

SCHOOL OF COMPUTER SCIENCE + ALUMNI AFFAIRS & DEVELOPMENT



Melissa Woo

Alumni Advancement Manager, CEPS

519-824-4120 ext. 56769

melwoo@uoguelph.ca



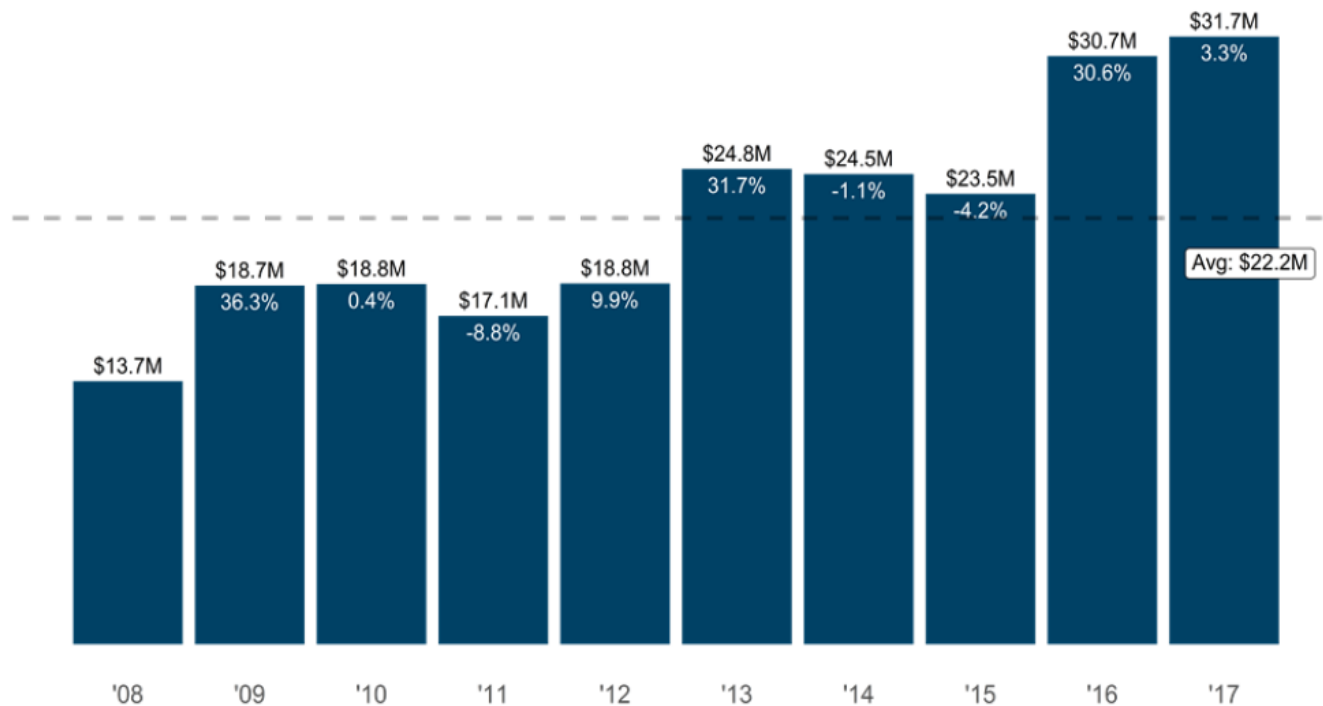
Dan Penfold

Senior Development Manager, CEPS

519-8241-4120 ext. 54821

dpenfold@uoguelph.ca

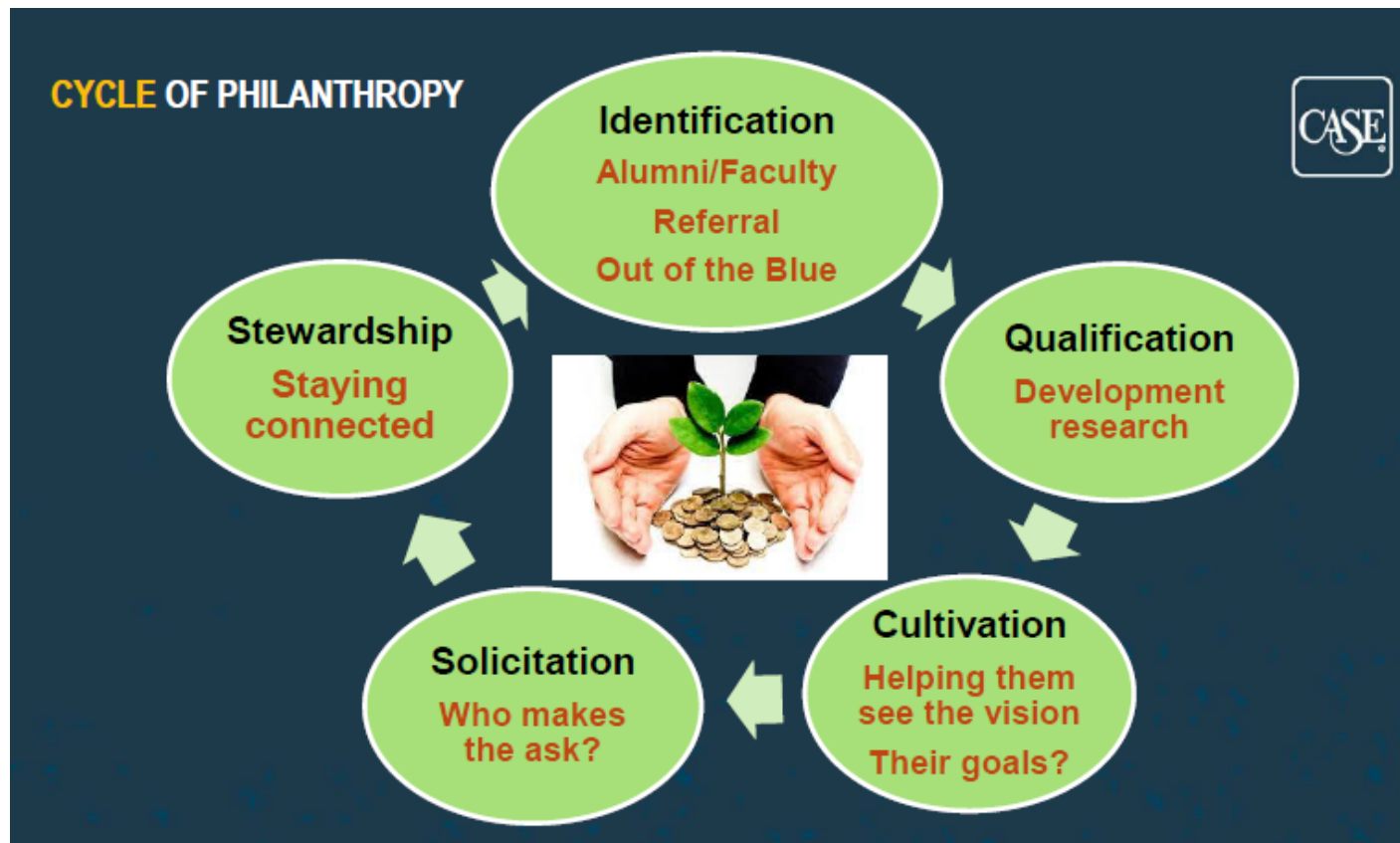
UoFG: TOTAL ANNUAL FUNDRAISING '08-'17



CEPS + AA&D

- In 2016 and 2017 alone, CEPS raised \$7,100,000: momentum is building.
- There is money is available, and more every year.
- This is especially true in STEM fields: companies and alumni are looking for ways to invest in what we are doing.

THE CYCLE OF PHILANTHROPY



THE ART AND SCIENCE OF FUNDRAISING

- Mindset change: fundraising needs to be embraced as a viable alternative to traditional University resources.
- Start now: growing these partnerships helps ensure a pipeline of support for the next phases of growth.
- Increase engagement: organize and/or enhance SoCS events (career or awards nights, the 'Tech Showcase').
- Remember: alumni and corporate partners want to invest in what we are doing. AA&D is here to work with you.

WHAT ARE UoFG DONORS SUPPORTING?

- Awards: recruit, retain and reward top students
- Faculty: chairs, professorships, research support
- Naming opportunities: Reynolds Building renovations



THANK YOU.

QUESTIONS AND COMMENTS?