



Western

# Annual IMPACT

2016 REPORT TO ANNUAL DONORS

## Shooting for success

From the moment Laura Graham stepped onto Western's campus for a visit, the high school senior knew she had found her new home court. With a goal of one day playing semi-professional basketball in Europe, she needed to choose both the right school and team to help make that dream come true.

"Everything about Western blew me away," she said. "The campus, the academic opportunities and the coach, Brian Cheng, were all amazing. I knew it was the place for me. Coming to university is a big leap. I think being involved in athletics makes you more organized and helps you develop."

Her passion for the game began when she first picked up a basketball in Grade 5, she said. "Playing is a rush. It's hard to explain what it feels like. I'm at my happiest when I'm playing basketball."

Despite having natural talent and being tall for her age growing up, Graham is one of the shorter people in Canadian Interuniversity Sport, standing at 5 feet 8 inches. "It's a challenge sometimes. I need to be more physical on the court and not get pushed around by people who are bigger than me."

Although the team didn't bring home

the Ontario University Athletics trophy last season, they made it to the quarter finals, losing to Ryerson, who went on to take first place.

"I'm excited we got as far as we did and I'm looking forward to next season," Graham said. "I hope we continue to get further every year and that we continue to improve as a team."

Coach Brian Cheng says the team would not be able to compete at this level without the support of donors to Western's Adopt A Mustang Program. The fund provides much-needed support, helping with recruitment, travel costs, equipment, uniforms and tournament fees.

"The Adopt A Mustang program is vital in helping to build the basketball program into a national contender," he said. "With more than 1,000 student-athletes involved in 46 varsity teams each year, there are not enough resources for our team to excel without the additional support."

Knowing donors are behind her and her teammates makes the experience even more meaningful, Graham said. "I'm so appreciative. Donor support has helped me and many other athletes to get so much closer to our goals."



**Laura Graham**, a Sudbury, Ont., native, played guard for the majority of her basketball games last season and just completed her first year in Western's Kinesiology program in the Faculty of Health Sciences.

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## Be Extraordinary.

The Campaign for Western

# Many experiences make up The Western Experience

**Opportunities. Life-changing experiences. Gratitude.** These are just a few of the commonly used words that we hear from our donors and alumni when they share why they choose to support Western and our students.

Words like these speak to the power an experience has to shape a person's life.

Each year, we reach out to our alumni, donors and friends and ask them to contribute to Western's Annual & Leadership Giving program. Last year, more than 24,100 donors, including you, contributed a total of \$8,316,553 to support Western students in their academic pursuits and journeys.

In this issue of *Annual Impact*, you will meet John Gustavson, LLB'72, one of our generous donors who is inspired to give because he believes in the value of continuing the legacy of the extraordinary Western Experience he remembers.

You will also read stories about students who benefited from your generosity. Despite coming from diverse backgrounds and having very different interests and goals for the future, they each share a common drive to be the best at what they do.

Laura Graham is a Kinesiology student who dreams of playing semi-professional basketball in Europe.

Andrew Scarffe just completed his master's degree and hopes to help improve health systems one day.

Boya Zhang moved from her home in China and overcame many challenges to realize her dream of becoming an accountant.

Music student and singer Sharang Sharma is spending his third year in England studying Music History.

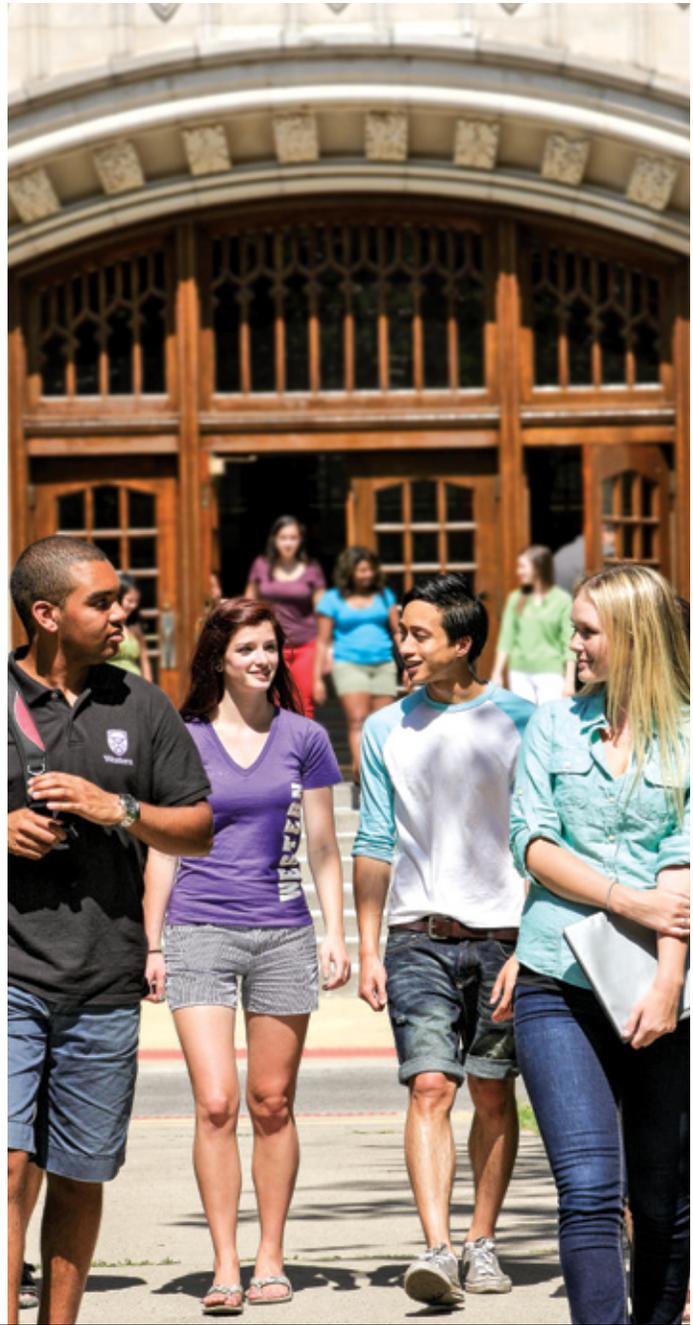
When I look at these students' stories, I'm inspired not only by their individual achievements, but also by the variety of the experiences Western is able to offer to them.

Thanks to your support, we can make it possible for students like Laura, Andrew, Boya and Sharang to experience the best of Western, to achieve their goals and succeed, just as generations of previous students who have walked this campus have done before them.



Sincerely,

**Kendra Lealess**  
Executive Director, Annual & Leadership Giving



## The cost of fundraising

Western University is committed to openness and transparency in our fundraising and charitable operations.

Our three-year average cost per dollar is just 10 cents for each dollar raised, well below the Canada Revenue Agency recommended threshold of 35 per cent. No funds received from donors are used for fundraising expenses. All fundraising expenses are supported by the University.

Western is a current Ethical Code Program Participant with Imagine Canada. The Ethical Code trustmark signals to donors that we comply with the Code's fundraising and financial accountability standards.

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## Annual donor recognition

The Leaders' Circles recognize Western's generous donors who make gifts of \$1,000 up to \$24,999 during each fiscal year. Benefits of membership include invitations to Western events, special communications and recognition on our donor board in Alumni Hall and online.

### MEMBERSHIP LEVELS INCLUDE:

- *Deans' Circle, annual donors of \$1,000 to \$2,499*
- *President's Circle, annual donors of \$2,500 to \$4,999*
- *Governors' Circle, annual donors of \$5,000 to \$9,999*
- *Chancellor's Circle, annual donors of \$10,000 to \$24,999*

Individual donors who cumulatively give \$25,000 or more are recognized in The 1878 Societies. For more information on Western's donor recognition programs, please visit:

[giving.westernu.ca/your-impact/recognition](http://giving.westernu.ca/your-impact/recognition)



**Name:** Sharang Sharma

**Age:** 20

**Hometown:** Brampton, Ont. – Born and raised in New Delhi, India, until age 13

**Program:** Bachelor of Music, Third Year

Growing up, Sharang Sharma could often be found off by himself, listening to classical music.

"It's something my family knew from a young age," he said of his love of music. "When it came time to choose what to pursue in my life, it made sense I would choose music."

Now enrolled in Western's Faculty of Music, Sharma, a singer, has been performing on and off campus, sometimes up to seven days a week. He also volunteers his time giving free music lessons to interested students.

Despite his busy schedule, Sharma is grateful to be pursuing his passion and says his heavy course load doesn't weigh him down. "It doesn't feel like work, really, to be studying music because it's what I love."

Having also developed an interest in music history and research, Sharma applied to and was accepted into an exchange program at King's College in England for this coming school year. This opportunity was made possible thanks to the financial support he received as one of two music students given the Larry and Susan Agranove Award last year.

"The experience of being there in itself will be great learning," he said. "Although I can get the learning I need at Western, this allows me to expand and go out and see for myself where other opportunities and possibilities lie. I doubt this entire exchange would be possible had I not received scholarships to help financially.

"Scholarships also encourage me to work harder in classes because I feel like someone is watching out for me and helping me to be an active part of the Western community without having to constantly worry about finances."



**Name:** Boya Zhang

**Age:** 23

**Hometown:** Tian Jin, China

**Program:** Double major Accounting & Financial Economics (BMOS/BSc), Third Year

Three years ago, Boya Zhang's parents sold their apartment to send her to university more than 10,000 kilometres from their home in China.

"It was really hard for me to come here," said Zhang, an only child. "My parents have a regular income and many people around them were against it because I had already received a great offer from a Chinese university that would cost much less. But my parents and I believed coming here would be a better opportunity for my future."

Despite taking extra courses to graduate early, volunteering and working part-time, she maintained a high average, making her eligible to receive more than \$8,000 in scholarships and bursaries.

Last September, the sacrifices paid off when she was offered positions at two of the 'Big Four' accounting firms, upon her graduation this fall.

"I was so excited when I heard that I phoned my parents at midnight in China. They couldn't sleep after. They were so happy."

Soon after that call, Zhang's father suffered a cerebral hemorrhage. Then, her mother developed epilepsy from stress.

"I struggled with whether I should go back to help my family or stay here and focus on my studies. My family couldn't really afford for me to go back to China. I was so panicked."

After arranging to make up her exams, Zhang went home to China. While caring for her parents, she learned she was receiving the James G. Wetmore Scholarship in Economics.

"I was so relieved. It really lessened my financial burden," Zhang said. "I'm so lucky I came to Canada and I'm grateful for the support so many people have given me. It makes me want to help others."



**Name:** Andrew Scarffe, BHSc'13, MSc'16

**Age:** 25

**Hometown:** Milton, Ont.

**Current role:** Research Associate, Ivey International Centre for Health Innovation

When Andrew Scarffe read articles condemning international agreements between Ontario Academic Health Science Centres and foreign governments, his interest was piqued.

"I thought 'This can't be the whole story.' I felt they needed to objectively critique the benefits and challenges of these agreements equally," said Scarffe, a research associate at the Ivey International Centre for Health Innovation.

Having always been interested in health systems, Scarffe decided to focus his master's degree on researching multiple organizations participating in international agreements to find out what's involved in creating the agreements and what benefits there are to hospitals, taxpayers and the province.

In addition to his earnings from work and support from his parents, Scarffe relied on financial assistance to fund his education. He was the recipient of the M.E. (Peggy) Collins Memorial Graduate Award, given to part-time graduate students who are in the workforce and involved in the community.

Hoping to continue his research and considering a possible PhD in the future, Scarffe appreciates the doors his education has opened for him. On a recent trip to Beijing, China, he helped lead a series of development and leadership workshops for the Beijing Municipal Education Commission's Leadership Institute.

"I gave a keynote on the relationship and parallels between health care and education. Without my experience at Ivey and having my master's degree, I wouldn't have been in a position to confidently make those connections. They all build on a plethora of opportunities and experiences I've had as a result of attending Western."

## Paying it forward

John Gustavson, LLB'72, still treasures his "life-changing" Western experiences. And today, more than 40 years later, he hopes to provide similar memories for future generations of students.

"I have such fond memories of Western. It was all amazing – the camaraderie, living away from home, learning what you want to study and really discovering who you are and what you like. I figured out who I was. If I can help others have a similar growth experience, I want to do that."

In addition to supporting the Western Fund for many years, Gustavson recently established the John Gustavson Bursary in Arts & Humanities, which supports students in the faculty where he began his Western experience, prior to his move to the Faculty of Law.

"Western set me up for my career," said Gustavson, now retired from his career in law, government service,

association management and more than 20 years with the Canadian Marketing Association. "I'm in a position now to provide some opportunities for others. I feel strongly about students having access to a Western education."

Although setting up the bursary allowed him to have a more targeted impact on individual students, Gustavson continues to give monthly to the Western Fund, which provides more general support in a number of areas, as well.

"When I get a thank-you letter from a student, it's great to hear about how the bursary helped them and to learn a little about them. All giving has an impact.

"There are many causes out there that need and deserve donor support that are also important. But, for me, supporting students is truly meaningful and I believe it can really make a difference in someone's life."



**John Gustavson, LLB'72**

## Taking Western Libraries to the next level

From providing access to one of the largest collections in North America, to assisting with research questions, to offering a quiet place to study, Western Libraries has been supporting students, researchers and community members for more than 115 years.

Today, in addition to the welcoming environment and service excellence for which it's well-known, Western Libraries offers access to a collection of 12 million digital, print and microform resources, a number of rare and unique items in its archival and special collections, as well as information literacy and research services to advance student success and research excellence.

As a supporter of Western Libraries and donor to its Digital Bookplate program, Peggy Roffey believes in the significant impact the libraries and its "immensely helpful and resourceful" staff have on teaching, research and scholarship at Western.

"My support for Western Libraries is inspired by the library system's spirit of innovation and the way it is able to balance respect for its rare book

collections with responsiveness to changes in the way people access information and use library space," she said.

With a view to continual evolution, growth and response to the ever-changing academic and digital environment, Western Libraries recently introduced a new strategic plan, *Engage. Empower. Excel.* It highlights key priorities,

including creating inspiring learning, research and collaboration spaces; strengthening community engagement; enabling student success; and enhancing its collections.

The support of alumni and friends like Roffey is critical in helping Western Libraries achieve its goals and address a number of challenges facing it today, said Catherine Steeves, Vice-Provost and Chief Librarian of Western Libraries.

"Academic libraries must anticipate and respond to a wide range of rapid changes in higher education, research, society and technology, such as the need for new services and the rise in digital scholarship, big data and e-learning," she said.



"Donor support makes it possible for us to continue to provide the exceptional services Western Libraries is known for and will also propel us to the next level."

To request the kind of contact you want to receive, please contact Advancement Services by phone (519.661.4176 or 1.800.420.7519), by fax (519.661.4182) or by email ([advser@uwo.ca](mailto:advser@uwo.ca)).

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