



University
of Victoria

23 May 2018

To: Members of the University of Victoria Community

From: Professor Jamie Cassels, QC
President and Vice-Chancellor

Subject: 2018-19 Fundraising Priorities

Thank you all for helping UVic achieve its fundraising successes. It is the work you do every day that inspires donors to invest in the University of Victoria to help deliver vital impact on people, places and the planet. In the 2017 /18 Fiscal Year, a total of \$18.8 million was raised in new commitments from 4623 donors. A special thank you to those who also played a direct role as donors, relationship builders and/or solicitors.

In 2016, the Associate Vice-President for Alumni & Development developed a plan to grow fundraising revenues from an average of \$14 million to an aspirational \$25 million five years. This year's goal has been set at \$16 million from 5240 donors. Many aspects of the plan are operational in nature, but others require all of us to see ourselves as having a role in advancing the university – as donors, ambassadors and/or advocates.

A transparent and robust process for setting fundraising priorities has been in place for the last four years. Colleagues across campus, including Deans, unit leaders and development staff, work together to develop fundraising priorities that align with our strategic, academic, research and capital priorities, and with the interests and capacities of donors.

I have approved our institutional fundraising priorities for 2018-19 (the list is attached for your information).

The new strategic framework helps us focus our efforts in the coming years. The framework will aide us, as UVic community members, tell a clear, consistent and compelling story to convey our values, our accomplishments and the impact of our work and show our donors how their investments make a difference in the lives of students, researchers and the community. I encourage us all to collaborate in our shared fundraising efforts as we build a culture of philanthropy. I look forward to working with you to reach and surpass our fundraising goals in support of our university's priorities and ambitions.

Attachment:

2018-19 Fundraising Priorities

Guide to Reading 2018-19 Fundraising Priorities Table

Rating: As described in the Fundraising Priority Setting Guidelines, these ratings should be interpreted as follows:

- A. Top priority with fully dedicated fundraising effort. Typically given to a project that is of a high importance and for which potential donors have been identified.
- B. Priority for which some fundraising resources are allocated. Typically given to a project that is of high importance, has potential to be attractive to donors, but for which specific potential donors are not identified.
- C. Priority to be discussed with appropriate prospects only when they self-identify. Typically assigned to a project that is not of high importance or urgency, but nonetheless provides a value added and is attractive to donors.

Total Project Fundraising Goal: The figure in this column, in most cases, is higher than what is expected to be raised this fiscal year as a number of projects will require multiple years to secure full funding.

2018/19 Goal: Dollar goal to be raised in the 2018/19 fiscal year. Where a goal of zero is shown it is an indication that efforts will focus on identifying and cultivating relationships with those who could support the project in a future year.

Questions regarding the list of approved 2018/19 Fundraising Priorities may be directed to Tom Zsolnay, avpad@uvic.ca, 721-8782.

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
Gustavson School of Business	Capital/ Equipment	Building Expansion	Extension of the Business & Economics bldg and bldg upgrades to David Strong.	A	\$21,000,000	\$1,000,000
	Experiential Learning/Community Outreach	Coast Capital Innovation Centre	CCIC provides incubator service to students, alumni, faculty and staff to help them take business concepts from ideas to investor ready. CCIC received a three year commitment of support from Coast Capital which is nearing its end.	A	\$750,000	\$750,000
	Experiential Learning	Student Immersive Learning Experiences	This fund will be used to enhance existing and provide opportunity to create new immersive learning experiences for students such as hands-on educational experience, co-op terms, mentorship opportunities, business simulation games, etc.	A	\$1,000,000	\$500,000
	Student Awards - Undergrad	Undergraduate Awards	Scholarships / Awards and Bursaries	B	\$450,000	\$150,000
	Student Awards - Grad	Graduate Awards	Scholarships/ Awards and Bursaries	B	\$75,000	\$25,000
	Professorship/ Chair	Professorship in Finance	Endowment to support Professorship	B	\$1,000,000	\$1,000,000
	Professorship/ Chair	Professorship in First Nations Entrepreneurship	Endowment to support Professorship	B	\$1,000,000	\$1,000,000
	Professorship/ Chair	Professorship in Entrepreneurship	Endowment to support Professorship	C	\$1,000,000	\$0
	Professorship/ Chair	Professorships in International Business	Two endowments to support two Professorships.	C	\$2,000,000	\$0
	Professorship/ Chair	Professorship in Leadership	One endowment to support a Professorship in Leadership at the Gustavson School of Business.	C	\$1,000,000	\$0
	Professorship/ Chair	Professorships in Service Management	Two endowments to support two Professorships.	C	\$2,000,000	\$0
Total					\$31,275,000	\$4,425,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
CanAssist	Experiential Learning	Inclusive Recreational and Athletic Programming	Through collaborating with Vikes Athletics; developing inclusive recreational and athletic programming for students and community members.	A	\$450,000	\$150,000
	Community Outreach	Assistive Technology Development	Continuing to build on client-focused approach to providing customized technologies to people with disabilities.	A	\$1,500,000	\$500,000
	Community Outreach	TeenWork	Program fills critical gap in the employment field for youth with disabilities by helping them find and retain meaningful and paid employment during high school.	A	\$450,000	\$150,000
Total					\$2,400,000	\$800,000
Faculty of Education	Student Awards - Undergrad	Undergraduate Awards	Scholarships and bursaries	A	\$150,000	\$50,000
	Student Awards - Grad	Graduate Awards	Awards to graduate students of high academic standing	A	\$150,000	\$50,000
	Indigenous Student Support	CA NEUEL: Working together; Supporting Indigenous success	Creating a circle of welcome and greater opportunities for indigenous students, staff, faculty and community within and outside the Faculty of Education.	A	\$75,000	\$25,000
	Research Centre	CORE: Centre for Outreach Education	Continued support for CORE; a multidisciplinary centre dedicated to enhancing the education of children and youth	B	\$75,000	\$25,000
Total					\$450,000	\$150,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
Faculty of Engineering	Capital/Equipment	Engineering Building	\$44M dollar expansion to accommodate existing growth for which an announcement for government is expected.	A	\$11,000,000	\$5,000,000
	Professorship/Chair	NSERC Chair in Design Engineering	The focus of this initiative is to incorporate design into the undergraduate curriculum, increasing student enrolment.	A	\$500,000	\$50,000
	Student Awards - Undergrad	Undergraduate Awards	Scholarships and bursaries	A	\$750,000	\$250,000
	Student Awards - Grad	Graduate Awards	Scholarships and Fellowships	B	\$300,000	\$100,000
	Community Outreach	Science Venture & K-12 outreach	Science Venture & K-12 Outreach initiatives increases scientific literary and contribute to recruitment and enrolment.	B	\$75,000	\$25,000
	Capital/Equipment	Gifts in Kind	Infrastructure (materials, equipment, software)	B	\$500,000	\$100,000
	Professorship/Chair	Faculty of Engineering Professorship	Professorship in Ocean Engineering	B	\$1,500,000	\$0
	Professorship/Chair	Industrial Research Chair (IRC) Aerospace Engineering	Two Industrial Research Chairs (IRC) in Aerospace Engineering .	B	\$1,000,000	\$0
	Professorship/Chair	Industrial Research Chair (IRC) Building Science	IRC will allow UVic to establish a regional research program within the new Civil Engineering Program.	B	\$500,000	\$100,000
	Research Grants	Research Projects	Research Grants from philanthropic foundations and donors that align with the Dean's priorities and the Strategic Research Plan.	B	\$250,000	\$50,000
	Professorship/Chair	Industrial Research Chair (IRC)	Subject area to be specified at a later date.	C	\$1,000,000	\$0
Total					\$17,375,000	\$5,675,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
Faculty of Fine Arts	Student Awards - Undergrad	Undergraduate Awards	Scholarships and bursaries, travel fund, experiential learning fund	A	\$425,000	\$150,000
	Student Awards - Grad	Graduate Awards	Fellowships/Scholarship /Bursaries and Awards, travel fund, experiential learning fund.	A	\$200,000	\$75,000
	Capital/ Equipment	Equipment Fund	New and advanced technology in the classroom that applies to all five Fine Arts Departments will enhance the quality of education and recruitment.	A	\$1,000,000	\$100,000
	Capital Project	Department of Visual Arts Building Expansion	Expand the Visual Arts building to provide more classrooms, research-creation studios and exhibition spaces.	C	\$10,000,000	\$0
	Chair	Chair (Endowed) in Indigenous Arts	One endowment to support a chair/professorships in Fine Arts research and creative practice in the Faculty of Fine Arts.	C	\$3,000,000	\$0
Total					\$14,625,000	\$325,000
Faculty of Human and Social Development	Student Awards - Undergrad	Undergraduate Awards	Scholarships and bursaries	A	\$515,000	\$150,000
	Student Awards - Grad	Graduate Awards	Scholarships	A	\$600,000	\$150,000
	Research Centre	Centre for Indigenous Research and Community-Led Engagement (CIRCLE)	Research support for cutting edge indigenous community-based research on health-related issues and community involvement.	A	\$165,000	\$55,000
	Research	Community-based research projects	Support for a variety of projects across 7 schools and associated Centres.	A	\$400,000	\$200,000
Total					\$1,680,000	\$555,000
Faculty of Humanities	Student Awards - Undergrad	Undergraduate Awards	Scholarships & bursaries - priority is to give students international experience and/or experiential learning opportunities (study abroad programs, field schools, co-op placements, etc.).	A	\$300,000	\$100,000
	Experiential Learning	Holocaust Studies Field School	Endowment to support the program cost of running the I-Witness Field School.	A	\$200,000	\$75,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
	Research Centre	Humanities Research Centre	An endowment to support an intellectual space of collaboration and creativity to foster work-class scholarship in the Humanities. Funds raised would support research projects, public presentations and other research content.	B	\$500,000	\$270,000
	Experiential Learning/ Internationalization	Internships in the Asia-Pacific Endowment Fund (CAPI)	Creation of an endowment to generate sustainable funding in support of internships in the Asia-Pacific region.	B	\$500,000	\$50,000
	Student Awards - Grad	Graduate Awards	Scholarships & bursaries - priority is to give students international experience and/or experiential learning opportunities (study abroad programs, field schools, coop placements, etc ...)	B	\$150,000	\$50,000
	Capital/Equipment	Humanities Learning Space	Optimization of use of space in and around Clearihue to create a transformative and educational environment tailored to the Humanities	C	TBD	\$0
Total					\$1,650,000	\$545,000
Division of Medical Sciences	Student Awards - Undergrad	Undergraduate Awards	Scholarships & bursaries	B	\$200,000	\$50,000
	Student Awards - Grad	Graduate Awards	Division of Medical Science - Neuroscience Graduate Scholarships	B	\$200,000	\$50,000
Total					\$400,000	\$100,000
Faculty of Law	Student Awards - Undergrad	Undergraduate Awards	Scholarships & bursaries	A	\$300,000	\$100,000
	Student Awards - Grad	Graduate Awards	Scholarships & bursaries	A	\$75,000	\$25,000
	Community Outreach/ Experiential learning	Business Law Clinic	Community Outreach Programs	A	\$150,000	\$50,000
	Community Outreach/ Experiential learning	Environmental Law Centre	Community Outreach Programs	A	\$750,000	\$250,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
	Community Outreach/ Experiential learning	Law Centre	Community Outreach Programs	A	\$1,035,000	\$345,000
	Experiential Learning	Co-op Work Placements	Community Outreach Programs	A	\$65,000	\$65,000
	Program Development	Juris Indigenous Doctor Program	Create a four year double-degree program in Common Law and Indigenous Legal Orders.	A	\$15,000,000	\$5,000,000
	Experiential Learning	Indigenous Law Research Unit	Research/Community Outreach Programs/ Experiential Learning	A	\$1,800,000	\$600,000
	Experiential Learning	Extracurricular Moot Competition	Community Outreach Programs	A	\$75,000	\$25,000
	Experiential Learning	Centre for Excellence in Access to Justice	Research/Community Outreach Programs	A	\$300,000	\$100,000
	Capital/Equipment	Student Lounge Renovation	Lounge has had no significant upgrade in 40 years.	B	\$500,000	\$500,000
	Internationalization	Asian Initiatives	Develop relationships to the benefit of the student experience, research production and UVic's international reputation.	B	\$75,000	\$25,000
Total					\$20,125,000	\$7,085,000
University Libraries	Library Collections	Collection Development	Gifts to acquire new material, to build existing endowments for collections or create new endowments.	A	\$150,000	\$50,000
	Gifts-in-Kind	Acquiring Gifts in Kind	Acquiring library materials that complement teaching and research priorities.	A	\$450,000	\$150,000
	Library Collections	Digital Collections	Gifts to build resources to create digital collections, making collections more accessible and to further teaching and research.	A	\$50,000	\$20,000
	Student Awards - Undergrad	Undergraduate Awards	Awards to engage students with the library and its collections.	A	\$45,000	\$10,000
	Capital/Equipment	Digital Scholarship Commons	Gifts or sponsorship to establish programs, hire graduate students, and acquire specialized equipment and software for use within this new space.	B	\$100,000	\$20,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
	Library Collections	Library Publications	Suite of publications to highlight specific collection.	C	\$40,000	\$20,000
	Student Awards - Grad	Graduate Awards	Awards to engage students with the library and its collections.	C	\$25,000	\$0
Total					\$860,000	\$270,000
Faculty of Science	Student Awards - Undergrad	Undergraduate Awards	Scholarships & bursaries	A	\$1,000,000	\$200,000
	Student Awards - Grad	Graduate Awards	Scholarships & Fellowships	A	\$300,000	\$100,000
	Chair	Chair	Chair in Healthy Oceans	B	\$3,500,000	\$250,000
	Chair	Chair in Astronomical Instrumentation	An endowed chair or IRC in Physics and Astronomy in the field of Astronomical Instrumentation	B	\$5,000,000	\$0
	Research	Research Projects	Research Grants from philanthropic foundations and donors that align with the Dean's priorities and the Strategic Research Plan.	B	\$250,000	\$50,000
	Professorship/Chair	IRC Chair in Proteomics	Securing funding for IRC will allow UVic to build on existing strengths.	B	\$1,000,000	\$0
	Community Outreach	Science Venture & K-12 outreach	Science Venture & K-12 Outreach initiatives increases scientific literacy and contribute to recruitment and enrolment.	B	\$75,000	\$25,000
	Professorship/Chair	IRC Chair in Chemistry	Securing funding for IRC will allow UVic to build on existing strengths.	B	\$1,000,000	\$1,000,000
Total					\$12,125,000	\$1,625,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
Faculty of Social Sciences	Student Awards - Undergrad	Undergraduate Awards	Undergraduate scholarships – to recruit and retain top students. Undergraduate bursaries – to reduce the need for student loans and provide financial aid.	A	\$500,000	\$75,000
	Student Awards - Grad	Graduate Studies Awards	Graduate Scholarships, Bursaries and Fellowships – to recruit and retain top graduate students.	A	\$100,000	\$50,000
	Experiential Learning	Social Sciences Experiential Learning Fund	Provides assistance with field schools and other experiential learning opportunities for Social Sciences students. Strengthening the integration of teaching and applied research.	A	\$75,000	\$25,000
	Experiential Learning	Indigenous Knowledge Holder Program (name to be reviewed)	A program to honour Nancy Turner's legacy in School of Env Studies providing funds to bring First Nations communities into classroom and support indigenous students at Uvic.	A	\$500,000	\$100,000
	Chair	Chair in Healthy Oceans	Chair in Healthy Oceans	B	\$3,500,000	\$125,000
	Professorship/Chair	Transgender Studies Chair	Research Institute will be developed in stages over a number of years.	C	\$3,000,000	\$1,000,000
Total					\$7,675,000	\$1,375,000
Vikes Athletics and Recreation	Student Awards	VIKES Women's Scholarship Fund	Raise annual funds and build an endowment fund to support all aspects of VIKES women's varsity sports including (but limited to): awards, bursaries, scholarships, coaching, etc . . .	A	\$500,000	\$100,000
	Capital/Equipment	VIKES Equipment Fund	Raise annual funds and build an endowment fund to support the purchase of high performance equipment such as but not limited to anti-gravity treadmills, rowing shells, etc . . .	A	\$2,500,000	\$25,000
	Experiential Learning	VIKES High Performance Innovation Fund	A fund to be used to provide financial support to student-athletes and coaches to ignite new levels of performance. Funds may be used to support athletes participating in international competitions, recruiting efforts, technology & equipment, competition & training opportunities, coaching development, etc.	B	\$2,500,000	\$10,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
	Student Awards	VIKES Endowment Growth	Undergraduate Bursaries and Scholarships to attract and retain the best and brightest student-athletes that compete for any of the Vikes 16 varsity programs.	B	\$500,000	\$100,000
	Professorship/ Chair	VIKES Coaching Fund	Raise annual funds and build an endowment fund to support the hiring of coaches and coaching assistants for VIKES athletics programs.	B	\$2,000,000	\$100,000
	Student Awards	VIKES Recreation Student Leadership Award	Build endowed and annual funds for existing undergrad scholarships, assisting students who work or volunteer with Vikes Recreation.	B	\$100,000	\$6,834
	Total				\$8,100,000	\$341,834
Co-op	Student Awards	Co-op Student Mobility Travel Grants	Providing mobility travel grants which will allow students who might not otherwise have the opportunity to engage in rich and meaningful experiential learning opportunities elsewhere in Canada and around the world.	C	\$200,000	\$50,000
	Experiential Learning	Co-op Student Entrepreneurship and Innovation Seed Grant	Providing a start-up grant to students who are undertaking innovative co-op work terms in a computer coding, entrepreneurial, and community social innovation domains, linking them with relevant mentors to create an innovation hub.	C	\$200,000	\$50,000
	Student Awards	Co-op Student Wage Grants	Providing a wage grant to employers to partially support the hiring of co-op students for those employers who may not normally have capacity to fund relevant research-related work experiences for students.	C	\$200,000	\$50,000
	Total				\$600,000	\$150,000

Faculty	Type	Project	Description	Rating	\$ Goal	2018-19
Office of Community University Engagement	Student Awards	Community-Engaged learning Student Wage Grant	Providing funding opportunities to facilitate student participation in community-engaged projects.	C	\$200,000	\$50,000
	Research	Community-University Engagement Seed Grants for Faculty/Researchers	Seed grant funding for UVic faculty, researchers and admin to support the operating costs of community-engaged research and community-engaged learning projects.	C	\$200,000	\$50,000
Total					\$400,000	\$100,000
Student Affairs	Student support	LE'NONET	Series of programs aimed at improving retention and success of indigenous undergraduates	C	\$500,000	\$0
Resource Centre for Students with Disabilities	Student support	Learning Assistance Program (LAP)	LAP provides a variety of supports and assistance to students with a broad spectrum of learning disabilities.	C	\$480,000	\$0
OVPR	Research	Oceans/Climate Campus	Potential naming opportunity and investment in Research and/or capital to support research	B	TBC	TBC
OVPR	Research	Health Research	Multidisciplinary and cross campus health research enhancements with a particular focus on CIRCLE, CAMTEC and CHI/CALH	B	TBC	TBC
Centre for Youth & Society	Research Centre	Youth & Family Community Innovation Project	Project aims to improve lives of children, youth and families through leading edge info/evidence gathering, and knowledge mobilization.	C	\$75,000	\$25,000
Centre for Global Studies	Research Centre	Chair in Public Policy and Governance in the Global South	Endowed chair, for a three-year term, renewable for an additional two years, open to an emerging scholar from the global south.	C	\$2,500,000	\$0
Grand Total					\$119,795,000	\$23,546,834