



Thanks to You!

Celebrating Ryerson's Make Your Mark Campaign

**Thank you for giving to create
opportunities, power innovation
and strengthen success.**

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**Ryerson
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**MAKE
YOUR
MARK**
CAMPAIGN RYERSON



Through the Make Your Mark campaign, more than 43,000 supporters came together to help strengthen student success and create new opportunities at Ryerson University. The most ambitious fundraising campaign in Ryerson's history, the goal was simple – transformation. And thanks to you, we did it. Thanks to you, Canada's distinctly urban university has emerged from this campaign as a city builder and a vibrant hub of innovation, with the vision and momentum to shape a glorious future. It is our time to lead.

This comes by way of thanks

Thank you to Ryerson's community of donors - alumni, faculty and staff, students and parents, corporations and foundations, and good friends - who came together during the Make Your Mark campaign and transformed the student experience at Ryerson University.

Take a walk across campus and you can see the differences it has made. That walk will take you much longer than it would have 10 years ago. It might start on Carlton Street by the former Maple Leaf Gardens, now our Mattamy Athletic Centre, then take you down Yonge Street past the spectacular and award-winning Student Learning Centre. Look left down Gould Street and you'll see the magnificent Ryerson Image Centre - a new research and cultural destination in the city. And take a right at Yonge-Dundas Square toward Bay Street, and you come to the Ted Rogers School of Management.

What you can't see in passing are the ways this campaign comes to life through its other successes - like an enhanced research and teaching agenda, new and strengthened undergraduate and graduate programs, and up-to-date technologies and resources. At work too is a more robust network of student awards, scholarships and bursaries, increasing student access and rewarding excellence.

Our success is more than just great buildings; it's the greatness those buildings foster. Behind it all lies the fundamental principle of putting students first. Students and professors in virtually

every program and faculty have benefited from the extraordinary generosity with which our community of donors met the Make Your Mark campaign challenge.

Thank you to our volunteer campaign cabinet for their dedication to the cause. Thank you to former Ryerson President Sheldon Levy for the vision and ambition that would drive the campaign. And thank you to Adam B. Kahan, vice-president, university advancement, for providing the leadership to accomplish it.

But most of all, thank you to our donors who through their investment offered us their confidence and trust. We meet that offer with gratitude and humility, and a determination to achieve excellence.

The Make Your Mark campaign has set us on a path with wonderful momentum and, in your good company, we will continue to build from here.

On the following pages, we share just a few stories of the remarkable generosity that flowed towards the Make Your Mark campaign, and the impact that generosity has had on Ryerson and our students. Thanks to you, we are in the very fortunate position to have many such stories unfolding on our campus. We are grateful for each and every contribution received over the course of the campaign, and recognize and celebrate that its success is only possible through that collective effort. Thank you.

Total

\$204,071,894

Total by priority

\$45,525,969

Academic Programs, Library, and Technology

\$39,703,172

Capital Projects

\$64,784,289

Student Scholarships, Awards and Bursaries

\$54,058,464

Teaching and Research/Institutes and Centres

Who gave

19,902

Alumni

11,530

Parents

8,908

Friends

649

Students

607

Faculty/Staff

1,663

Organizations



Bursaries build bridges to education campus-wide

To help more students realize their true potential, the Make Your Mark campaign made it a high priority to significantly increase awards, scholarships and bursaries for undergraduate and graduate students. Awards create opportunities, increase access, and help attract and recognize talent. For many young people, the financial support of an award can mean the difference between pursuing their educational ambitions and having those dreams put on hold.

We are thankful so many alumni, friends, foundations and corporations gave generously to awards for Ryerson students so that those dreams, and that potential, could be realized.

In 2009, following a dramatic economic downturn, William and Catharina Birchall came forward to ensure that the doors to a quality education remained open. Convinced of the need by their daughter Lillian – a Ryerson student at the time and now an alumna – the Birchall Family Foundation donated \$1 million to create 75 renewable bursaries of up to \$5,000 each, making it one of the largest expendable gifts in the university’s history. Through their gift, 116 students across 33 programs – touching every faculty at Ryerson – found new opportunity.

Alumna Monika Madik was one such recipient, receiving the bursary in her final year of study. A 2013 Ryerson Faculty of Science graduate in Biology and Mathematics, Madik says the support from the Birchalls continues to influence her life today.

“It helped me pay off my tuition and stay involved,” says Madik. “I was a lead mentor as part of the Tri-Mentoring Program, a student senator representing the Faculty of Science, and senate director on the Ryerson Student Union.”

Following graduation, Madik went on to earn her bachelor’s degree in education and is now teaching mathematics in China. She intends to keep teaching over the next few years, and hopes to travel the world before returning to Canada to explore new opportunities. After Asia, her next stop is South America.

“I am very grateful for having been picked as one of the recipients,” Madik says. “I feel inspired to give back, and hope that I am doing that in a way now through my teaching job here in China.”



↑ Gift from Birchall family helps 116 students

7,389 students benefited from donor support for awards during Make Your Mark.

Becoming the Ted Rogers School of Management



↑
Group from the Ted Rogers Leadership Centre's Top 200

The foundational support of the Rogers family has sparked incredible growth and opportunity for Ryerson students and the university. Ted and Loretta Rogers' transformational gift of \$15 million in the early days of the Make Your Mark campaign established 52 new graduate and undergraduate awards and scholarships, created the Loretta Rogers Research Chair to attract outstanding faculty and research, and contributed to the creation of a prominent new building with an address in the heart of the financial centre of Canada. Their generosity has made business education more affordable and accessible, and enhanced the quality of the educational experience at Ryerson.

Beyond this, the Rogers name and seal of approval catapulted the freshly minted Ted Rogers School of Management (TRSM) to new heights and put Ryerson on the radar of the broader business community in a whole new way. Their act of confidence served as a catalyst

for further investment from prominent leaders across the business spectrum.

Rogers' friend, Jim Pattison – founder, chairman and CEO of the Jim Pattison Group – brought his own added dimension to TRSM by creating the Jim Pattison Ethical Leadership Education and Research Program. His gift of \$250,000 to the Ted Rogers Leadership Centre (TRLIC) provides business students with opportunities to understand the values, attitudes and practices of ethical behavior and leadership, and how to best apply these in decision making within a complex and increasingly global marketplace.

As TRSM branched out to include other specializations, it attracted additional leading professionals to the fold. A group of executives came together to mark the retirement of long-time Cadillac Fairview president and CEO, Peter Sharpe, through a \$1 million gift to create five awards in his name for students majoring in Real Estate Management. Thanks to their generosity,

students receive added encouragement and support as they work to become tomorrow's residential and commercial property experts.

Kathleen Ponce, third-year student and vice-president of marketing for the Real Estate Ryerson student group, received the Peter Sharpe Student Engagement Academic Award in 2015. "The money is a tremendous help," she says. "But more than that, the award motivates me to keep pushing, to stay involved, and has given me a lot of opportunities that I didn't have before."

"The Rogers family gift is a defining moment for business at Ryerson University," says Steven Murphy, dean of TRSM. "Their support and conviction gave us tremendous momentum. It is our most profound and enduring legacy. We continue to build on that today as we help shape the business leaders of tomorrow."



Creating a vibrant cultural destination



→ Visitors take in “The Light Inside: Wendy Snyder MacNeil, Photographs and Films.”

“The Ryerson Image Centre,” says Director Paul Roth, “helped connect the university to the rich cultural life of Toronto and Canada – and it did that by becoming an essential part of that activity. In a similar way, the building itself – designed by Toronto-based Diamond Schmitt – now stands as part of the architectural legacy of the campaign, beautifying and enriching the experience of being downtown.”

The Ryerson Image Centre (RIC) captures the essence of city building behind the Make Your Mark campaign. Featuring museum-quality gallery spaces, a new media projection wall generously supported by Salah J. Bachir, and the Peter Higdon Research Centre, the RIC now averages more than 1,000 visitors a week for exhibitions, research, lecture series and more.

Founding chair of the RIC advisory board, Howard Tanenbaum, was a driving force behind Ryerson’s acquisition of the magnificent Black Star Collection of photojournalism. He and Carole Tanenbaum contributed energy, ideas and much more to the success and strength of the RIC.

And thanks to the generosity of several supporters – among them, the Tanenbaums and Toronto photographer

Elaine Ling – the RIC also offers several research fellowships which open the collections to the insights of researchers at home and abroad. One such award – the Nadir Mohamed Postdoctoral Fellowship – was created by a group of supporters who gave to the RIC in honour of Nadir Mohamed’s retirement as CEO of Rogers Communications.

Heather A. Diack, assistant professor of Art History at the University of Miami, received the Nadir Mohamed Postdoctoral Fellowship in 2015, and noted the “enormous value” the opportunity was for her research.

“My work at the RIC is informing the refinement of my book and an article,” says Diack, “and it has sparked ideas for future projects. The RIC is a unique space in which to explore a vast and often surprising collection. Engaging with the faculty and staff, as well as the larger photography community of Toronto, has been rewarding in many ways.”

“The RIC,” says Roth, “changed people’s understanding of what Ryerson University can accomplish and helped Ryerson students and faculty see the value of purposeful research of history and culture as seen through the photographer’s eye.”

When Ryerson received the renowned Black Star Collection from an anonymous donor, it came with a cash gift to support the construction of the RIC. Since then, other collectors have generously donated important works – like the coveted archive of legendary photographer Berenice Abbott, and the Dr. Martin J. Bass and Gail Silverman Bass Collection.

We are grateful to leaders in the community like Edward Burtynsky, Nicholas Metivier, Stephen Bulger, John Honderich, Florence Minz, Mark Wolfson and many more, who have been most generous with their support. And the RIC could not offer its varied lineup of exceptional exhibitions without the extraordinary sponsorship support we have received from industry partners.

Changing the game

What began as a student referendum on the need for more recreation and athletic space, grew into a unique partnership that would breathe new life into an iconic downtown landmark, the former Maple Leaf Gardens, and lead the revitalization of a neighbourhood. Thanks to the forward-looking vision of Ryerson students – and the generosity of Peter Gilgan, Mattamy Homes, Loblaw Companies Limited, Coca-Cola Ltd. and others – athletics at Ryerson entered the big leagues with the Mattamy Athletic Centre (MAC) at the Gardens.

Since opening in 2012, the MAC has hosted a myriad of important events, both cultural and athletic, including the Hockey Hall of Fame Legends Classic, the 2015 David Foster Foundation Miracle Gala & Concert with Stevie Wonder and friends, the Grand Slam of Curling, and many more. The MAC was a showcase facility for the Pan Am/Parapan Am games, and played host for Toronto's first ever CIS National Basketball Championships.

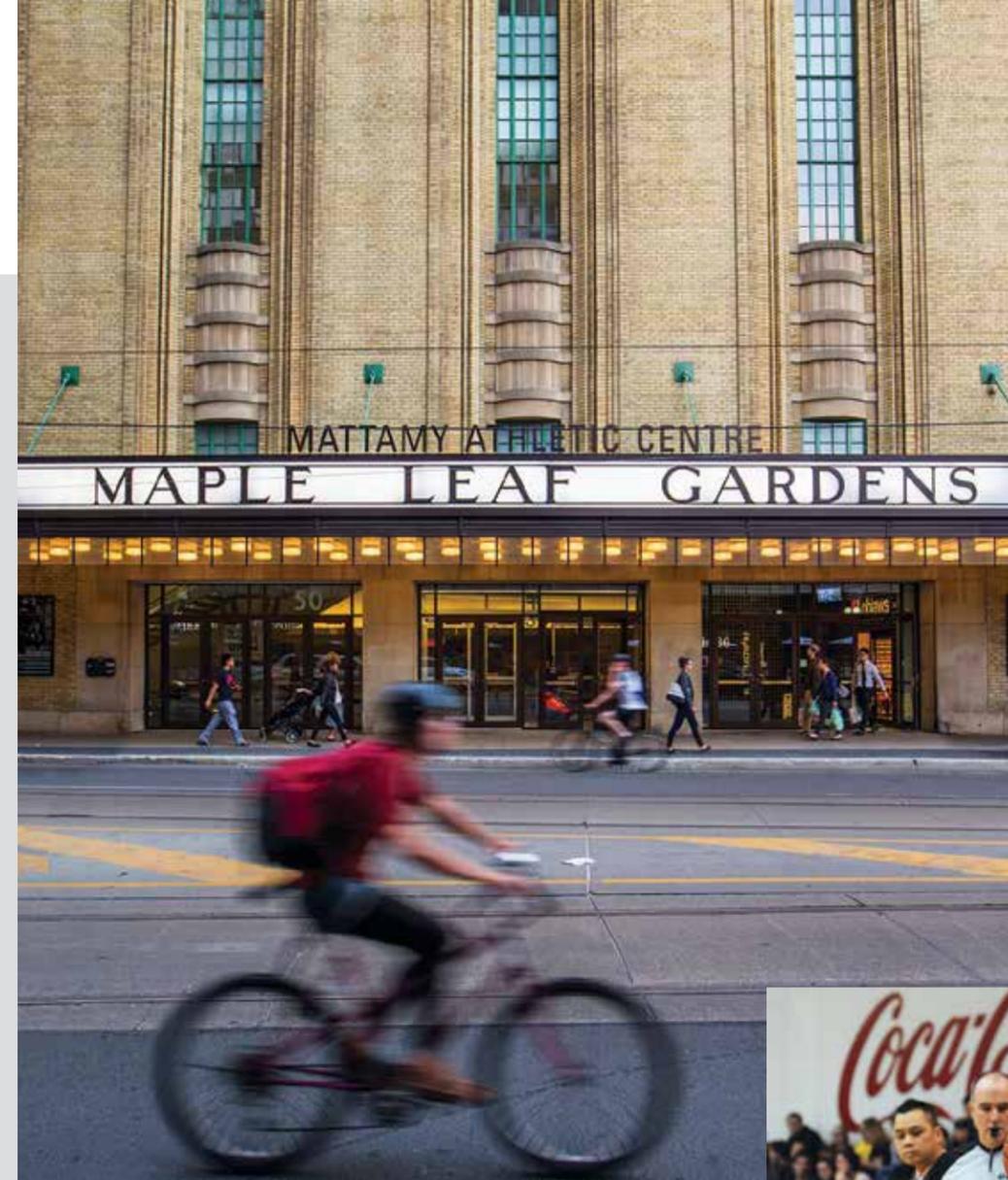
The revitalization project won several notable awards, including a 2013 Toronto Urban Design Award and a 2013 Heritage Toronto Award of Merit. It has been named one of ESPN's top 10 most historic North American stadiums.

Creating the MAC from the former Maple Leaf Gardens meant restoring more than just bricks and mortar – rebuilt as well was the pride of the Ryerson Rams and the university's athletic program.

“When the MAC opened, we literally went from one of the worst rinks to the best in the country,” says Mitch Gallant, assistant captain on the Ryerson Rams men's hockey team, and final-year student in Arts and Contemporary Studies. “I experienced the transformation firsthand – not just in physical space, but in the attitude of our athletes and program.”

The opening of the MAC also served as a catalyst for new outreach programs with youth in the community. It attracted greater scholarship and bursary support for Ryerson student-athletes, and brought new investment and innovative academic collaborations, including an original Sport Media program. Alumni and friends have shared in the history of the building too, with many contributing to name rink-side seats under the newly preserved original dome of Maple Leaf Gardens.

“All this is made possible by leadership and vision,” says Dr. Ivan Joseph, director of athletics at Ryerson University. “The MAC is Ryerson's home advantage. Peter Gilgan and Mattamy Homes, Loblaw, Coca-Cola – and everyone who contributed to making this facility what it is today – have put one in the win column for Ryerson and the city of Toronto. They've given our athletes the greatest opportunity to reach their goals, both on and off the field.”



Student Learning Centre inspires generosity and discovery



← Marissa Frosst shows Isaac Olowolafe Jr. virtual reality prototype



With a lead gift of \$5 million from the Cockwell family and Brookfield Partners Foundation, a variety of business leaders and alumni supported the SLC. They include Isaac Olowolafe Jr., Tau Epsilon Nu, Tyco Integrated Fire & Security, John Honderich, and a group of individuals and organizations who came together to name the eighth floor learning exchange in honour of corporate leader and champion of diversity Sarabjit (Sabi) Marwah.

Within an hour of opening Ryerson's spectacular Student Learning Centre (SLC), students had wholly adopted the place as their own, making it an active and animated hub of life on campus. Among the curious throng that day was Marissa Frosst, a second-year Creative Industries student, who was stopped in her tracks by the Isaac Olowolafe Jr. Digital Media Experience Lab (DME) on the second floor.

"It was like I found what I had been looking for my entire academic career," recalls Frosst.

The DME, a library initiative in the SLC, connects students to emerging technologies using a peer-to-peer learning model that encourages experimentation and discovery.

"I kept coming back," adds Frosst. "Staff treated me as an equal and we discovered stuff together. It gave me confidence. I could be nerdy there - it was exciting. We worked on augmented reality stuff, 3-D printers and more. It changed everything for me."

The SLC has been that kind of place for students; it inspires exploration and learning. In it, Ryerson students have found eight new floors of study and collaborative work space, a Launch Zone for early-stage business idea development, Student Learning Support services, and more. And the bridge to the Ryerson Library cements the connection between the physical and digital resources supporting scholarship in the 21st century.

Chief Librarian Madeleine Lefebvre, who was involved in the original visioning of the SLC, notes that the concept evolved with technological developments, creating the need for congenial, technology-rich study spaces for individual and collaborative learning. The goal was exceptional student experiences beyond the classroom and the SLC provides that, in a space of inspiration, interaction, innovation and creativity.

Creating opportunity and access through awards

Last year, Ryerson University awarded more than \$33 million to students in scholarships and bursaries. The Make Your Mark campaign set out to strengthen Ryerson's resources for student support, making university education more accessible to promising students regardless of financial circumstances. In all, including government matching when available, the Make Your Mark campaign raised almost \$65 million for scholarships, awards and bursaries.

Faculty of Community Services graduate Nancy C. Sprott (Nutrition and Food '75) was one of the many donors who chose to direct her support to student awards. She first created awards in her former school to honour retired faculty, naming entrance and academic achievement awards for Joan Augustine, Riva Loeb, May Maskow, Jennifer Welsh, and Anne Selby.

Her generosity only grew from there, donating to create awards in five of the faculty's other schools. Last year, thanks to endowments created by Sprott, more than 50 students in the Faculty of Community Services received awards.

"The women who taught me at Ryerson were marvelous," recalls Sprott. "They were positive and encouraging. I give back in that same spirit."

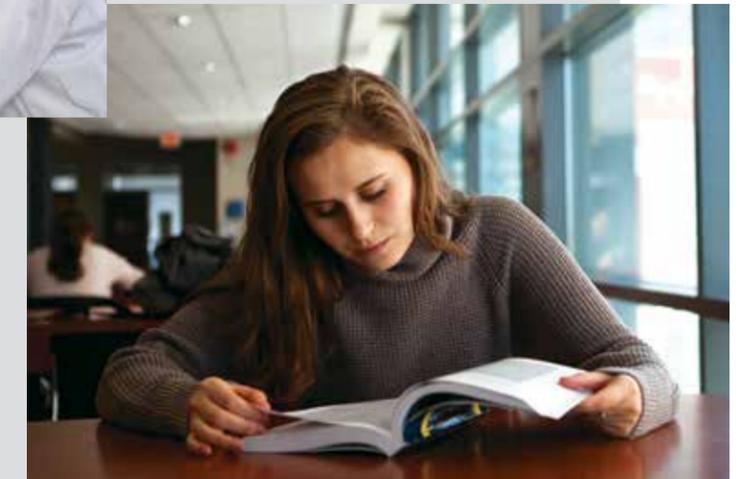
Though she wanted to become a dietitian, Nadia Anjum was working full time and had financial responsibilities. The opportunity became real though when Ryerson's School of Nutrition offered her the Riva Loeb Entrance Award created by Sprott: "It was a difficult decision to go back to school, and this made the transition back into school easier. That, and the Jennifer Welsh Award later, had a huge impact on how my schooling has gone. And made my parents really proud of me."

For Hailey Kavanagh, who will graduate from the School of Child and Youth Care in June, receiving the Nancy C. Sprott Award "really validated all the hard work I do. It was a very nice feeling. The award means I will be able to pay for graduate studies on my own. What Nancy Sprott is doing is wonderful because she's giving young people the chance to build a better future."

Usha George, dean of the Faculty of Community Services, says, "Financial awards allow the students to have peace of mind, and enable them to focus on their studies. Nancy Sprott's continuing investment in current and future students speaks highly of her confidence in a Ryerson education. And that's encouragement for us as well."



← Nadia Anjum, Nutrition and Food



↑ Hailey Kavanagh, Child and Youth Care

22,590 campaign donations were in support of student awards.

Nancy Sprott leveraged much of her support through a matching program for students in financial need from the Ontario Trust for Student Support (OTSS). Thanks to the generosity of donors who triggered this matching through their gifts for student support, OTSS contributed more than \$27 million to awards at Ryerson during the Make Your Mark campaign.

Tuning in and turning up radio through Slaight family gift



Many donors stepped forward to help FCAD create exceptional experiences for students in schools and programs across the faculty.

A visionary gift of \$3 million from The Slaight Family Foundation is helping the Faculty of Communication & Design (FCAD) develop the next generation of radio innovators and entrepreneurs. The Allan Slaight Radio Institute in the RTA School of Media now stands as a state-of-the-art broadcast and teaching facility, solidifying Ryerson's position as the educational leader in radio broadcast and production. The donation is also supporting newly created student awards, independent student productions, and hands-on practical experience for students at Ryerson's digital radio station, SpiritLive.

Gary Slaight, president of The Slaight Family Foundation, said, "My dad started in radio at 16 in Moosejaw, Saskatchewan. By his mid-20s he became a trailblazer in Canadian broadcasting. It is fitting that the Allan Slaight Radio Institute is the launch site for future careers and innovation in radio and broadcasting. Our family is very pleased to help make this happen for students."

Professor Lori Beckstead, the first director of the Allan Slaight Radio Institute, notes that "the creation of the institute has sparked new interest in courses on radio and podcasting. The Allan Slaight Student Production Fund has already provided financial support to several students creating innovative radio programs. The institute is fast becoming a vibrant hub of production activity."

Thank you to the many donors who made their mark for students at FCAD.

- In 2011, Seymour Schulich, inspired by his own experience as the recipient of a generous scholarship, created undergraduate and graduate awards in financial journalism.
- The Sport Media program launched in 2014 with remarkable support from Rogers Sportsnet, Martha G. Billes, and others, including Evertz, Fujifilm, Ross Video and Sony.
- Alumni, faculty and friends of the School of Image Arts (IMA) led a dramatic renovation of the IMA screening room.
- The Joe Fresh Centre for Fashion Innovation, launched with a \$1 million gift from the fashion retailer, is helping develop and fund Canada's emerging fashion-inspired businesses through the Ryerson Fashion Zone.
- The Faculty's School of Graphic Communications Management received a significant major gift of customized hardware and software from packaging industry leader Esko, giving students access to cutting-edge applications for design and production of consumer packaging.

And these are just a few of the generous contributions from the members of the FCAD community.





↑ Artist's rendering; David E. Handley Architectural Science Studio

Alumni and friends make space for the future



→ Bob Singh, IESO Distinguished Research Fellow, shows off Schneider Electric Smart Grid Lab

Friends and alumni supported the Faculty of Engineering and Architectural Science (FEAS) in a variety of important ways during the Make Your Mark campaign, including a generous and ongoing gift from the Norman Esch Foundation which made it possible for FEAS to boost its investment in student innovation and entrepreneurship.

To date, the Norman Esch Engineering Innovation and Entrepreneurship Awards have helped 118 undergraduate and graduate students develop their business ideas from the research stage towards commercialization. The award fosters the development of products, inventions and technologies relevant to the Canadian economy now and in the future.

There's a transformation underway in Ryerson's Architectural Science building. Led by Cadillac Fairview, industry partners and friends and alumni, the project is taking shape in honour of Architectural Technology 1967 alumnus David E. Handley, senior vice-president, special projects at Cadillac Fairview. The David E. Handley Architectural Science Studio will open in September 2016 as a state-of-the-art design studio that promises to have a powerful impact on the next generation of Canadian architecture professionals.

Ryerson's Architectural Science building opened in 1981 boasting first-rate facilities. 1983 graduate David McKibbon, senior vice-president, project management, at Cadillac Fairview, remembers it as state of the art when he attended: "However, in 35 years, things in the industry have changed quite a lot."

Computer work for design fabrication, rapid prototyping and other advances now take their place along with manual

drawing and model-building. Educational models emphasize teamwork in the profession, and spaces and furnishings need to offer the flexibility that allows students to readily transition between individual work and collaboration.

Jurij Leshchyshyn, chair of Architectural Science at Ryerson, notes, "The David E. Handley Architectural Science Studio will provide our students and faculty with a transformative home base within which to think, study, engage, design, teach, learn and interact. These will be bright and well-appointed spaces, designed for both individual work and collaboration. They'll nurture and sustain a studio culture that is so vital to the educational and social experiences of our students. Students will be immersed in an environment that fosters critical thought and creativity - abilities and perspectives they'll carry into their future professional and industry endeavours."

Renovations to the original studios will also bridge the past and future

of architectural science at Ryerson. McKibbon says, "students studying here today and tomorrow will see that Ryerson has been graduating recognized leaders in the industry. It is a testament to the quality of the program. In fact, David Handley originally hired me and three other graduates from our class, starting our careers in this industry."

Alumnus Harry Pellow (Architectural Science '62) brought to Cadillac Fairview the idea of honouring Handley in this way. Pellow regards him as a model of excellence over his more than 45 years at Cadillac Fairview. Cadillac Fairview's Wayne Barwise, executive vice-president of development, led the fundraising committee along with McKibbon, and they found terrific support in the community from a wide cross-section of firms: "For the industry leaders of today, helping to develop a premier design studio environment to inspire the future leaders of tomorrow - that's a neat circle," says McKibbon.

Stressing research

Work. Family. The economy. Causes of stress are abundant, and the effects of this pressure on health and wellbeing a growing concern. Fashion retail mogul Harry Rosen is helping Ryerson University conduct studies that help youth and adults manage stress and find relief. His gift to the Department of Psychology bolsters the work of the Institute for Stress and Wellbeing Research through the Harry Rosen Research Commons and the Harry Rosen Research Awards for students and faculty.

“Mr. Rosen’s support established the Research Commons, allowed for the training and integration of students, and funds important research,” says Dr. Leslie Atkinson, a psychology professor and science director at the Institute for Stress and Wellbeing Research.

A state-of-the-art hub for students and faculty, the Harry Rosen Research Commons connects labs, workstations, and testing rooms for collaboration, training, and research. The institute’s researchers, clinicians, and trainees use the equipment available to acquire and analyze critical physiological responses to aid and inform their work.

Dr. Karen Milligan, faculty member and one of 10 Harry Rosen Research Award recipients, used the commons extensively for her pilot project examining the impact of Integra Mindfulness Martial Arts (MMA), a program aimed at helping adolescents with learning disabilities and mental health disorders to regulate stress and emotion.

“The Harry Rosen grant helped us build capacity in the lab,” says Dr. Milligan. “We were able to train people to operate the EEG equipment and how to process the EEG data. This is one of only a few studies looking at outcomes associated with community-based child treatment using EEG.”

The results are promising. Data from the pilot MMA program helped Dr. Milligan’s project attract further funding. “We are finding significant brain-based changes in attention from the beginning to the end of treatment compared to a waitlist control,” she says. Journal editors are already asking when they will be able to publish her findings and there is considerable excitement in both the clinical and academic communities about the results.

Graduate student Angela Lachowski also used her Harry Rosen Research Award to bring her research into the role of sleep in stress-eating to the broader community. “Winning the award made my research possible,” says Lachowski, “and gave me confidence as an autonomous clinical researcher, encouraging my ability to pursue my own interests and build my career.”

“Harry Rosen embodies excellence and innovation,” says Dr. Jean-Paul Boudreau, dean of the Faculty of Arts and former chair of the Department of Psychology. “He has spent a lifetime devoted to making us feel good in our clothes, and his support of research to understand stress and enhance wellbeing is helping us feel good in our skin.”



↑ Graduate students use neuroimaging to study effects of stress on cognitive abilities



↑ Angela Lachowski, Psychology

Psychology at Ryerson has received support from a variety of alumni and friends for its work on mental health and wellbeing, including a 2012 grant from the Bell Let’s Talk Community Fund to help provide psychological services at the Ryerson Psychology Training Clinic in St. Michael’s Hospital to underserved people, and a 2015 gift from the William Rosenberg Family Foundation through Carol Silverstein and Jill Gotlieb to Ryerson’s Sleep and Depression (SAD) Laboratory.



↑ Harry Rosen



Access, outreach, opportunity: continuing education

Education can break cycles of intergenerational poverty and social exclusion. Universities can contribute to a more equitable and socially cohesive society. These are the underlying reasons d'être of the Spanning the Gaps program operated within the G. Raymond Chang School of Continuing Education. A \$1 million donation to the program from Phyllis and William Waters has opened the door to a first or second chance for young people and adults who might not otherwise have had the opportunity at post-secondary learning.

Participants benefit from the financial support, academic advising and enhanced program opportunities the donation provides, and have transformed their lives and the trajectory of their future. Last year saw 38 graduates from the Bridges to Ryerson program, many of whom overcame incredibly challenging circumstances to earn their degree.

Tali Ajimal is one such graduate. She was living in a homeless shelter when a social worker encouraged her to apply to Ryerson. Shortly after, O'neil Edwards, director of Spanning the Gaps, contacted her about the program.

"School wasn't a priority at the time," says Ajimal. "Spanning the Gaps helped me realize a university education needed to come first, that I could use it to access better opportunities and improve my life."

Taking advantage of the workshops on time management, study skills, essay writing and the overall guidance made available to her, Ajimal graduated in 2014 and now works at Ryerson as a program assistant in the Student Achievement Office at the Ted Rogers School of Management. She is continuing her education, studying to be a learning disabilities specialist at Cambrian College in Sudbury, Ont.

"Coming from an environment where I was doing everything on my own, Spanning the Gaps really exposed me to the resources that I could access. The strategies I was using were not enabling me to be academically successful. The program pointed me in the right direction and helped me navigate to optimize my opportunities," says Ajimal.

Spanning the Gaps is another important illustration of Ryerson University's commitment to community engagement. Programs such as Bridges to Ryerson, Ryerson University Now (RUN), and Road to Ryerson are made possible through the generosity of donors like the Waters and help expand post-secondary education opportunities and build educational capacity for the community in the Greater Toronto Area.



↑
Spanning the Gaps students

208 students have graduated from our bridging program. 48 have gone on to finish degrees, and eight more have completed certificate programs...so far!

Banking on a bright future

Canada's top five banks made their mark on Ryerson students and programs, supporting important research, outreach, and strengthening key partnerships with the university. Generous donations from BMO Financial Group, CIBC, RBC, Scotiabank, and TD Bank provided crucial financial support for students through scholarships and awards, expanded diversity and inclusion, encouraged equity, and strengthened career opportunities.



“In the beginning, the fact that there were not a lot of women in the field was discouraging. The CIBC Women in Business Technology Management Award gave me confidence and reassured me I am on the right path. I was able to focus on my studies, join Women in Information Technology Management as director of marketing, start volunteering in the community, and become a course facilitator.”

– Tiffany Chan, second-year student, Ted Rogers School of Management

“The BMO internships are an incredible step forward in how we work with marginalized students who don't always have the same access to opportunities for developing the skills and experience necessary to gain employment. Through the BMO internships, we are helping them leverage their experiences, backgrounds and skills to positively impact their employability. The gift from BMO is helping empower them to realize their full potential.”

– Woo Kim, coordinator, Tri-Mentoring Program, Ryerson University

“Road to Ryerson really opened my eyes to the possibility of a post-secondary education, and was the driving force for me to apply to do my undergrad. Hearing other students' stories, attending writing workshops, planning which courses to take, and so many other resources, really strengthened me and enabled me to improve in areas that were not my strong suit. I would like to say thank you to TD Financial Group and everyone who supported Spanning the Gaps programs. I would not have reached where I am today without it.”

– Peter Hastrup, Social Work '13, and Policy Studies graduate student, Ryerson University

“With project support through RBC, we were able to build a fulsome academic-community research partnership looking into employment challenges of several immigrant populations. The project created valuable opportunity for collaborative work, including a graduate student who took a lead role in the research and publication. We emerged not only with published and accessible policy-relevant, evidence-based findings, but also with a clean data set ready for further study by academic and community researchers.”

– John Shields, interim academic director of the Ryerson Centre for Immigration and Settlement

“Having sponsorship from Scotiabank is critical to being able to compete and participate in the MBA Games. With their support, students do not have to worry about stretching their already tight budgets in order to be a part of these important competitions. The work you do in the competition – researching, working in tight timeframes and developing your presentation deck – translates incredibly well into the business world. The fact that Ryerson students consistently place first or in the top three in nearly every competition really speaks volumes not only about the quality of the Ryerson MBA, but also about the quality of the students in the program.”

– Peter Langer, MBA student, Management of Technology and Innovation, Ryerson University

Making way for innovation and entrepreneurship

In 2015, the Cockwell family and Brookfield Partners Foundation committed \$16 million to create the Brookfield Institute for Innovation + Entrepreneurship (BII+E), housed at Ryerson University. Officially launched in the spring of 2016, the institute has been supporting a variety of policy and project initiatives since early 2015.

The new institute is dedicated to studying and strengthening the country's innovation and entrepreneurship ecosystem. This mission is furthered by developing innovative, forward-thinking, useful policy advice to support innovation and entrepreneurship; testing and piloting programs that have the potential to support the work of innovators and entrepreneurs; and performing leadership and advocacy on behalf of innovation and entrepreneurship across the country.

“Ryerson University is an ideal place for this institute to take root and build upon the strength of the university's achievements within the innovation and entrepreneurship ecosystem,” says Sean Mullin, executive director of the Brookfield Institute. “Together we hope to positively change Canada's future with our vision for future productivity, economic prosperity and social well-being.”

In addition to policy, the institute supports innovation and entrepreneurship across the campus and beyond, by piloting a few select projects with the intention of providing advice on how to scale or replicate them in other parts of Canada.

To date, the institute has helped establish a fund to scale up Canada's most promising startups; hosted a free series of app development workshops; used experiential learning and design thinking as a means of tackling public policy challenges; and supported a summer entrepreneurship program for high school students called Ryerson Youth Basecamp.

“As a young entrepreneur, I've learned that a good idea can't be great without help and support,” says high school student and Basecamp participant, Frank Nguyen.

“With the help of the Brookfield Institute, we have partnered with Ryerson University's Biomedical Zone located at St. Michael's Hospital, and in our short time in the Zone we've already experienced the benefits of clinical expertise.”

Nguyen and his team are working to further develop HeartWatch, a small and sleek heart monitor that triggers a call to emergency services should a user experience cardiovascular distress.



↑ ↓ Hack-cessibility event for a more accessible Ontario



↑ Frank Nguyen and his mother



The transformational gift from the Cockwell family and Brookfield Partners Foundation was given further momentum through the support of a variety of individuals and organizations. They include Janice Fukakusa, chair of Ryerson's Board of Governors, who together with her husband Greg Belbeck, made a gift of \$1 million to create two high-impact initiatives supporting women and visible minorities through Ryerson's Brookfield Institute for Innovation + Entrepreneurship.

Annual giving to the Ryerson Fund



When telling the story of a fundraising campaign, it's easy to focus just on the gifts that bring you giant steps closer to a goal. But a campaign like Make Your Mark relies on a community of donors, and every gift, no matter the size, makes a difference. By far the greatest number of gifts to this campaign – more than 75,000 – were gifts to the Ryerson Fund from loyal alumni, faculty and staff, parents, students and friends. Like these people:

Ross Mutton, Radio and Television Arts '69, who also earned a BAA in 1975, is a member of Ryerson's Blue and Gold Society, recognizing some of the university's most loyal supporters giving \$1,000 or more annually. Mutton has long been active with a group of Ottawa-area Ryerson graduates, organizing local events (like cheering on Rams hockey teams when they visit Ottawa), and helping form (and direct) the official alumni branch in Ottawa.

"I give back because I know that universities need support, and I am proud of Ryerson," says Mutton. "RTA [School of Media] is still the best of its kind in the country, so I am happy to support them. I understand the needs of a program like that – new technologies, and the financial needs of the students. I also give to Ryerson hockey because I am a fan. When the team comes to Ottawa, we usually have a few people from the alumni who go and watch. And now, with the students from RTA in the Sport Media program running broadcasts from the MAC, my loyalties all come together perfectly."

"Ryerson," adds Mutton, "gave me tools that worked for me throughout my career. That training meant a lot for where I was able to go in life. My wife and I decided to remember in our will some of the organizations important to us. Because Ryerson has worthwhile uses for funds, I know my support will be invested wisely for the youth of tomorrow."

The Ryerson Fund is also a family affair, supported by many Ryerson faculty and staff. Professor emerita and alumna Pamela Hitchcock (Chang School '86) was a faculty member in Urban and Regional Planning at Ryerson University for more than 24 years, and was a founding member

and coordinator of the Seniors Educational program at Ryerson, helping develop Act II Studio, a theatre and creative drama centre for adults over age 50.

"I had the opportunity to do these things because of Ryerson's openness to new ideas," says Hitchcock. "That's one of the things that's so wonderful about Ryerson. I receive frequent requests from a variety of places. I'd rather have my support go to Ryerson where I know the good it can do, where I've seen it grow and the program develop. They provide opportunity for innovation and kids who really want to push the boundaries in their involvement with the city – it's very exciting. I feel good about giving."

Nicole Lajeunesse is a 2014 graduate from the School of Early Childhood Studies, now working at Toronto's Hospital for Sick Children. She started as a part-time student, working full time and putting herself through school. She knows the difference even a modest amount of financial support can make to a student – not just financially, but emotionally.

"A little goes a long way," says Lajeunesse, "and makes you feel others want you to succeed. It gave me the sense that others were in it with and for me. I know how important it was for me, so I wanted to provide that encouragement for other students."

So when a student caller got in touch a few months after graduation, and mentioned she could give monthly to support ECS specifically, she said "yes."

"I had just finished my program, so this allowed me to take baby steps into giving back. Spreading my gift out over the year made it that much easier to give. It's such a great program, with passionate and knowledgeable faculty doing really wonderful work. I felt like I was valued in the program. My schooling gave me the tools and expertise to jump in with my work at Sick Kids. I am pretty passionate about helping child development by building capacity in those who support kids. Supporting my program is one of the ways to do that."



Thank you!

This report highlights a select few of the transformational gifts received by Ryerson University over the course of the Make Your Mark campaign. With more than 43,000 donors to the campaign, there are more than 43,000 stories of inspirational giving and educational impact. We are grateful to each and every one. This campaign created new programs, scholarships and bursaries, research centres and projects. It helped us attract exceptionally talented faculty, staff and students, and it opened the doors to new and broader accomplishment.

Thank you to all of the generous supporters – alumni, friends, faculty, staff, students and parents, corporate partners and others – who came together in common purpose to make their mark for Ryerson University today and tomorrow.

The following pages recognize donors who have made gifts of \$25,000 or more to the Mark Your Mark campaign, which closed December 31, 2015.

Thank you to the Make Your Mark campaign cabinet – 50 exceptional leaders who through their energies and efforts have made an enduring impact on the campus, the city and the quality of opportunities and experiences provided to Ryerson students.

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Lists and highlights can never truly capture the spirit and impact of giving that informs a successful campaign like Make Your Mark. For that, you have to read between the lines. You have to walk the campus, and experience the stir in classrooms, labs, studios and zones. You have to see the faces of our students as they receive new awards, or meet our graduates as they build new careers.

In the same way, our thanks cannot be adequately contained by these pages. In your good company, we are achieving remarkable things.

And it doesn't stop here. The successful completion of Make Your Mark closes an important chapter for Ryerson University while it opens us to new opportunity. This community – among which we are privileged to number you – is already at work giving shape to the stories to come.