

HERE *for*  
GOOD

# IMPACT

ADVANCEMENT HIGHLIGHTS IN 2018

Photo: James Peltzer

As we near the end of 2018, and with the final goal of **Carleton's \$300M Collaborate Campaign** in sight, we pause to reflect on our milestones and accomplishments.

From the beginning, this campaign has been an effort to rally support not *to* Carleton, but *through* Carleton—to establish a movement and to invest in education as a way to make our community more caring, more knowledgeable, and more prosperous. This vision is defined by our promise: to be Here for Good.

With your support, and with your commitment to being Here for Good, our campaign has had a significant impact. As we look back upon 2018, we recognize our enthusiastic champions, donors, and volunteers—like you—who made it all possible.

# CAMPAIGN PROGRESS

Today, we proudly celebrate that we have raised more than \$292 million to support Carleton students, researchers, and staff in their efforts to make a difference in the world.



## 1,826

Alumni and community volunteers have joined our movement to be Here for Good, and to support the potential of higher education in the community.

## 27,416

Supporters have made financial contributions to Collaborate (including 2,608 new donors to the Campaign this year), thus investing in the capacity of the Carleton community to do good things for the world.

## \$1,207,794

On Giving Tuesday 2018, Carleton upped the ante—and our community stepped up. We hosted several engaging challenges that allowed our supporters to leverage their donations with matching funds from Carleton. In one day, 1,216 donors joined together to raise \$607,347 and unlock an additional \$600,447 in matching. Together, we raised a total of \$1.2 million towards campaigns that have a positive impact in Ottawa, Canada, and abroad.

# FUTUREFUNDER

At year end, 62 community-led campaigns were active on FutureFunder.ca, Carleton's crowdfunding site, which enables donors to give through Carleton to causes and grass-roots projects that help change the world.



**FUTUREFUNDER.CA**

**45** New scholarships and bursaries were established this year to support students through their post-secondary journeys—including the Ronald Edwin Hunt Bursary, an annually funded award, and the Robert M. Hopwood Bursary in Science, an endowed award. Financial aid empowers and encourages students to become more thoughtful and engaged citizens, and allows students to experience first-hand the impact of giving back.

# ANNUAL GIVING

More than \$2.6 million has been raised through annual giving donors this year, which helps support the everyday good we see in the Carleton community.

# PLANNED GIVING

This year, we have confirmed more than \$6.4 million from 36 expected bequests, as well as \$2.5 million from estate and trust distributions. Planned gifts at Carleton allow individuals to leave behind a legacy of doing good and inspiring change.

# SCHOOL SPIRIT

This fall, over 7,500 Carleton alumni and supporters came back to campus for Carleton's annual Throwback festivities—Carleton's homecoming celebration. The week-long celebration featured more than 25 unique events, including lectures, panel discussions, networking receptions, and varsity games. Each year, Throwback provides an opportunity for members of the Carleton community to reconnect with each other and to show their Ravens pride.

# INNOVATIVE PARTNERSHIPS

Efficiency Canada, an initiative of the Sustainable Energy Research Centre at Carleton, was launched in 2018 with the goal of advocating for better energy efficiency in Canada. The organization establishes partnerships to implement policy changes that support its mission; it has ties to both Carleton's Faculty of Engineering and Design and the Faculty of Public Affairs, and is supported by a number of foundations that share its vision for creating a more sustainable future. Efficiency Canada marries economic good with social good—it strives to enhance the economy through GDP growth, job creation, and knowledge mobilization while improving environmental sustainability.



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# PRIORITIZING ACCESSIBILITY

In 2018, Carleton reaffirmed its commitment to making a difference in the realm of accessibility. We announced the development of Carleton's Coordinated Accessibility Strategy, which will help guide improvements to accessibility on campus. The Audette Foundation provided a \$50,000 gift towards READ (Research, Education, Accessibility, and Design), an on-campus initiative that endeavours to establish Carleton as a Centre of Excellence in Accessibility. With support from the Ontario government and our Education City partners, we created the David C. Onley Initiative, which will develop resources and tools to support students with disabilities in reaching their career objectives.

## GLOBAL REACH

The Law Scholarship in Architectural Studies is a \$500,000 endowed scholarship intended to support undergraduate students from Hong Kong and mainland China. The scholarship was established this year with the generous support of Mr. and Mrs. Law and matching funds from Carleton. Mr. Law, a 1979 Carleton graduate from Hong Kong, is proud to support future Carleton students in achieving their goals and making the world a better place. The Law Scholarship in Architectural Studies is a testament to the reach of our impact—both across borders and time.

## CARLETON IN THE COMMUNITY

Thanks to the generous support of our donors, Carleton was able to seal the deal on a highly anticipated initiative: the purchase of the Dominion-Chalmers United Church. This purchase solidifies and validates Carleton's commitment to connect with our community and to expand our positive reach beyond campus. It provides an excellent opportunity for us to make a difference in the arts community in Ottawa, through activities such as the establishment of the Friends of the Pipe Organ Fund—an endowed fund that supports maintenance and upkeep of the Dominion-Chalmers Casavant pipe organ.

## ENGAGEMENT

This year, we explored a number of new initiatives aimed at engaging with our community through our Here for Good mandate. Aligned with National Philanthropy Month, we launched the pilot year of Here for Good Coast to Coast to Coast (H4GC3)—a social media campaign highlighting the positive impact that Carleton alumni have in their local communities; we co-hosted a Talk Exchange with the University Secretariat on the topic of Here for Good and its future applications; and we emphasized the importance of Here for Good in making innovative connections on and off campus at the Quality Showcase.

## LOOKING AHEAD

Although the Collaborate Campaign is approaching completion, Here for Good is here to stay. We're looking forward to 2019 and beyond as we rally with our partners to serve the social, economic and common good of our communities.

TOGETHER, WE ARE CARLETON UNIVERSITY, AND WE ARE **HERE for GOOD**



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