

A TRANSFORMATIONAL YEAR...

celebrating success

Transformational campaigns begin with a vision, a view of the future that will excite and engage potential donors and the community at large. The vision of *A World of Opportunity* Campaign was inspired by leaders, within The University and its Foundation, who have delivered the most successful Campaign in our University's history.

Last year, we reported to you that the Foundation had surpassed the \$70 million goal for the *A World of Opportunity* Campaign. As we begin planning the final stages of the Campaign this year, we are also planning the way forward, with a clear focus on how the Capital Campaign has and will continue to transform The University of Winnipeg and its campus.

The role of the leaders, staff and volunteers within this vision has been to build strong relationships and demonstrate corporate and personal integrity and accountability. The Foundation remains cautious and prudent, knowing the potential exists for another global economic meltdown. Toxic debts and bankrupt communities continue to influence markets. Through challenging times, the Foundation has proven resilient, able to set a high bar and exercise considerable flexibility in responding to the University's evolving needs.

The *A World of Opportunity* Campaign has achieved unprecedented results: \$26M in support of students through scholarships and bursaries, an \$8M investment in academic programs, \$44M in construction of buildings and development of infrastructure for advanced research and teaching facilities, and the ability to raise the profile of The University of Winnipeg. The success of the Campaign has also leveraged additional interest from all levels of government and corporate sponsors attracting a further \$40M+ in grants, sponsorships and gifts in kind.

The interests of our donors are diverse. This generous group of 7,500 donors is committed to a brighter future for students and to creating opportunities for our departments, people and programs. The Foundation is committed to values that ensure fruitful long-term relationships with our existing and future donors:

Accountable - We work to ensure that gifts are directed to the fundraising initiatives and projects as intended and identified by our donors.

Personal - Our efforts build collaborative partnerships with donors to foster long-term involvement and future support; we invite donors to participate in the University's future.

Professional - The Foundation upholds the principles outlined in The Donor Bill of Rights, treating each individual donor, corporate contact and organization with respect, and appreciating that every donation to our University is an investment in the future.

Responsible - We establish relationships and value open dialogue with donors to ensure high-level stewardship of donor contributions.

These values and accomplishments are part of the incredible legacy of the Campaign, whose success continues to attract new donors every day.

As we come into the final stretch of the *A World of Opportunity* Campaign, we continue our pursuit of excellence and are grateful for the tremendous support of our University community.



A World
of Opportunity
CAPITAL CAMPAIGN

ENDOWMENT FUND PERFORMANCE...

building legacies

This report provides information on how The University of Winnipeg Foundation (UWF) endowment is managed and invested, as well as an update on investment performance as of March 31, 2011. Please keep in mind when reviewing this information that the volatility in markets today increases the possibility of change from quarter to quarter.

Our Strategic Intent

To substantially increase the value of charitable gifts in support of the needs of The University of Winnipeg by delivering comprehensive fundraising campaigns to include Annual, Major and Planned Gifts, together with special contributions from Government and by being responsive and accountable for investment management and growth.

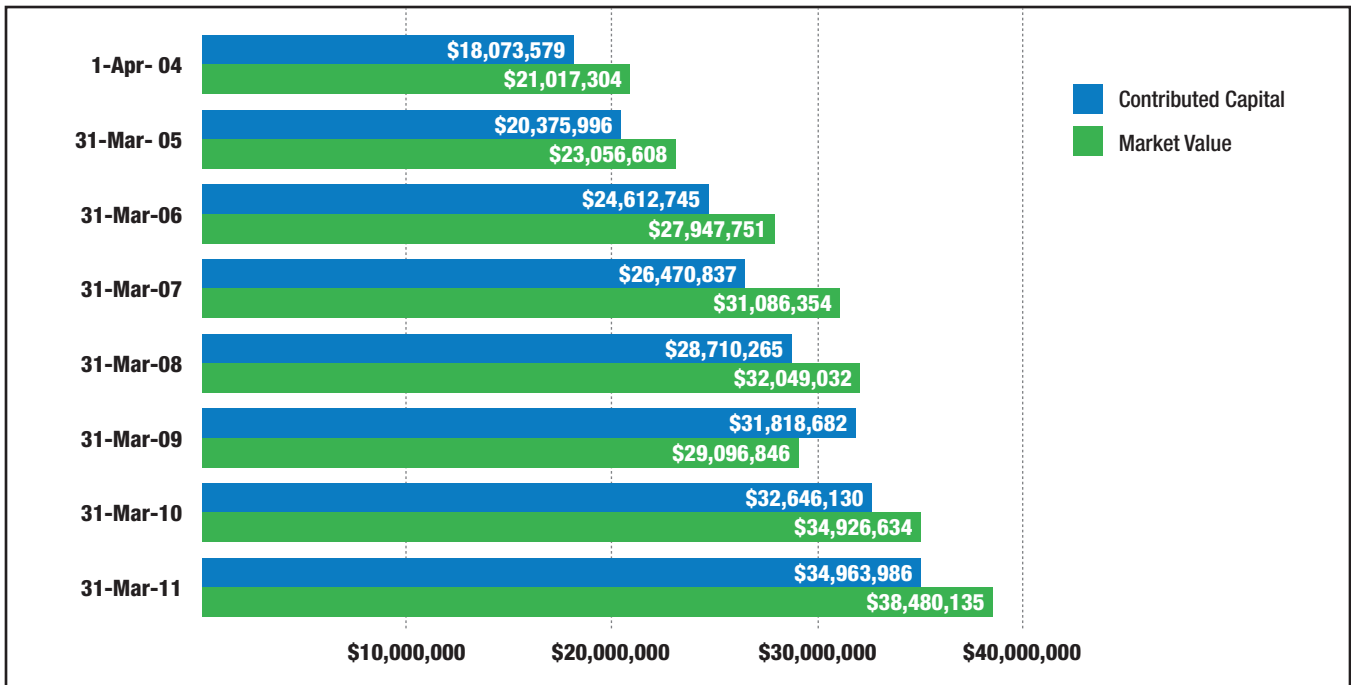
Donors may designate an endowment gift to create a new fund or contribute to an existing fund. These funds are held in perpetuity by UWF and are invested with other funds that comprise the UWF endowment to promote growth over the long term and protect against inflation.

Investing the UWF Endowment

The Foundation's investment policies call for a conservative, balanced approach utilizing cash, fixed income, and Canadian and foreign equities to prescribed limits. Equities are not to exceed 60% of the portfolio. The Foundation's investment policies are designed to provide consistent long-term growth while protecting the purchasing power of the Endowment Fund. The Foundation does not invest in speculative or high-risk investments.

Endowment Performance

The Endowment Fund generates revenues to support many University awards, programs and projects. Its resilience and growth is important in both the short and long term. The Foundation's policy is that contributed capital is not to be encroached upon, it is preserved in perpetuity. From the time the Endowment Fund was transferred to the Foundation on April 1, 2004 to March 31, 2011 the Endowment Fund has grown from \$18,073,579 to \$34,963,986 in Contributed Capital.



Since April 1, 2010, the Endowment Fund has benefited from \$2,317,856 in cash and payments on pledges. Of this total \$111,540 in bequests designated to endowment, have been received. In addition, generous and thoughtful donors have informed the Foundation of future bequests in support of the University totaling \$3.4 million.

The University of Winnipeg Foundation stewards more than 500 individual Endowment funds that are pooled for investment purposes to allow for diversification of the total portfolio in order to lower risk and improve performance.

Ensuring a Reliable Source of Funding in Today's Markets

The University of Winnipeg is in a state of growth, both in physical size and enrollment. There has been a corresponding growth in programs and awards. The Foundation's Endowment Fund was established in order to ensure reliable regular funding to support these programs and awards. The Foundation does this in two ways: through its asset mix, and by way of a Reserve Fund, which serves as a hedge against fluctuations in investment earnings that may occur.

Reserve Fund (Market) \$3,516,149

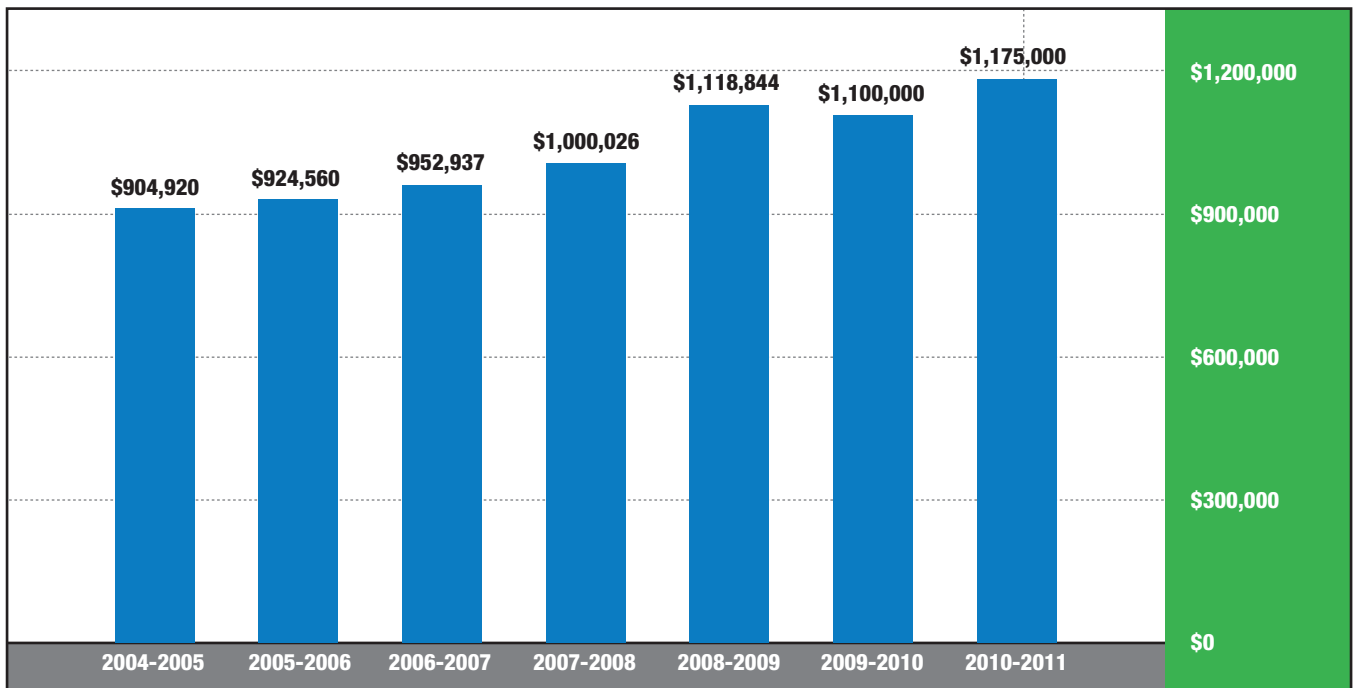
OUR COMMITMENT TO THE UNIVERSITY...

supporting students

The University of Winnipeg Foundation Endowment Portfolio outperformed the market benchmark in the third and fourth quarters of the fiscal year. This positive growth is due to the continued improvement in market conditions, combined with the considerable growth in

the number of endowed funds under our stewardship (21 new funds). This combination has replenished much of the Endowment Fund Reserve, enabling the Foundation to provide the University with a gift of \$1.175 million for the 2011-2012 academic year.

Annual Gifts* to The University of Winnipeg



* Gifts are made to The University of Winnipeg for use by the University in accordance with the Terms of Reference established for each Fund.

OVERVIEW OF FUNDRAISING RESULTS...

2010/2011

Achieving a Campaign of Extraordinary Proportions

Fundraising goals for the Campaign have risen steadily over recent years in the face of increasing needs. In fact, the Campaign is at least seven times the size and scope of original projections increasing from \$11M in 2003 to over \$70M in 2011.

To date, the University has invested just over \$3.5 million towards Foundation operations and over \$45 million in private funds has been raised. Over an eight-year period, the University has experienced an average 10:1 return on its investment in the Foundation.

Campaign Funds Raised:

Total \$ raised to March 31, 2011:\$78,157,060
 Total \$ raised to March 31, 2010:\$73,512,785
 TOTAL RAISED 2009/2010:\$4,644,275

Revenue Summary:

- \$78,157,060 has been raised to March 31, 2011 in private and government funds. This represents 112% of the publicly announced \$70,000,000 goal
- \$45,892,262 raised to date in private funds
- Government of Manitoba contribution of \$25,000,000 based on private funds raised and an additional \$7,264,798 in government funds including MSBI matching and Heritage Canada

Proposals, prospect calls and Terms of Reference for over \$5 million are currently in progress with a majority of that total anticipated to August 30, 2011

CAMPAIGN FUNDS RAISED BY CASE PROJECTS MARCH 31, 2011

Project	Priority	Goal	Achieved to March 31/11	% Achieved	To be Raised
TOP 5 CAMPAIGN PRIORITIES					
Furby-Langside Campus (Science Complex, McFeetors Residence & Daycare)	1	\$36,797,435	\$34,252,200	93%	\$2,545,235
Community Learning (Innovative Learning Centre)	2	\$2,962,674	\$931,850	31%	\$2,030,824
Opportunity Fund	3	\$6,477,448	\$2,180,286	34%	\$4,297,162
University Scholarships & Bursaries		\$14,255,934	\$19,664,707	138%	\$0
Wesley Fund	4	\$3,000,000	\$150,000	5%	\$2,850,000
Faculty of Business	5	\$4,236,000	\$3,651,000	86%	\$585,000
Sub-Total		\$67,729,491	\$60,830,043		\$12,308,221
OTHER CAMPAIGN PRIORITIES					
CanWest Theatre & Equipment		\$5,790,140	\$3,748,363	65%	\$2,041,777
Centre for Canadian History		\$2,840,251	\$1,366,701	48%	\$1,473,550
Collegiate Campaign		\$5,000,000	\$4,249,816	85%	\$750,184
Masters in Development Practice		\$1,500,000	\$237,750	16%	\$1,262,250
Sub-Total		\$15,130,391	\$9,602,630		\$5,527,761
OTHER CAMPAIGN PRIORITIES					
General Capital Campaign		\$1,263,767	\$1,494,731	118%	\$0
Wesley Hall / Convo Hall		\$525,000	\$553,084	105%	\$0
Global College		\$943,511	\$944,133	100%	\$0
Duff Roblin Scholars		\$1,000,000	\$670,793	67%	\$329,207
Library		\$549,756	\$717,053	130%	\$0
Other		\$3,861,156	\$3,344,592	87%	\$516,564
Sub-Total		\$8,143,190	\$7,724,387		\$845,771
TOTAL		\$91,003,072	\$78,157,060		\$18,681,753

THE PATH TO 2015...

The Foundation has proven resilient in responding to University evolving needs. An extraordinary level of effectiveness in the area of Stewardship will permit continued success in fostering long-term relationships and aligning interests of donor and campus.

The Foundation has achieved an exceptional level of success in pledge management and has a high rate of collection and pledge fulfillment. Endowment growth and management remains a key indicator of donor trust growing 88%, from \$18 million in 2003 to \$34 million in 2011.

As per the University's 2011/12 Budget Announcement, the Foundation is undergoing a restructuring that will affect the role of the Foundation and how it operates.

New growth to the Endowment Fund and exceptional donor stewardship are the priorities of the Foundation going forward.

Attracting new undesignated endowed funds will be achieved through the combination of a robust Annual Giving program, Major Gift efforts centred on Endowment Fund growth, Planned Giving and exceptional Donor Stewardship.

The completion of projects and transition into post-campaign requires that we set our sights on furthering the mission and vision through a strategic intent that focuses on Endowment Fund growth.

CONCLUSION

In addition to the many achievements outlined in this report, numerous legacies have been accomplished through the *A World of Opportunity* Campaign. The Foundation has established a successful donor-centred framework for the future.

With the benefit of this donor-centred framework, the University and its Foundation are positioned to embark upon the next stage of development; that of building for the University a robust, sustainable, fund development program that will achieve future University financial objectives, further expand the Foundation's donor base and strengthen donor loyalty.

Accomplishments and 'foundational' elements established to date include long-term relationships and effective, reliable donor stewardship; an early culture of professionalism, a responsive nature, skill in aligning interests and articulating agreements, the ability to achieve the transformational gift; a format and process for establishing agreements together with the needed protocols and templates to assure clarity of purpose; and ethical and financial integrity leading to donor trust.

Post Campaign fundraising will require focused effort to strengthen, deepen and broaden the Annual Fund Program and sustain existing programs aimed at raising Major, Planned Gifts and Principle Gifts. These are fundamental parts of a sustained fundraising program.

The completion of the Capital Campaign will permit the dedication of resource and attention to building vital programs to support the University long into the future.

The Foundation remains dedicated to providing a high level of transparency to its donors and to growing the Endowment Fund - the pillar of the *A World of Opportunity* Capital Campaign, this Foundation and our University.

We are committed to keeping you apprised of any new developments and look forward to celebrating our successes on September 16, 2011 in Convocation Hall.

We hope to see you all there to join with you in saying thank you to our community of supporters.

UNIVERSITY OF WINNIPEG

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