

Gratitude



Seneca

Thank you.

Cover: Nasra Abdi, 2011 *Student Life Achievement Scholarship* recipient, studies in the Office Administration-Legal program and is a vice president with the Seneca Student Federation (SSF). For more information about the SSF's new endowment fund, see page 9.



OUR PRESIDENT

At Seneca, you don't have to look far to notice how philanthropy continues to make a tangible difference in the lives of our students. All around us are bursary and scholarship recipients, some who would not be here without your support.

As this report illustrates, Seneca's donors and volunteers are as diverse as our student body. You are leaders in industry, engaged community advocates, caring alumni and dedicated employees. While the motivation for giving may vary, the effects of your collective investments are nothing short of inspiring.

We are dedicated to creating the highest quality educational experience possible. We deliver on this promise through the people who believe in our mission – a team of exceptional educators, staff, volunteers and financial contributors.

Together, we offer our students the guidance, encouragement and support they need to achieve their academic and professional goals.

Thank you for being a part of the Seneca team. For believing in our students. And for sharing your time and resources with us.

With gratitude,

A handwritten signature in black ink, appearing to read 'David Agnew'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David Agnew
President

\$2,297,940

total funds added to the College's student aid endowment in 2011/2012.

NATWA TORONTO CHAPTER AWARD

North American Taiwanese Women's Association helps students who help new Canadians.

THE NORTH AMERICAN Taiwanese Women's Association (NATWA) was founded in March 1988 during an era when Taiwanese women worked behind the scenes to build networks and connect with their communities. Now, it has more than 1,000 members in the United States and Canada, across 14 local chapters.

Like many of the NATWA members, Mai Chen, President of the Toronto chapter, knows what it takes to adapt successfully to new surroundings. Originally from Japan, she first moved to Taiwan as a young girl, and then studied in the United States

before making Canada her home. NATWA is continuing to build a legacy of giving. In 2011, it established the *NATWA Toronto Chapter Award* for students enrolled in Seneca's Social Service Worker programs. For the Association, education is a priority, and supporting post secondary students in social services is a beneficial way to help new Canadians.

"Many people struggle to adapt in this society," said Mai. "That's why we chose to support students in that sector."

Mai Chen, President, NATWA Toronto Chapter.



MAURICE JOSEPH WEISFELD MEMORIAL AWARD

Solid advice from students **Minoo Ziaei** and **Steven Tseng**: Hard work pays off.

MINOO ZIAEI (Computer Programming and Analysis) and Steven Tseng (Software Development) are hardworking and accomplished Seneca@York students. Both of them received the *Maurice Joseph Weisfeld Memorial Award* this year, funded by the Maurice Joseph Weisfeld & Louis Weisfeld Charitable Foundation.

Since Minoo and Steven are paying their own way through school, news about the scholarship came as a welcomed surprise.

"It sure has helped me reduce my debt load," said Steven, who also works at Seneca as an ambassador and teaching assistant.

Minoo works on campus too, as a computer lab assistant.

Both have big plans for the future. Steven wants to join an IT start-up, while Minoo is interested in 3D programming.

Steven and Minoo share a simple mantra: Stick to your budget, cook your own food, work hard and ask for help when you need it.

"There was a big smile on my face when I got this award," said Minoo. "It has helped me so much."

Steven Tseng and Minoo Ziaei, student award recipients.



25

number of student recipients of the Koehler Grandchildren Scholarship in 2011/2012.

INSPIRING DONORS

Rudy and Rita Koehler
show us how to love,
share and give.

█
“I want to help
improve the lives
of others.”

AS AN ORPHANED BOY, Rudy Koehler knows a thing or two about the value of hard work. He lost two brothers in the war and had to make it on his own. But despite his situation, he was determined to make a better life for himself.

Rita and Rudy Koehler.

Rudy eventually left post-war Germany with his wife Rita and their first son, with sights on settling in Canada.

“I was always challenged to find a better way, and that still exists within me,” Rudy said. “Now, I want to help improve the lives of others.”

Rita and Rudy Koehler are two of Seneca’s most enduring donors. Their generosity has led to two bursary funds, one for full-time students and another for crown wards registered in college courses.

“My granddaughters studied at Seneca, and they were the catalyst for us to do something at the College,” said Rudy.

He is quick to praise Rita for her support throughout their life together and her steadfast dedication to helping others.

“Without my wife, I could not have accomplished what I have,” he said. “She is a wonderful partner. It is so important to have someone on whom you can depend. She has such a big heart.”

Rudy’s philosophy? “Our actions are founded on three simple values: Love, share and give,” he said. Words to live by.



\$151,000

One in three Seneca students rely on United Way services and resources. In 2011, more than 300 Seneca donors

gave to the United Way Campaign, raising over \$151,000.

FACULTY & STAFF GIVE BACK

Seneca's **Laurel Schollen** shares her thoughts on giving.

Laurel Schollen joined Seneca in 1983 as a professor in the School of Biological Sciences and Applied Chemistry and is now the College's Associate Vice President, Academic – Educational Excellence. Laurel is also a long-time donor.

Did you imagine that you would be a senior administrator when you started here 30 years ago? No, because teaching is still my love. It always tugs at me. I still view myself as an educator.

Why do you give to Seneca? I've worked with students in a number of different capacities. Some of their stories are truly inspiring. I think that when you hear those stories, it compels you to give.

I really believe we do a terrific job with our students. We support them in so many ways. Yet, sometimes it's very difficult for students to get into the classroom – and I don't mean through the admissions process. I mean in terms of having the financial wherewithal to complete their studies.

And once they get here, it's very important to keep them here. Exactly. Some of their situations are heartbreaking, and we need to do as much as possible to support them in their learning.

Do you remember the first donation that you made to the College? I'm trying to recall... Oh! Way back when. I remember thinking, "If I'm giving to the United Way through payroll deduction, I should make a similar donation to Seneca." So that was the philosophy that I undertook.

Do you have a message to those who are thinking of giving? Why wait? It is something that we should be doing anyway. It makes you feel good to know you are helping a Seneca student. It is somewhat selfish, in a way. There is feel-good return in it for you.

Seneca's payroll giving program makes it easy for Laurel Schollen to support students.



“Why wait? It makes you feel good to know you are helping a Seneca student.”

36 new awards established in 2011/2012.

BRIDGECON WELDING SKILLS AWARD

Seneca alumnus **Daniel Alonzi** helps build bridges to new careers.

AN AVID BACKCOUNTRY SKIER, Seneca welding student Geoff Bruce certainly has an appetite for adventure. But he plays it safe in the classroom, reminding his fellow students to take their time and slow down with the equipment. After all, “haste makes waste,” he said.

Geoff recently received the *Bridgecon Welding Skills Award* for his critical thinking and steady hand in welding. His professor credits Geoff for consistency in his work, something for which all welders strive.

Behind this award is Daniel Alonzi, a graduate of the Welding

program. Daniel is the Vice President of Bridgecon Construction Ltd., a family-run bridge-building company. As a student, Daniel was so impressed by the quality and dedication of his teachers that the decision to give back was easy.

And for Geoff, who is planning to become a millwright after a long career as a pressman, this award serves as a reassuring symbol that he is on the right track – thanks to Daniel and Bridgecon.

Geoff Bruce studies welding through continuing education at the King Campus.



ESSILOR CANADA OPTICIANRY BURSARIES

Envisioning a long-term partnership with **Essilor Canada**.

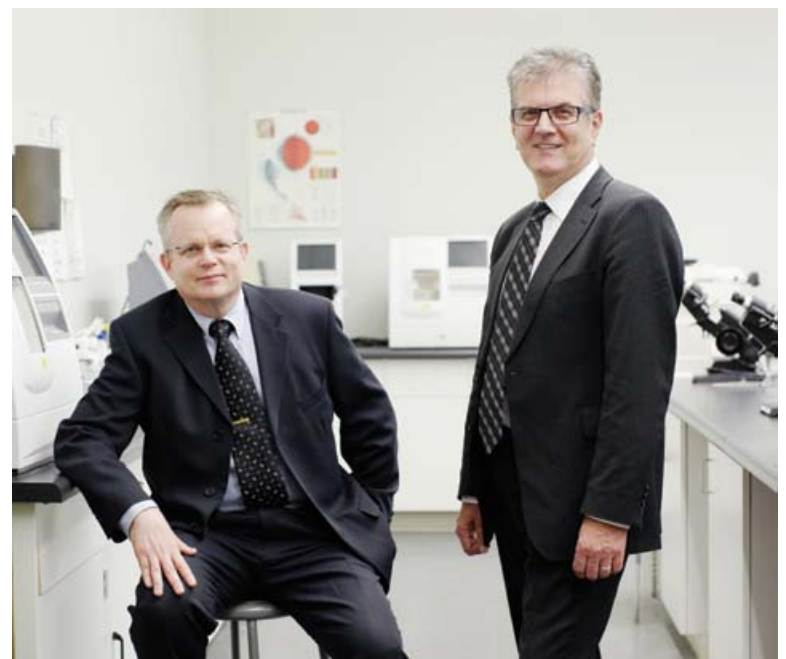
ESSILOR CANADA PRESIDENT Marc Tersigni remembers his first visit to Seneca: “We were here for the dedication of the Essilor Centre for Opticianry Studies in 2003. It is great to see that students continue to benefit from working in this lab space.”

The company’s ongoing contributions to the College have led to the establishment of the Seneca Vision Clinic. In 2011, Essilor also received the Senecans of Distinction award. Most recently, the company established a bursary for students in both full- and part-time opticianry studies.

“Essilor’s contributions over the years have given students the chance to learn opticianry skills on state-of-the-art equipment,” said Linda Wren, a professor and coordinator for the full-time Opticianry program. “We are so grateful for their continued support.”

Essilor Canada offers personalized hi-tech service to eye care professionals and has been a supporter of Seneca since the late 1970s, when the Opticianry program began.

Alan Birrell, Vice President Central and Atlantic Regions and Marc Tersigni, President, Essilor Canada.



\$200,000

value of the Seneca College Board of Governors endowment fund, as of March 31, 2012.

BOARD OF GOVERNORS ENTRANCE SCHOLARSHIP

A gift of **Time, Talent** and **Treasure** from the Board Table.

LEADERSHIP, service and giving are the three key ingredients for building a strong culture of philanthropy. Indeed, Seneca's governors are steadfast champions and advocates for students. This year, we are pleased to

report that all the Board members made a donation to their scholarship fund, which awards academically-promising high school graduates, who have made Seneca their first choice. "I am so pleased that all 21





In 2011, the Office of Advancement and Alumni adopted this symbol to

represent the three pillars of philanthropy: time, talent and treasure.

governors have agreed to support this important initiative. What a terrific way to express our collective confidence in Seneca's mission and vision," said Board Chair Bill Hogarth. "This scholarship attracts some of

our country's best and brightest students to come to Seneca. It gives us tremendous pleasure to encourage and support them as they begin their studies."

The Seneca College Board of Governors Entrance Scholarship donors are (L to R): David Tsubouchi, Case Ootes, Mike Shaver, Thomas Carrique, Richard Lim, Donna Duncan, Naki Osutei, Zulfiqar Gilani, Colleen Fleming, Ashif Somani, Tina Tehranchian, Richard Goyder, Fariba Anderson, Henry Decock, David Agnew, Bill Hogarth, Helen Szumigaj, Phil Pomeroy and Frank Robbins. Not pictured: Guled Abdulahi and Karen Webb.



25% of Seneca students are the first in their immediate family to pursue a post secondary education.

MARIE LABATTE AWARD

Kailey Gervais leads by example with her dedication to education and public service.

LOOKING BACK on her time at Seneca, Kailey Gervais fondly remembers representing Canada at the Education Without Borders conference in Dubai. Seneca's student delegation joined representatives from 120 countries to share ideas and learn about global citizenship. "It was an opportunity I would not have had elsewhere," she said.

In recognition of her community activities, leadership in student government and interest in political science, Kailey was named the 2011 recipient of the *Marie Labatte Award*. This award gave her the financial stability to concentrate on her role as a vice president with the Seneca Student Federation.

Prior to enrolling in the

International Business Administration program at Seneca, Kailey received an undergraduate degree in political science from Carleton University. Her goal is to work for the federal government.

"Thanks to the Labatte family for helping me make the most of my time at Seneca," said Kailey. "I couldn't have done it without them."



Kailey Gervais is the 2011 recipient of the *Marie Labatte Award*.

FOUNDATION PARTNER

Pinball's game is helping students to dream big.

FOOTBALL LEGEND and philanthropist Michael "Pinball" Clemons knows exactly what a solid education can do for people. So much so that he recently made an investment in Seneca students who could really use a helping hand.

In 2011, the Michael "Pinball" Clemons Foundation established a bursary fund for students enrolled in the College Opportunities program. This is an access initiative, where students get to explore post secondary studies, while strengthening their teamwork, problem-solving and independent decision-making skills. Students in the program also have the chance to experience various career paths through short-term field placements.

"Education empowers!" said Michael. "Seneca: Thanks for understanding that traditional is not always functional. Students: Thanks for making it worth it. Your collective efforts exceed our philanthropy."

Honorary degree recipient Michael "Pinball" Clemons addresses Seneca graduates at convocation in 2008.



PHOTO: SENECA MARKETING AND COMMUNICATIONS

\$1,200,000

amount donated by the Seneca Student Federation to support endowed and annual student bursaries.

BUILDING A CULTURE OF PHILANTHROPY

Campaign for Students (C4S) raises the bar on giving.

IN FEBRUARY 2012, the College piloted a campaign to raise funds among employees, students and alumni. Entitled “Here for You: The Campaign for Students,” the goal of this initiative was to raise \$70,000 through online pledges and various events across our campuses. Our results? \$100,115.

Everyone at Seneca was thrilled by the unprecedented level of participation from all corners of the College. Staff members and students took it upon themselves to organize a series of fundraising initiatives, including sporting events, raffles, silent auctions, a carnival, bake sales, and even a polar dip in Lake Seneca. Bolstered by more than 250 online gifts, C4S was the most successful

internal fundraising drive in Seneca’s history.

“It is so heartwarming to see the Seneca community come together in support of our students,” said Sharon Tracy, Associate Registrar, Financial Aid and Scholarship/Bursary Plans. “With more students in need each year, these bursaries will help them out when they need it the most.”

C4S funds were matched dollar-for-dollar by the provincial government to establish a number of new faculty-based endowed bursaries. Thank you to everyone who participated in this year’s campaign.

Some of the faces from the C4S promotional campaign.



PHOTOS: STEVE FROST

SENECA STUDENT FEDERATION

Seneca students take care of their own with a landmark gift.

THIS YEAR, 84 per cent of incoming full-time Seneca students reported that they relied on some sort of financial support to get by.

In fact, the only way for the vast majority of students to make ends meet is to take out a loan or work during the school year. However, many need to do both. A recent study indicated that 15 per cent of college students dropped out because they just couldn’t cover the basics.

The Seneca Student Federation (SSF) is well aware of this reality and is making a real difference by supporting their fellow students through the *Seneca Student Federation Bursary Initiative*.

This \$1.2 million gift will provide various financial

support options for a diverse range of full-time students – from Canadian students, who need help, to international students who find themselves in emergency situations.

“We know students come from a wide variety of family income levels,” said Samir Abdi, SSF President. “It is not only the tuition and book costs that weigh heavily on the students, but also living expenses and other financial obligations. The SSF is very committed to providing assistance to our students and alleviating some of the burden.”

SSF President Samir Abdi with Seneca President David Agnew.

“The SSF is committed to providing assistance to our students.”



PHOTO: STEVE FROST

20 percentage of gifts received in 2011/2012 from alumni and friends of the College.

ALUMNI ASSOCIATION ENDOWED BURSARY

Grads are taking care of Seneca's **alumni-in-training.**



THROUGHOUT the school year, members of Seneca's Alumni Association can be seen at various campus events, often serving as ambassadors, guest speakers and mentors to students. And with a new commitment of \$125,000 towards financial aid, make no mistake: The Alumni Association is here to help students, now and for the long haul.

"We are so pleased to have created an endowed bursary fund for students in need," said

Alumni Association President Sina Safarzadeh Amiri. "We are proud of the education we received at Seneca. For many of us, it was the first step towards a successful future. It's up to us to help others get there as well."

Matched by the provincial government's Ontario Trust for Student Support program, this award will be made available, in perpetuity, for students experiencing financial hardship.

"Our members have

experienced first-hand the sacrifice and dedication needed to complete a college education," Sina noted. "We wanted to do something for those who will come after us – our alumni-in-training."

The Seneca Alumni Advisory Group (L to R) Felisha Ali, Kevin Voll, Paul Sloggett, Ryan Mitchell, Kim Child, Sina Safarzadeh Amiri and Ryan Rampaul. Not pictured: Melissa Wiseman.

1,200 scholarships and bursaries awarded in 2011/2012.

MÉTIS NATION OF ONTARIO AWARD

The **MNO** is lending a hand to Métis students at Seneca.

IN 2011, the Métis Nation of Ontario (MNO) established an endowment fund to support Métis students at Seneca.

“Métis students face a number of unique cultural, geographic and social challenges when attending a post secondary institution,” said MNO President Gary Lipinski. “The financial assistance we are providing will help to address some of these issues.”

The MNO represents Métis communities through a governance structure at the local, regional and provincial levels. Over the years, the MNO has offered assistance to Métis

students enrolled in programs such as Practical Nursing; Pharmaceutical Regulatory Affairs & Quality Operations; Computer Networking; Early Childhood Education; Police Foundations and Tourism & Travel.

“Almost five per cent of Seneca’s full-time student population is Aboriginal,” said Mark Solomon, the College’s Manager of Student Development. “This award will certainly help students achieve their academic and career goals.”

Gary Lipinski, President, Métis Nation of Ontario.



VIKING FIRE PROTECTION AWARD

Seneca students are well supported thanks to **Viking Fire Protection**.

IN THE FIELD OF fire protection, it isn’t easy to find employees who have the skills and experience needed to hit the ground running. That’s why Seneca and Viking Fire Protection have joined forces.

Earlier this year, the company established the *Viking Fire Protection Award* for first- and second-year students enrolled in the College’s Fire Protection programs. “We want to encourage more people to choose this career path,” said Tanya Moskovakis, Viking’s Human Resources Manager. “We are always hiring Seneca graduates, who are placed

in our offices across the country.”

Seneca’s School of Fire Protection Technology provides industry-specific training in fire safety and prevention. Nearly 100 per cent of graduates find work after completing their studies.

“There are only a handful of comprehensive fire protection programs in Canada,” said Tanya. “We are pleased to partner with Seneca and hope that this award encourages more students to enter the field of fire protection.”

Tanya Moskovakis and Steven Spearing of Viking Fire Protection, along with student award recipients Sarah McDougall and Hyunyoung Cho.



1,139

gifts received at
Seneca in 2011/2012.



Daniel Atlin and Krishan Mehta.

COUNTING ON YOU

As donors and investors, you are important partners in making Seneca an inviting, supportive and innovative place for our students. Your contributions also symbolize that you care for our community and believe in our mission.

In 2011/2012, we launched a series of initiatives focused on enhancing communications with our alumni and friends, establishing a culture of philanthropy among our employees and students and ensuring the efficacy of our strategic partnerships.

Over the last few months, many of our donors took advantage of the provincial government's final round of matching support, which added over \$2.2 million to our endowment fund. We are pleased to report a 25 per cent increase compared to last year in annual gifts from alumni and friends. Finally, our inaugural Campaign for Students initiative saw an unprecedented increase in faculty and staff giving.

In 2012/2013, we will continue to work with you on developing new fundraising priorities, building our stewardship and accountability programs and strengthening our ties with Seneca's alumni, students and friends.

Thank you for your kindness and generosity.

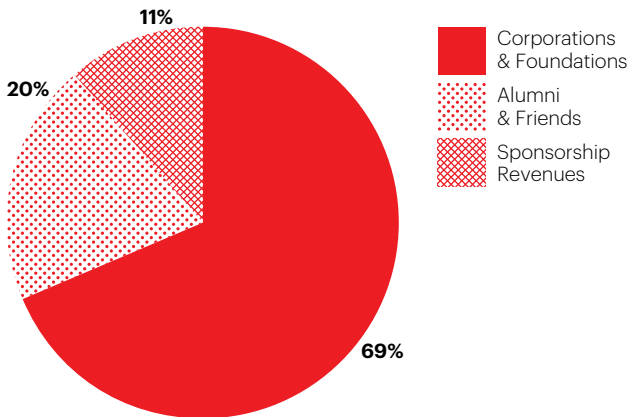
Daniel Atlin
Vice President
Strategy and College Affairs

Krishan Mehta
Executive Director
Advancement and Alumni

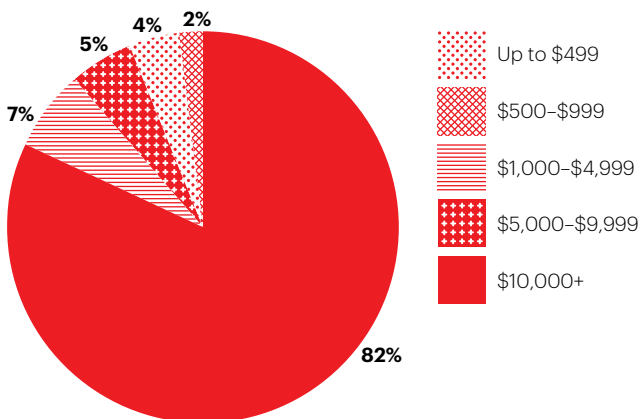
896

number of donors who generously supported the College in 2011/2012.

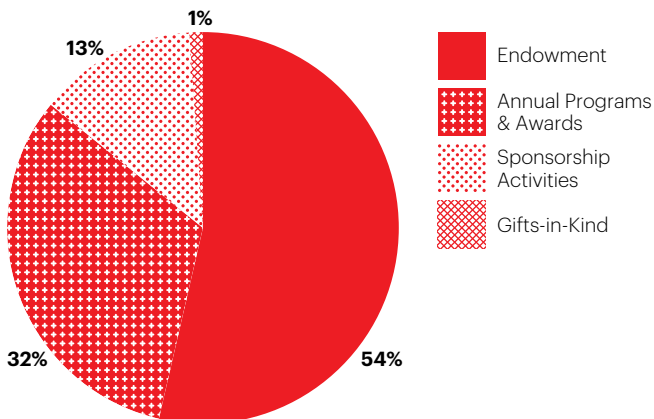
SOURCE OF FUNDS



GIFT LEVELS



DESIGNATION OF FUNDS



ENDOWMENT UPDATE

As is the case with most charitable organizations, Seneca's investments continue to be affected by uncertain global economic conditions. In response to this turbulence, the College took cautious measures to ensure students were not adversely affected by varying market returns.

Seneca fulfilled its commitment to students by covering earning gaps and awarding endowed bursaries and scholarships, despite economic instabilities.

We are closely monitoring our investment portfolios, so that our students will continue to benefit fully from your generosity.



The quality or
feeling of
being grateful
or thankful.

Seneca College
Advancement and Alumni
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