

Office of the Vice Principal (University Advancement)
1430 Peel Street
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398-5807 | 398-5206

TO: Board of Governors

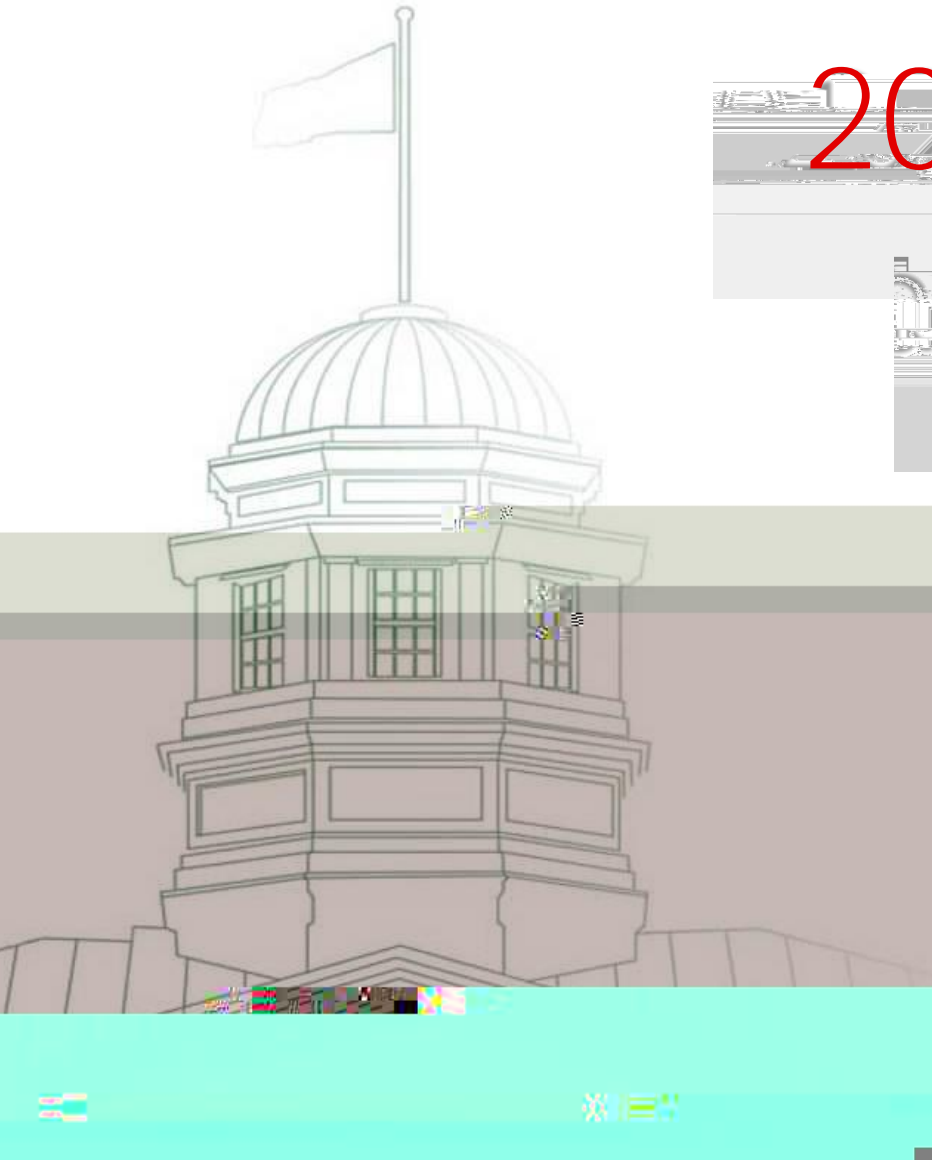
FROM: Mr. Marc Weinstein, Vice-Principal (University Advancement)

SUBJECT: FY15 Report on Philanthropy

DATE: November 26th, 2015

DOCUMENT #: GD15-27

ACTION



2015 Report on Philanthropy

GD15-27

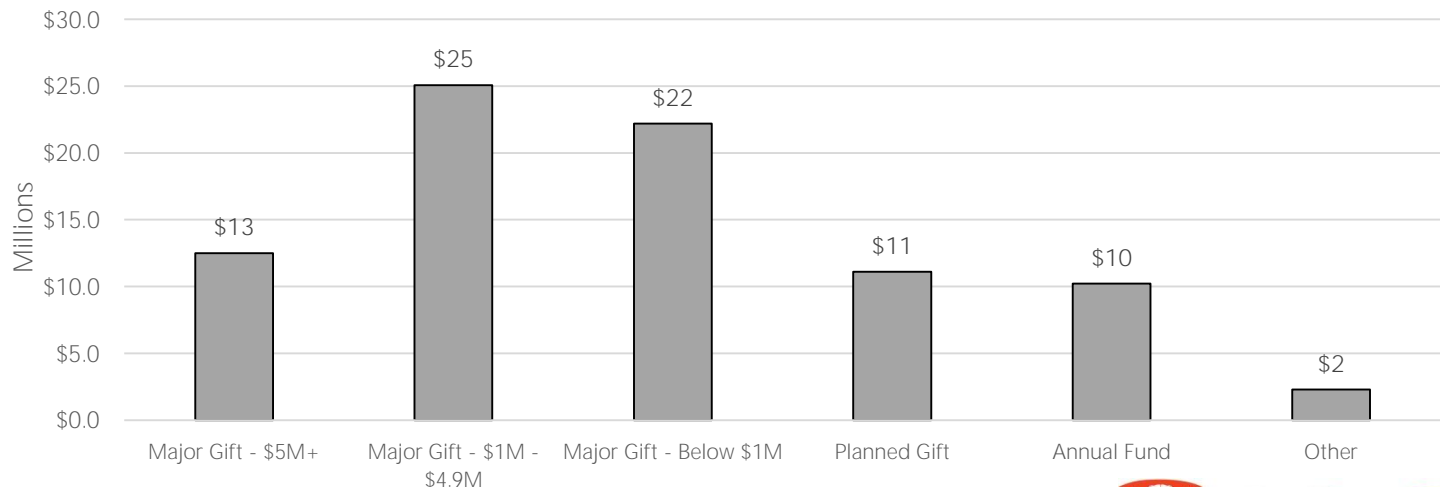
Marc Weinstein

Vice

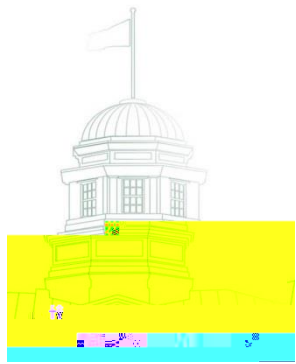
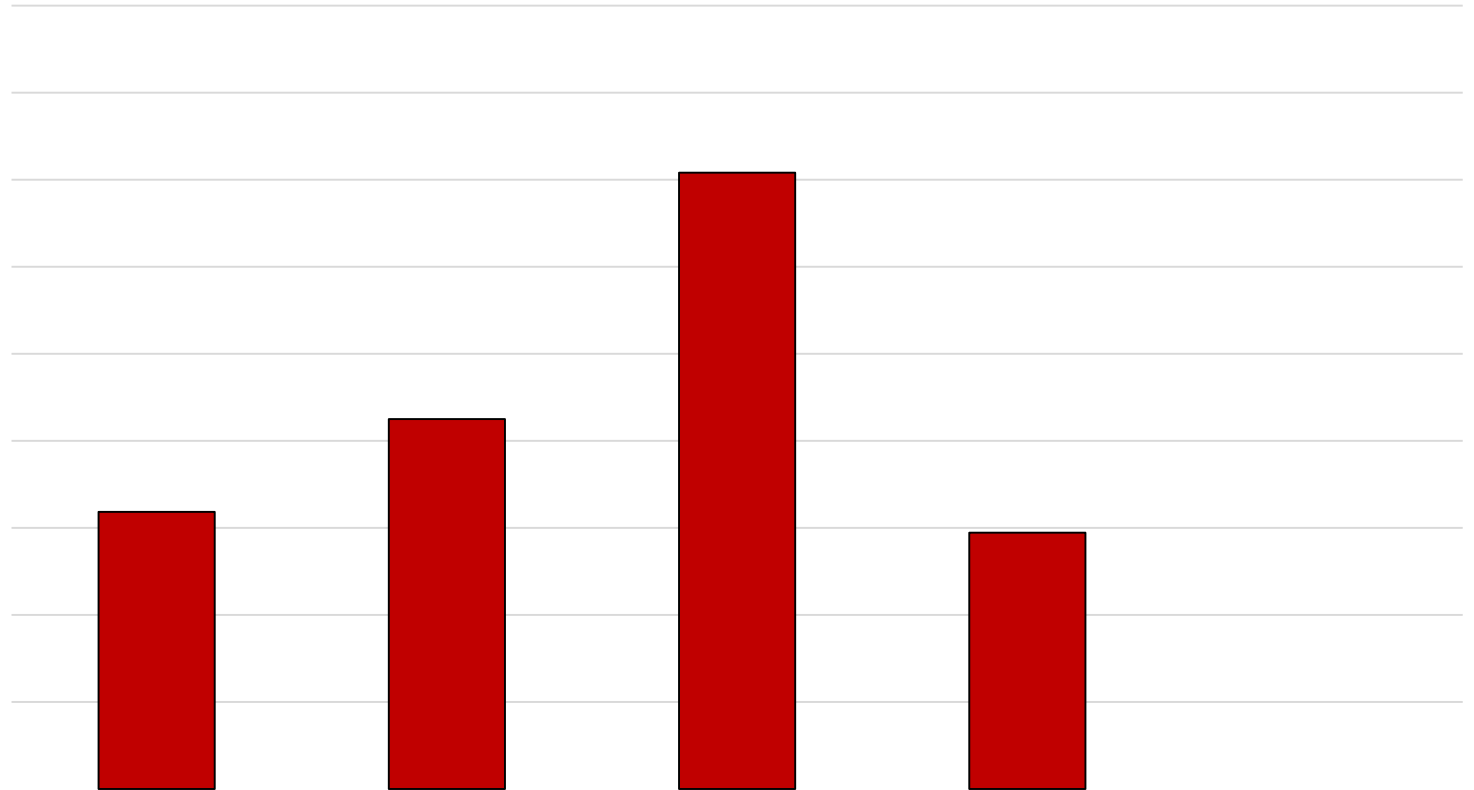


FY15 Performance by Band

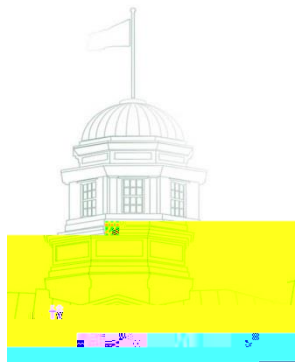
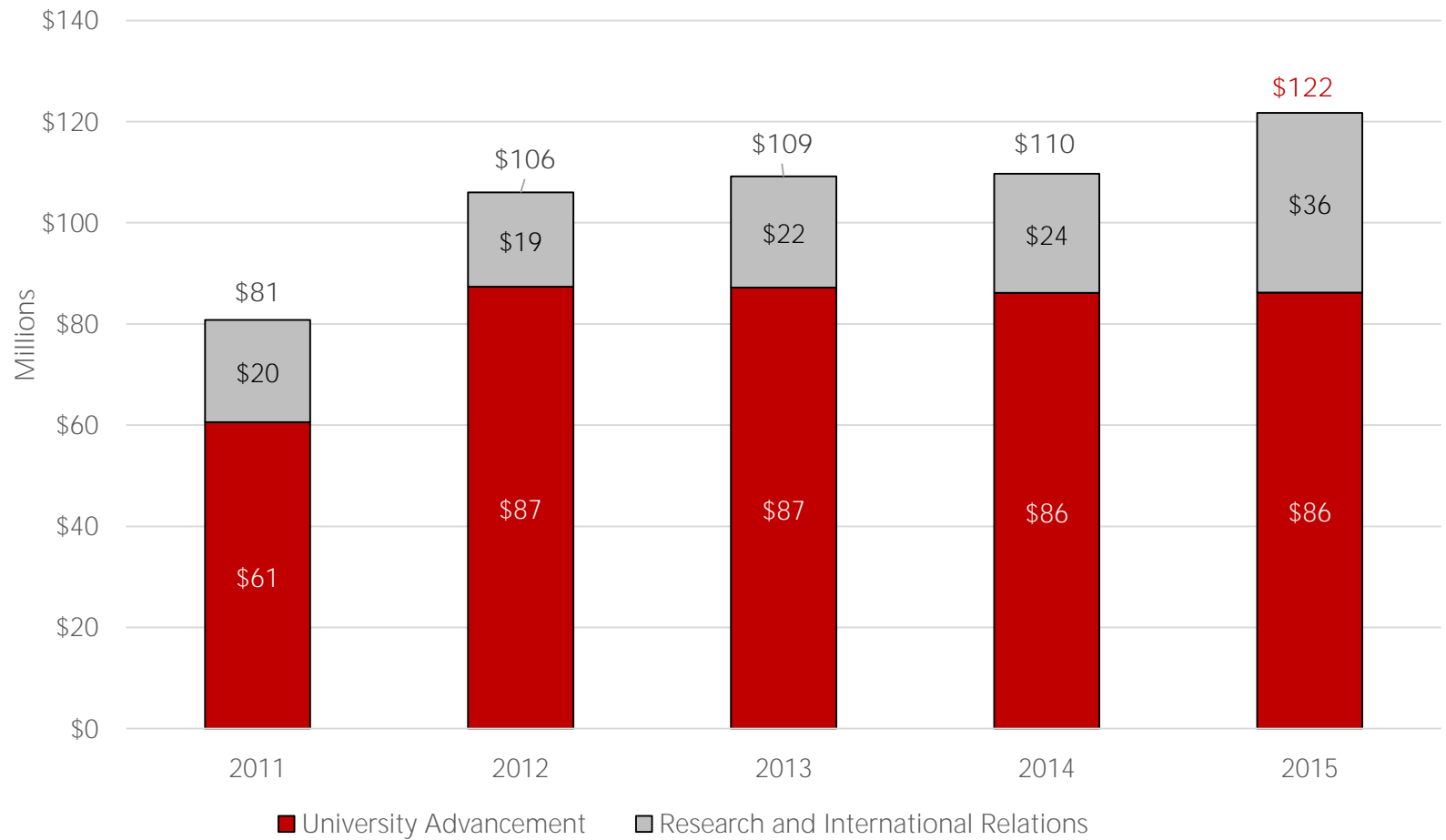
Gift Band	Donors	Amount
Major Gift - \$5M+	2	\$12,500,000
Major Gift - \$1M - \$4.99M	17	\$25,069,232
Major Gift - Below \$1M	430	\$22,205,414
Planned Gift	104	\$11,098,473
Annual Fund	26,360	\$10,224,137
Other	3,615	\$2,286,979
University Advancement		\$83,384,237
Research and International Relations		\$35,509,595
McGill Philanthropic Achievements		\$118,893,832



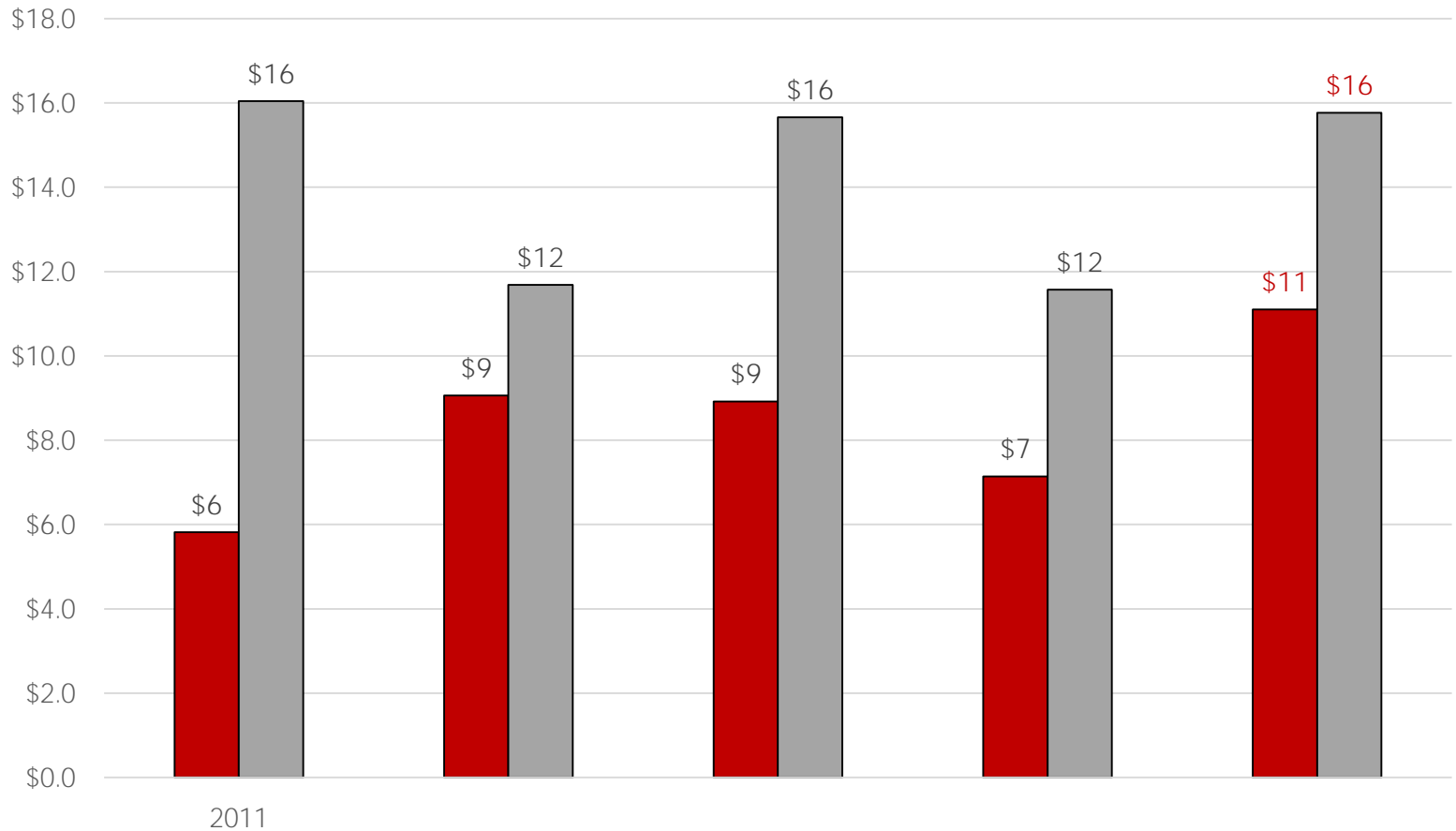
5 Year Achievement Performance



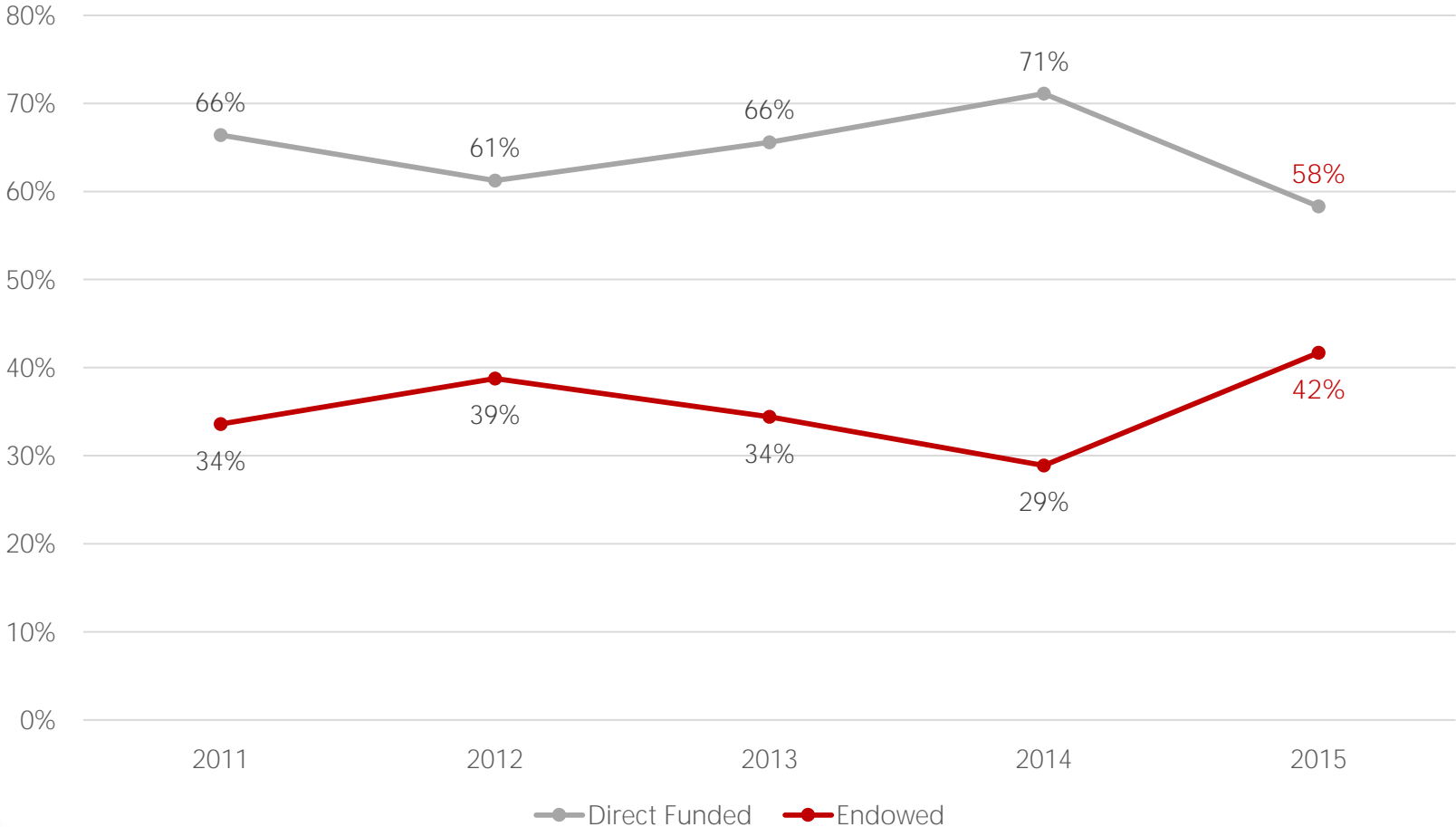
5 Year Cash Performance



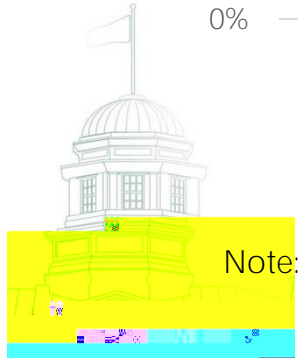
Planned Giving Performance



Direct v. Endowed Performance



Note: Direct v. Endowed data is based on UA achievements only.



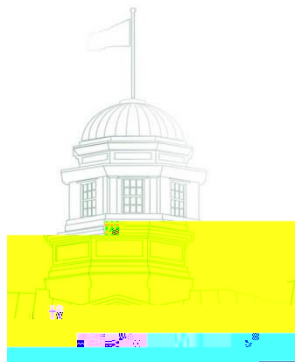
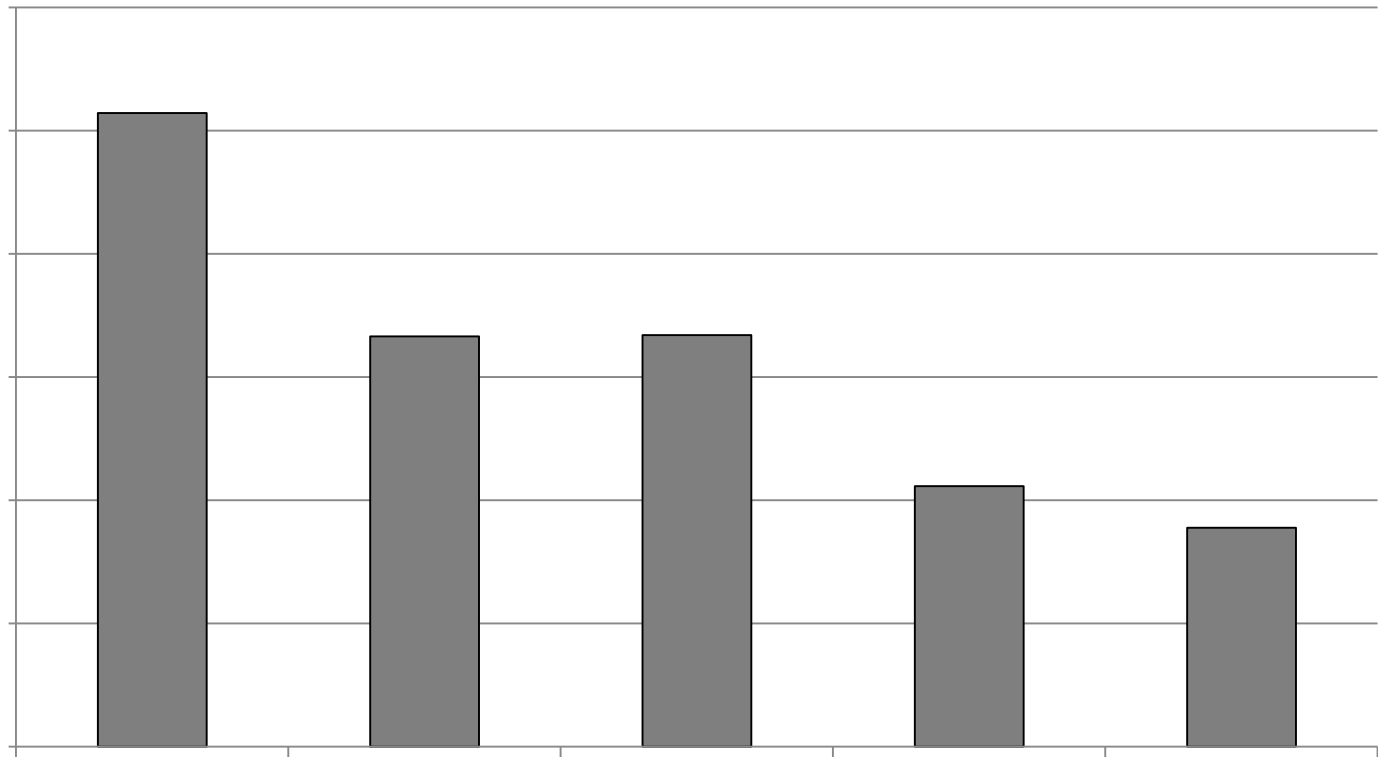
Advancement by the Numbers



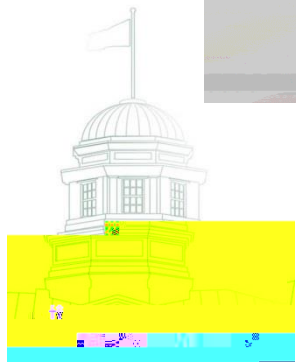


Key challenges:

Building our base of supporters



Engaging students and young alumni: Seeds of Change



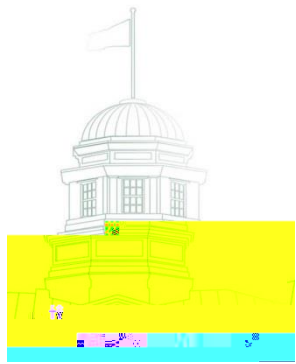
A new initiative: Giving Day

A fun, high-profile, 24-hour philanthropic blitz on March 16th, 2016

The objective:

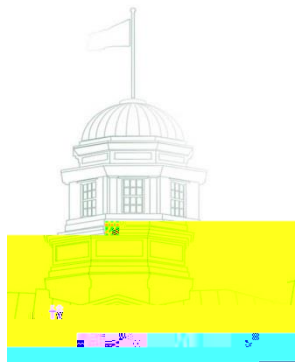
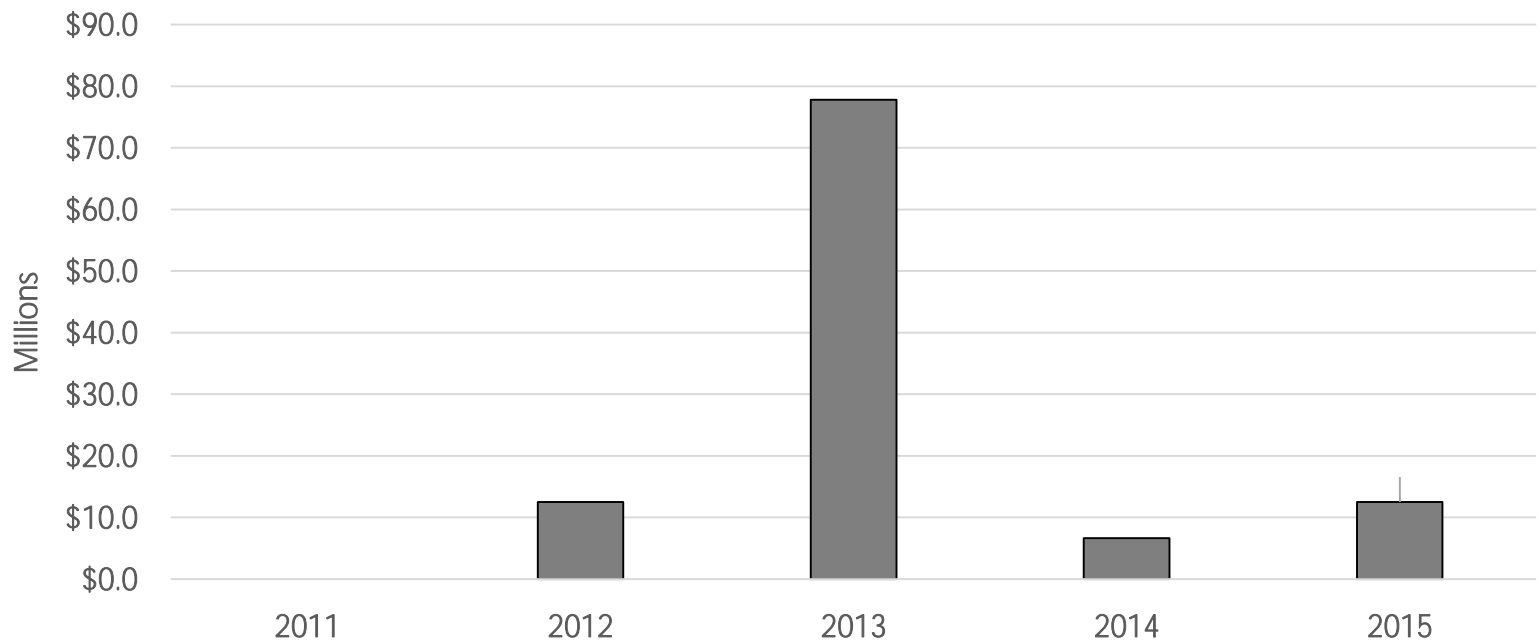
Rally support and increase donor participation from all regions, with a focus on younger alumni

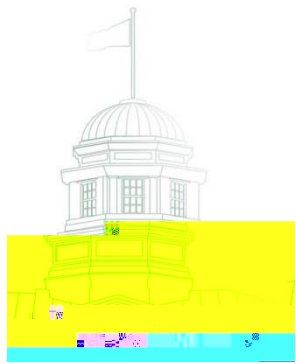
Tactics will include:



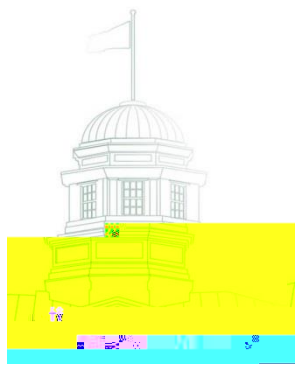
Key challenges:

Engaging top-level philanthropists





Your insights



Summarized from official results at the close of fiscal years

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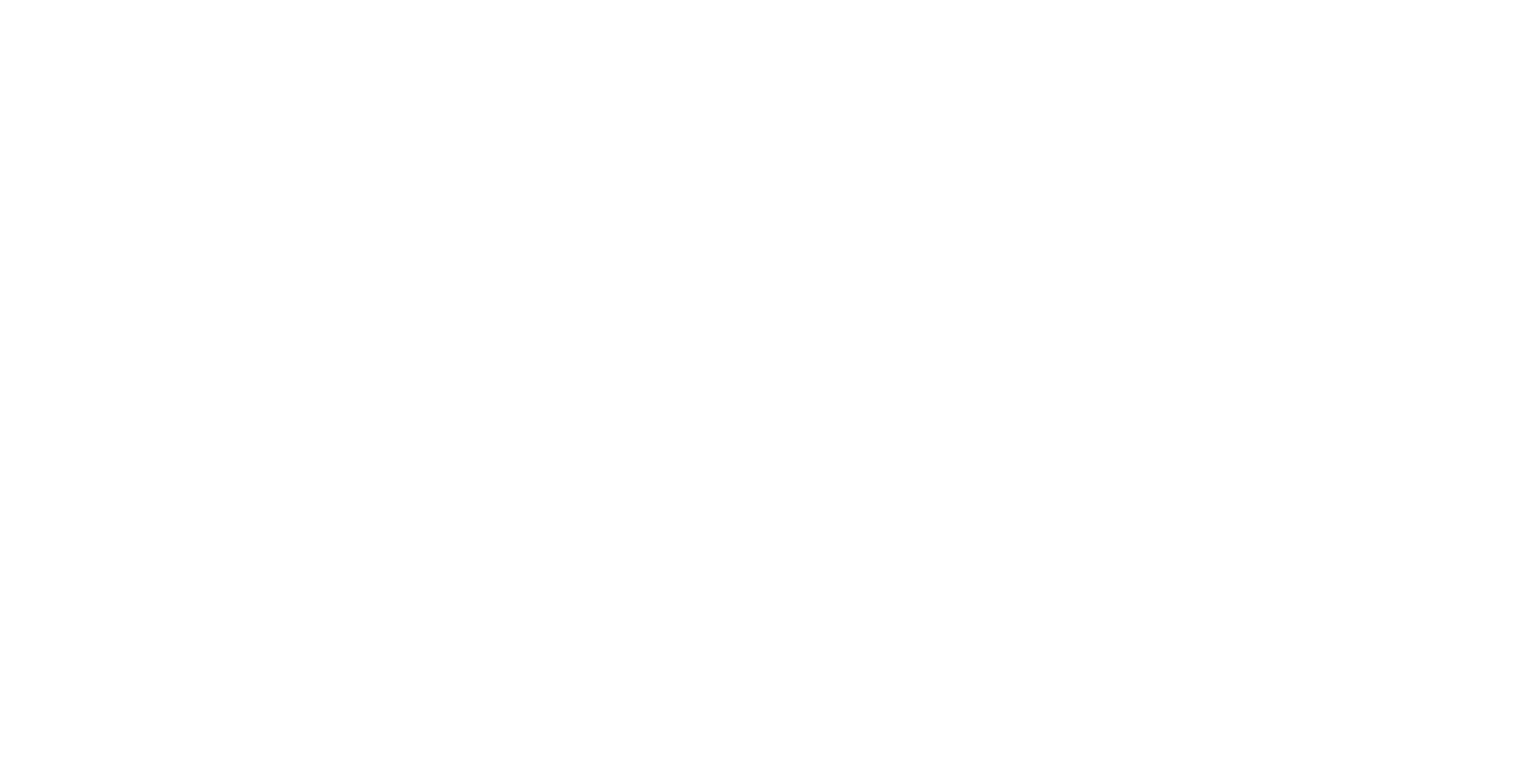
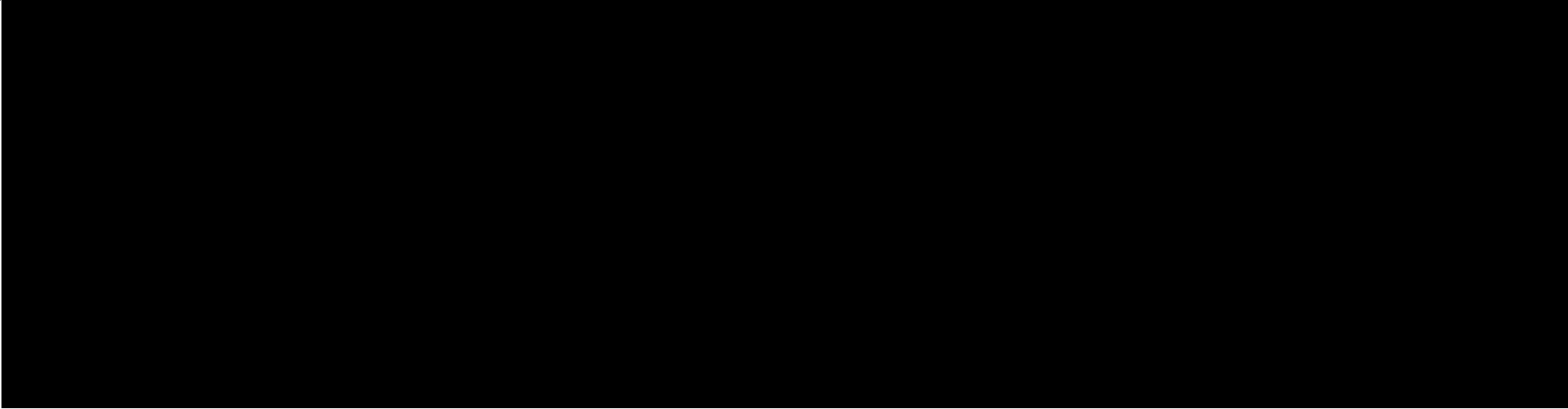
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Summarized from official results at the close of fiscal years

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