopted country.

Other reasons the couple cite for their support include a sense that their gift would have a greater impact at Concordia than at a college in the United States. The university's "real education for the real world" ethos also resonated with both Sheng and Roy and helped them get where they are today, they say.

"We were pleased with the results, so we renewed the initial five-year commitment and we will eventually endow the scholarship," Roy says. "We hope to inspire additional donors."



Asefeh Salarinezhad

MECHANISM DESIGN
FOR DIVERSITY

Asefeh Salarinezhad came to Canada from Tehran, where she worked for an engineering consulting firm, to pursue a graduate degree — her third.

When she began her PhD in economics at Concordia in 2015, Salarinezhad had previously completed both an MSc in mathematics and an MBA. She had also cultivated a strong interest in game theory, a branch of mathematics concerned with the analysis of strategies for dealing with competitive situations.

“I started looking for a supervisor and found a really great match in Szilvia Pápai,” says Salarinezhad. “She’s really famous in the field of game theory and mechanism design and has published amazing work, so I was really happy to find her. She guided me on how to apply, and luckily I was admitted.”

Salarinezhad has since won five different awards. The most recent, and one that she cites as very impactful, is her Professor Jaleel Ahmad Scholarship, awarded to students in the Department of Economics who share a passion for economics, international trade and development, and East-West economic relations.

“The Professor Jaleel Ahmad Scholarship gave me the boost I needed.”

“International students have a very limited source of funds,” notes Salarinezhad. “And while all of the awards I won were crucial, because they help me stay focused on my research and not worry about expenses, this award came at an especially important time.

“I was working on my second of three papers and my source of funding was running out. The scholarship gave me the boost I needed to finish.”

Salarinezhad’s doctoral research considers different topics in mechanism design, sometimes known as reverse game theory. The fruits of this research could help solve real-world problems, such as providing targeted aid, education and employment to refugees.

Salarinezhad had hoped to graduate last year, but the pandemic altered her plans. She’s now on track to finish her PhD this summer, after which she hopes to secure a full-time position as an academic researcher.

A close-up portrait of Luc Maurice, a middle-aged man with a receding hairline, smiling warmly. He is wearing a dark suit jacket over a light blue collared shirt. The background is dark and out of focus.

Fondation Luc Maurice

MAKING LONGER LIVES
BETTER LIVES

Local media used to make a big deal out of someone turning 100. Not anymore. In the 2011 census, centenarians were Canada's second-fastest-growing age group, and today a 100th birthday is hardly news.

That doesn't mean the elderly are out of sight. The COVID-19 pandemic thrust them into the headlines like never before — and not in a good way.

For the Montreal-based Fondation Luc Maurice, whose mission is to improve the lives of the aged, the crisis has highlighted daily inequities the elderly face. This in turn has opened new pathways for partnerships.

One of these is with engAGE, Concordia's Centre for Research on Aging.

The pandemic "has put a spotlight on the elderly and shown how little consideration they truly have in our society," says Matias Duque, the foundation's executive director.

"We have witnessed how our health system was ill-prepared to answer the elderly's needs and how ageism is deeply rooted. This new-found awareness makes us hopeful for the future. Increasingly, we are seeing a number of organizations collaborating in an effort to find lasting solutions to these problems."

"This new-found awareness makes us hopeful for the future."

Founded three years ago by Luc Maurice, whose company develops retirement residences, the foundation has been a strong supporter of university research and has so far provided \$100,000 to Concordia.

"Giving is an essential part of life," Maurice says. "I was fortunate to be born into a supportive family and was very close to my grandparents.

"I owe them so much that it is only natural to want to give back. It is not a choice, it is a need! And so, I made sure to integrate this into our business model from the very beginning. Today, 20 years later, there is a foundation that has sprung from our efforts and that strives to go even further."

Concordia attracted the foundation's attention, Duque says, because "it is a forward-thinking university that encourages research and education with a strong communitarian focus and pragmatic approach.

"When we began discussing a potential partnership between our organizations, we very quickly realized engAGE was a perfect fit. The centre is strongly rooted in the community and looks at aging from a multidisciplinary perspective."



Benjamin Masty

SHARING INDIGENOUS STORIES THROUGH FILM

Growing up in a small Cree community in northern

Quebec, Benjamin Masty and his family would often gather for movie nights.

“My siblings and I really got into it,” says the Concordia film production student. “Then one day my dad got a camcorder — one of those big, hefty ones — and I was the only one playing with it.”

Masty, who currently lives in Whapmagoostui, a Cree and Inuit community located at the mouth of the Great Whale River on the coast of Hudson Bay in Nunavik, nurtured his passion for filmmaking with that camcorder, taking it on the family’s yearly goose hunts.

Even though he was encouraged to become a doctor or professional, Masty chose to study film.

He moved to Montreal in his early 20s, in 2006, and attended Dawson College’s Creative Arts Literature and Languages (CALL) program. Masty later worked at CBC North on a Cree television program called *Maamuitaau*.

He returned to Whapmagoostui in 2011 and worked in community services. But his love for storytelling brought him back to the city — along with his spouse and four kids — to attend university.

“I craved more learning and was so lucky to be accepted into the film production program,” says Masty. “The acceptance came with an award, which I had applied to but didn’t expect to receive. I was so happy about it.”

The Susan Pigott Fellowship Award was established to encourage Indigenous students at the Mel Hoppenheim School of Cinema. Masty says that’s exactly what it did.

“The biggest plus is that the fellowship came with the opportunity to go to the imagineNATIVE film festival. I got to meet other Native people in the industry and it gave me a taste of what was possible.”

Masty’s goal after graduation is to start a small production company and create a network of Indigenous filmmakers in his community.

If his award-winning documentary, *The Journey of Nishiyuu* (2017), is any indication — the film followed David Kawapit’s trek from Whapmagoostui to Ottawa with five other young men and an experienced guide to raise awareness for Indigenous rights — Masty has a promising future as a storyteller.

“I was so lucky to be accepted into the film production program.”

Concordia by the numbers

119 RESEARCH CHAIRS

21% INTERNATIONAL STUDENTS

ANNUALLY, CONCORDIA CONFERS MORE THAN:

5,074
CENTRE FOR CONTINUING
EDUCATION STUDENTS

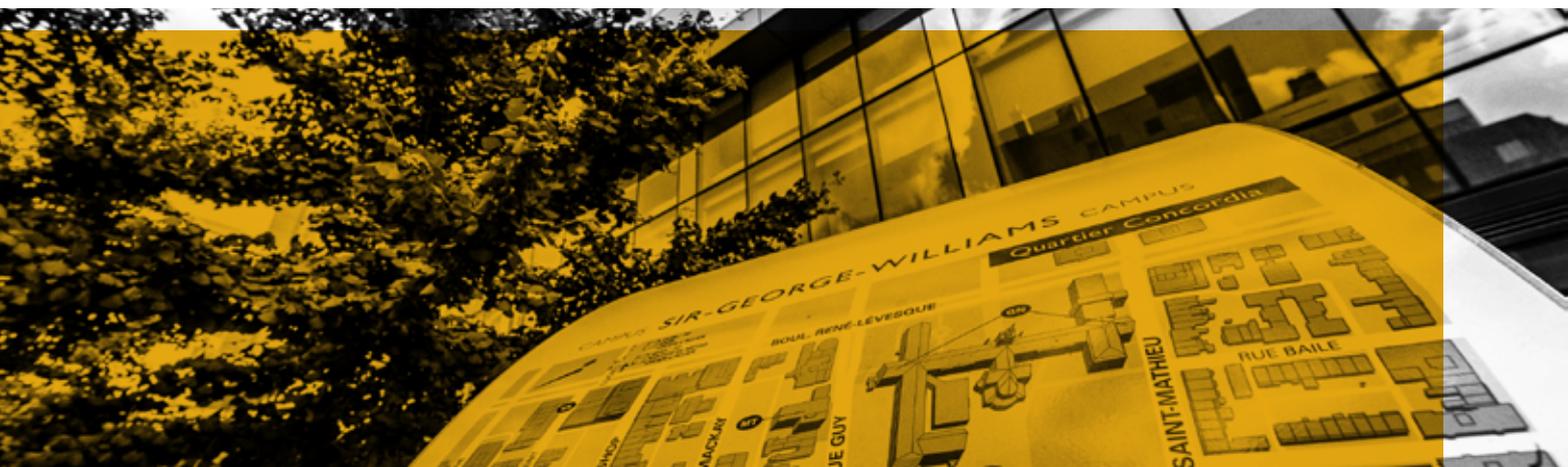
9,675
GRADUATE STUDENTS

37,154
UNDERGRADUATE
STUDENTS



2,300
GRADUATE DEGREES

5,400
UNDERGRADUATE DEGREES



UNIVERSITY-RECOGNIZED RESEARCH
UNITS/INFRASTRUCTURE PLATFORMS

17

ALUMNI CHAPTERS
IN CITIES ACROSS NORTH
AMERICA, EUROPE, AFRICA,
THE MIDDLE EAST AND ASIA



21

52,000
STUDENTS



SPONSORED RESEARCH INCOME
\$56M+



6,387

TOTAL EMPLOYEES

2,177

FACULTY MEMBERS*

220,000

ALUMNI
AROUND
THE
WORLD

FIGURES REFLECT THE 2018-19 ACADEMIC YEAR. * INCLUDES FULL-TIME AND PART-TIME FACULTY (INCLUDING CONTINUING EDUCATION) AND LIBRARIANS.

Brigeen Badour

BITTERSWEET REUNION
INSPIRES BURSARY FOR
SINGLE-PARENT STUDENTS



When Brigeen Badour, BA 00, GrDip 11, retired in 2013 as a Concordia academic advisor, she funded a bursary in support of single-parent students to commemorate a special person: her cousin Pamela Badour, who passed away at the age of 54.

“I loved Pam dearly, and creating the bursary was my way of honouring her memory,” Brigeen says.

As girls they had been as close as sisters, but in adulthood Pamela, who had a difficult life, lost contact with the family for many years.

Around Christmas 2009, her brother Jeff tracked her down, only to discover she was very ill. He called Brigeen, and a joyful yet sad reunion took place in April 2010, as Pamela lay dying of cancer in a Toronto hospital.

It was then that Pamela told Brigeen she had made the heart-rending decision to put her children up for adoption years earlier because she couldn't care for them. Pamela died a week later.

“Not only are we helping the students, we are helping their children and the community.”

That revelation led to a decades-long search by Jeff to find Pamela's children. Meanwhile, miles away, a Toronto family had been searching for years to learn more about the birth mother of the children they had adopted — a search that ended successfully when those children, now adults, met and were welcomed into the Badour family fold. For both families, it was the ending they had all hoped for.

The Pamela Badour Memorial Bursary has grown, thanks to contributions by the adoptive family to support annual awards of \$3,000 to a single-parent student.

“These single parents are so incredible, so hard-working,” says Brigeen. “They pursue their studies while caring for their children, often with little family support and limited financial resources.

“Every year I receive a thank-you letter from the recipient of the bursary. And every year the letter moves me so much and makes me want to do more. Not only are we helping the students, we are helping their children and the community. It's rewarding to see that Pamela's legacy continues in the lives of others. It's a win-win-win.”



Bucebo Foundation

THIS GIFT BEGAN
WITH A LOVE STORY

In mid-1880s, post-impressionist Paris, two young artists

— he a Canadian painter and she a well-to-do Swedish sculptor — fell in love.

His health strained by financial uncertainty and stress, aggravated by the loss of 200 of his paintings in a shipwreck, he hurried back to Canada in 1884. A year later, she visited America to persuade him to return. Spark rekindled, they travelled separately to Europe, married in 1888 and established a home in 1905 on Gotland, a Swedish island, calling the place Brucebo. But tragedy lurked.

A year later, William Blair Bruce, from Hamilton, Ontario, one of Canada's first impressionists, died at 47. His widow, Carolina Benedicks-Bruce, died in 1935 at 78, and she willed the house, its interiors, most of its art and an endowment to create the Brucebo Foundation.

To commemorate their special union, two fine-arts scholarships for Canadians were established in 1972: the Brucebo Fine Art Summer Scholarship and the William Blair Bruce European Fine Art Travel Scholarship.

As of 2020, these scholarships have been endowed to full-time students nearing the completion of their post-graduate studies in Concordia's Faculty of Fine Arts (Visual Arts).

“We all can be a part of making a difference for good.”

“Many of the past students who have been granted Brucebo scholarships have been connected to Concordia,” says the president of the foundation's board, Liv Berntsson. “It has been clear to us that Concordia has a long tradition of interesting and talented art students, and was therefore a good candidate for our donation.”

Over the years, the foundation has given \$62,500 to Concordia students.

“One of the most wonderful feelings is to be able to meet the scholars in person,” Berntsson says. “To see their work and their artistic exchanges with our Swedish scholars is gratifying proof that our scholarships are appreciated.”

Quoting a former CEO of a United Nations foundation, Berntsson says, “‘Giving is not just about making a donation. It is about making a difference.’ This is our view as well. We have been given the extraordinary privilege to manage Carolina's inheritance. We encourage everyone who can do so to contribute to this goal. We all can be a part of making a difference for good.”



Tulsi Nowlakha Mirchandaney

REACH FOR THE SKY

Concordia graduate Tulsi Nowlakha Mirchandaney, AMBA 00, has made her mark in India as the CEO of the country's only scheduled domestic cargo airline, Blue Dart Aviation.

After close to three decades of industry experience, Mirchandaney returned to university to study for her International Aviation MBA at Concordia in 1998.

"My time at the university was a tremendous experience," she says.

"I thought it would be interesting to have the macro perspective, the global overview. The degree provided this and was done in collaboration with the International Air Transport Association. Most importantly, I benefitted from a half-scholarship which made my studies possible."

Mirchandaney now feels compelled to pay that good fortune forward.

The executive — who initiated Blue Dart Aviation's first international flights to Guangzhou, Shanghai and Hong Kong in 2020 to transport critical COVID-19 medical gear — has given back to her alma mater with the Tulsi Nowlakha Mirchandaney Endowment and the Tulsi Nowlakha Mirchandaney In-Course Bursary for Supply Chain Operations Management students.

"Only you can decide how far you're willing to go to break new barriers."

Prompted by her gratitude towards Concordia and strong belief in the value of a good education, Mirchandaney recently agreed to almost double her original endowment.

She credits her specialized MBA for enabling her to scale new heights in a male-dominated field. But, Mirchandaney adds, "Everyone faces challenges. Only you can decide how far you're willing to go to break new barriers."

The Concordia donor has been especially touched by the letters her bursary recipients send her.

"One student said my bursary allowed him to focus on his studies and final exams without having to worry about putting food on the table or paying rent," Mirchandaney says with pride.

"It was heartening. Here was a deserving student who had a hunger to learn. That's what one looks for — people with a thirst for self-development and progress."



Samuel Little

ENGINEERING
A BETTER FUTURE

The Leonard F. Ruggins Engineering PhD Scholarship, named after an electrical engineer who worked in operations research, helps nurture new generations of talented researchers at Concordia.

The latest recipient of the award, Samuel Little, switched from mechanical engineering to biotechnology for his PhD. This required a bit of an adjustment.

“Because I was pivoting and applying a different perspective to a new field, the foundation for my research was lacking,” explains Little. “Other students would have been able to hit the ground running.

“Having the Leonard F. Ruggins Engineering PhD Scholarship basically provided me with the financial support I needed to learn the fundamentals and figure out how to be a good researcher in a new field. It alleviated the pressure of publishing something safe.”

“I really want the donors behind my scholarship to know that they afforded me a real opportunity to be a little bolder.”

Little, who grew up in Orillia, Ontario, dreamed of becoming a general contractor or builder. His father ultimately persuaded him to try engineering.

“More than anything, my dad just wanted me to go to university. While I was in the program, I became more sold on the concept.”

After graduating from the University of Ontario Institute of Technology, Little realized that he would need to further his education to accomplish his goals.

“I came to the conclusion that if I wanted to solve cutting-edge problems and work in a nimbler way, I would need to go to graduate school,” he says.

Little has come to believe that electrical engineering know-how combined with intensive synthetic biology can lead to astonishing breakthroughs. He hopes to one day focus on immune-cell engineering geared towards cancer research.

“I really want the donors behind my scholarship to know that they afforded me a real opportunity to be a little bolder. I think that’s what we want for research coming out of Concordia.”

A photograph of an elderly couple, Norman and Rose Goldberg, standing outdoors. Norman is on the left, wearing a brown jacket and a scarf, leaning on a railing. Rose is on the right, wearing a blue jacket and a blue scarf, smiling. In the background, a bridge is visible over a body of water.

Norman and Rose Goldberg

PHILANTHROPY IN BLOOM

When Rose Reiter Goldberg, GrCert 81, BA 87, MA 99, celebrated her 85th birthday in 2021, her husband Norman established the Rose Reiter Goldberg Graduate Award in Philosophy at Concordia in honour of her keen interest in the subject. Each annual recipient receives \$1,000.

“I want to help students in need because I have been there,” Rose Goldberg says.

“Due to a car accident, my father was institutionalized. My mother became the sole breadwinner. Growing up with little money, priority for a university education was given to my brother, who became an architect. So establishing a scholarship at the postgraduate level reflects my respect for education and my appreciation for the role life experience played in pursuing my passion for philosophy.”

Goldberg earned her three degrees at Concordia while simultaneously raising a family. Her new award, which replaces a previous one established in 1987, represents what she describes as a civic duty.

“When Norman and I married in 1956, I was an elementary-school teacher attending night classes at Sir George Williams,” Mrs. Goldberg recalls.

“He was involved with sports. In fact, he was the only Quebec player picked for the first international Canadian

water polo team at the Pan American Games in Brazil in 1963. We made a pact that our children would benefit from what we do best. I would take charge of their education and Norman of their sports development to help ensure that they would become well-rounded individuals. All five of our children have at least one university degree and participated in competitive sports when they were young.”

The Goldbergs are no strangers to philanthropy. Community involvement has been a guiding principle of their historic business, Main Florist, since 1910. The family business is now in its fourth generation.

“It’s always so gratifying to see what these students go on to do in the real world.”

Since she first began funding scholarships at Concordia, Rose Goldberg has been heartened to hear back from recipients who share her values of community service, equity and inclusion.

“Once, when I was involved with the National Council of Jewish Women, the council — unbeknownst to me — had hired a Concordia student who had received my scholarship,” she says. “It’s always so gratifying to see what these students go on to do in the real world.”



Laurence Beauregard

WRESTLING
WITH GREATNESS

“The bursary really helped me out because I usually work part-time. But this past year was much more difficult than usual, juggling school, sports and work during a pandemic.”

Laurence Beauregard dreams of working one day for an organization that supports young athletes, especially female athletes transforming the sport of wrestling.

“There aren’t a lot of women in this sport who are from Quebec,” says Beauregard, a Concordia Stingers wrestler who is completing a double major in marketing and accounting at the John Molson School of Business.

“I’ve been wrestling competitively since I was 15 years old. I love this sport, I’m very passionate about it and I would like to help it grow.”

Beauregard got a boost when she was awarded the Donald E. Meehan Athletics Scholarship and Bursary, which was established at Concordia in 2017. Donald Meehan, BA 72, is president of Newport Sports Management, ranked by *Forbes* as the most valuable National Hockey League player agency in the world, with \$1.25 billion USD in contracts under management.

“I met the criteria, applied, then was awarded a \$1,250 bursary for my 2019-20 academic year,” says Beauregard, who works as a lifeguard when she isn’t studying or wrestling.

“The bursary really helped me out because I usually work part-time. But this past year was much more difficult than usual, juggling school, sports and work during a pandemic.”

Beauregard placed fifth in her category at the Canadian Olympic Wrestling Trials in Niagara, Ontario, in December 2019, and is grateful for the support she got from Alliance Sport-Études, which offers services to high-performance athletes pursuing post-secondary studies in Quebec.

“I would definitely like to stay in the realm of sports when I graduate,” says Beauregard.

“I would also like to further develop women’s wrestling in Quebec, especially on the business and marketing end of things. It’s still male-dominated on a mass scale and has only been an Olympic event for women since 2004. But the sport is changing and it’s exciting to see more and more girls wrestling each year.”



Learn how you can support the next generation of Concordia students. Contact our development staff at 514-848-2424, ext. 4856.

Share your **#CUpride** and **#CUalumni** stories via **@ConcordiaAlumni**



concordia.ca/campaign

1455 De Maisonneuve Blvd. W.
Montreal, Quebec H3G 1M8

YOUR GENEROSITY IN ACTION

momentum

2021 NEWSLETTER FOR LOYAL CONCORDIA DONORS

© Momentum, 2021 newsletter for loyal Concordia donors, Concordia University, 2021.

Design and photography: Trevor Browne

Writers: Richard Burnett, Ursula Leonowicz and Doug Sweet

Research: Ginette Leduc

Proofreader: Christopher Korchin

Editor: Ian Harrison

Learn how Concordians are rising above this pandemic:

concordia.ca/CommunityvsCOVID

Join our CU at Home online learning series:

concordia.ca/CUathome

Consider volunteering through CU Cares:

concordia.ca/CUcares

Thank you to all our donors for providing Concordia with momentum.

Thank you!

Concordia's generous community helps us lead as Canada's next-generation university. We introduce recognition circles to acknowledge the support of our dedicated donors.



“Concordia’s donors contribute enormously to the success of our university. Our giving circles recognize the generosity of our supporters. Thank you! We are immensely grateful for your commitment.”

— **GRAHAM CARR, PRESIDENT
CONCORDIA UNIVERSITY**

Learn more at
concordia.ca/DonorRecognition



**CHANCELLOR'S
BUILDERS CIRCLE**

- Lifetime gifts of \$100,000 or more



**CONCORDIA
Loyalty
Circle**

- Gifts for five or more consecutive years
- Lifetime members give for 25 years or more



**LEADERSHIP
CIRCLES**

- **Deans' Circle:**
Annual gifts of \$500 to \$1,999
- **President's Circle:**
Annual gifts of \$2,000 to \$24,999



**HERITAGE
SOCIETY**

- Planned gifts or bequests that leave a legacy