

DONOR IMPACT REPORT

2019/20





During my first few months immersing myself in MacEwan University's culture, campus operations and governance processes, I have had many opportunities to talk with our donors, staff, faculty, alumni and student leaders. These encounters have provided me with a clear impression of the people who support this university and have allowed me to reflect on the impact that donors, like you, have made on our students.

I would like to express sincere thanks to you on behalf of the university community. Your contributions enhance our programs and make much-needed scholarships, awards and bursaries available to our students. I hope you will enjoy reading about the impact that donor support has made on our students in the past year.

Taking on the role of president and vice-chancellor at MacEwan has felt quite familiar in many ways, but doing so during a pandemic, combined with the current economic and political environment, has changed many things, of course. Adapting, being nimble and finding innovative ways to stay connected, share information and learn from each other are now regular parts of every day.

I am impressed by our clear focus and commitment to "Students First," which helps students succeed and could not be possible without you. I thank you for your ongoing support.

With the nearing of MacEwan's 50th anniversary, planning is underway to celebrate this milestone with our donors, community partners and alumni. I am proud to say that almost one in four of our staff, faculty and donors are a MacEwan alum, and as Edmonton navigates through the pandemic, many of the resilient people who play important roles in this great city are also MacEwan grads.

I look forward to getting to know all of you as we navigate this unusual year together and I am thankful to be a part of such a supportive community.

With gratitude for your support,

A handwritten signature in black ink that reads "A. Trimbee". The signature is fluid and cursive, with the first letter of the first name being a large capital 'A'.

Dr. Annette Trimbee
President and Vice-Chancellor



\$1-MILLION LEGACY GIFT CREATES TRANSFORMATIONAL BURSARIES FOR COMPUTER SCIENCE STUDENTS

Twelve computer science students in MacEwan University's Bachelor of Science and Bachelor of Arts programs will receive a major financial boost starting in 2022 – and every year after – thanks to a generous

\$1-million donation from an anonymous donor.

The Larissa Bursary, funded by an endowment created with the donation, will help students overcome financial challenges that could prevent them from finishing their studies – and ultimately ensure that well-educated graduates contribute to advancing an industry the anonymous donor cared deeply about.

“This gift makes a strong statement about the quality of MacEwan’s programming and allows us to continue contributing to the resilience and recovery of our communities,” says Dr. Annette Trimbee, president and vice-chancellor of MacEwan University. “I can’t overstate the impact this gift will have. We are incredibly grateful.”

Making it easier for those students to reach the end of their programs is the goal of the Larissa Bursary – the most generous financial award currently available to MacEwan students awards 12 students a year up to \$5,000 each.



MAJOR GIFT TO UNIVERSITY RECORD LABEL PAVES THE WAY FOR STUDENT-ENGAGED PROJECTS

Seeing student-designed album covers in Allard Hall inspired Dr. Craig Monk, MacEwan University’s provost and vice-president, Academic, to contribute a major

gift to the university’s record label, Bent River Records.

The label integrates students into its management team as research assistants, staff members and interns, working with artists, managing the label’s online presence, handling licensing and distribution, and designing album cover art. Since its inception in 2015, Bent River has recorded and produced many albums, including its first vinyl record in 2019, and serves as an interdisciplinary lab for students to do research and take part in experiential learning.

Dr. Monk’s \$50,000 gift funds the label’s vinyl and special projects and encourages student engagement in all facets of producing a vinyl project.

“As MacEwan prepares for its 50th anniversary fundraising campaign, we see Dr. Monk’s gift as an important lead gift,” says Kevin Fitzgerald, associate vice-president, Alumni and Development. “It’s a powerful example of how senior leaders can support student success at MacEwan.”

MEMORIAL AWARD GRANTED TO STUDENT FOR COMMITMENT TO LGBTQ2S+ COMMUNITY



The Hayley Jayne Richman Memorial Award was established in memory of a passionate leader and supporter of the LGBTQ2S+ community. Richman encouraged everyone to seek academia and never to let any obstacles impact an education. Always waving her rainbow flag proudly, she selflessly volunteered her time and energy to her community and she continues to do so with this award posthumously.

Brendan Collinge, a third-year Bachelor of Communication Studies student majoring in journalism, was the 2020 recipient of the **Hayley Jayne Richman Memorial Award**, which supports students who are members of the LGBTQ2S+ community, allies of the community or those who have LGBTQ2S+ parents.

As a budding journalist, Brendan has reported on stories related to the LGBTQ2S+ community, including the art of drag shows, the efficacy of HIV pre-exposure prophylaxis (PrEP) and issues like transphobia. “After my studies, I hope to be an effective media voice in my community to help achieve social equity and justice for all of us,” he says.

But it's not only in the media or in the classroom that Brendan is making a difference. Since moving to Edmonton to pursue post-secondary studies, he has made an effort to learn about and grow within the city's LGBTQ2S+ community and connect with people who have similar concerns and passions.

“When I'm finished my degree, I would like to continue helping provide a voice to important stories and aspects of life that sometimes get swept under the rug or go unnoticed.”

COVID-19 RELIEF BURSARY COMES TO THE AID OF STUDENTS IN NEED

To help ease some of the financial burden for its students during the COVID-19 pandemic, MacEwan University established the **COVID-19 Relief Bursary**, which was made possible through the generosity of donors and redirected funding. The bursary provided support to qualified full-time students based on financial need.

Students pulled together to help their peers and classmates by contributing to the bursary as well. Jordyn Buchinski and Jilian Irwin, past and current president of the MacEwan chapter of the Canadian Nursing Students' Association (CNSA), were evaluating

applications for national student awards through their association and realized that there was a serious need for funds within their faculty at MacEwan.

“We decided to take the funds our chapter had raised for conferences and donate it to the university's COVID-19 Relief Bursary,” says Buchinski. “We've always said that our group is here to support students – that we want the best for them. We knew that using any extra money we had to support students who are struggling right now was the right thing to do.”

Our alumni do great things



ALUM CELEBRATED FOR HER WORK AS PART OF NOBEL PEACE PRIZE-WINNING ORGANIZATION

Nearly four decades ago when she graduated from then-Grant MacEwan Community College, Brenda Barton (Advertising and Public Relations, '81) was interested in pursuing a career in advertising. She had no idea that by the end of 2020, she would be leading a team in Sri Lanka as part of her 30-year career with a Nobel Peace Prize-winning organization.

Since 1992, Barton has worked in various roles within the United Nations World Food Programme (WFP), which received the Nobel Peace Prize for 2020 for its efforts to combat hunger and its contributions to the betterment of conditions for peace in conflict-affected areas around the world.

"Receiving the Nobel Peace Prize is truly a proud and humbling moment to be part of the WFP team," says Barton.

ALUMNI ARE OUR LEGACY

Representing more than 80,000 alumni, members of MacEwan's Alumni Advisory Council have a lot in common: an entrepreneurial spirit, passion for their alma mater, desire to engage with fellow alumni, and generosity with their time, voices and support for current students.

For proud MacEwan alum Kent Karaki, joining the Alumni Advisory Council brought his MacEwan journey full circle. A two-time MacEwan graduate (Microcomputer Specialist, '03 and Bachelor of Applied Human Service Administration, '20), Karaki is a team lead in the university's Information and Technology Services. Like his fellow council members, he is also a donor to the university.



"I'm honoured to share my voice to champion the university on behalf of our alumni," says Karaki. "And I'm equally as proud to see the impact that the donations our council members make on the next generation of alumni."

YOUR IMPACT 2019/20



STUDENT INFORMATION

Average 1st-year
class size

39
students

International
students from

60+
different
countries

18,483

full-time/part-time
students

\$4,620

Tuition at MacEwan
(Bachelor of Arts degree)

\$4.8
million

Total disbursed
in 2019/20



STUDENT FINANCIAL AID

***Scholarship:** Awarded based on academic performance*

***Award:** Awarded based on a combination of criteria
which could include volunteerism or leadership but
may also include academic achievement*

***Bursary:** Awarded based on financial need*

806
Scholarships

1,313
Bursaries

937
Awards



GIVING BREAKDOWN

38%
Projects

\$1.8
million

New dollars
raised

61%
Scholarships,
awards and
bursaries



ALUMNI DEMOGRAPHICS

79,498

Total number of alumni

87%
Living in Alberta



DONOR BREAKDOWN 2019/20

744
Total number of
donors

47%
Individual

22%
Alumni

20%
Foundations,
businesses,
associations

11%
Internal donors

Alumni and Development

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