



**MAKE
YOUR
MARK**

CAMPAIGN RYERSON

Make Your Mark Campaign

REPORT ON GIVING

NOVEMBER 2012

**RYERSON
UNIVERSITY**

Everyone Makes a Mark

What you make possible

The transformational impact of the Make Your Mark Campaign shone this fall with two signature projects. Opening the doors of the Mattamy Athletic Centre at the Gardens and the Ryerson



Image Centre celebrates our dreams becoming reality, and Ryerson's special role in saving the best of our history and sharing it with the world. This unique legacy is well understood by our donors. Our institutional mission takes the lead in responding to the needs of society, and

engaging the community in raising the bar. With your support, we continue to advance the university as a destination of choice for students and scholars, an academic innovator growing in international reputation, and a recognized city-builder. Most of all, we take pride in the talents and aspirations of our students, and encouraging their success.

No one understands this better than our outgoing Chancellor, G. Raymond Chang. For six years, "the students' Chancellor" has been an inspiration in class and on campus, supported student initiatives, and promoted the value of lifelong learning. During his final convocation in June, his

address to the graduates challenged them to use their education to make an abiding difference. Ray and his wife, Donette Chin-Loy Chang, are among the university's most generous benefactors and their exceptional involvement is appreciated with deepest gratitude.

Like Ray and Donette, you are part of everything we have achieved—and there is more excitement to come. In 2012-13 we are accepting students in our new Faculty of Science, and continue to build student support and academic distinction overall. On Yonge Street the Student Learning Centre will begin to rise, and planning for our Health Sciences Building and new student residence is on track.

It is a privilege to thank you for your support and your participation. I look forward to seeing you at the Ryerson Image Centre exhibitions, having a coffee on campus, skating at the Mattamy Athletic Centre at the Gardens, and watching a varsity game. As Stephanie White, Associate Director of Athletics, puts it so well, you are all members of our "RAM-ily."

Sheldon Levy
President and Vice-Chancellor





You are making your mark

Ryerson is in demand and continues to make headlines for the quality of its leadership, creativity and innovative programs. Ryerson holds this position of strength thanks to the support of donors like you.



On February 15, 2012, we launched the Make Your Mark Campaign, a \$200-million initiative that will help grow our campus, expand our talent base, fast forward our research agenda

and support student success. It is the university's largest campaign to date and is supported by a diverse volunteer cabinet of over 50 leaders in their fields including three honorary chairs: Ronald D. Besse, President, Besseco Holdings Inc. (Business Administration '60, DComm '04 Hon.); Loretta Rogers, Director, Rogers Communications Inc. (LLD '04 Hon.); and Isadore Sharp, Founder and Chairman, Four Seasons Hotels and Resorts (Architectural Science '52, DComm '03 Hon.). With their leadership and the generous support of donors like you, we have already raised just over \$120 million. I encourage you to learn more about the campaign and our fundraising priorities at ryerson.ca/makeyourmark.

However you choose to support the university, your gifts enable Ryerson students to make their mark. In an economy that has been slow to recover, your support has been especially significant. You have enabled many students to continue with their education thanks to the

awards, bursaries and scholarships your gifts have supported.

Your support for our capital projects also contributes to student success. New buildings, classrooms, studios and labs enhance student exchange, collaboration and innovation. In September, we celebrated the much anticipated openings of two great new buildings:

- Mattamy Athletic Centre at the Gardens. The historic facility features a multi-purpose court, an NHL-sized ice rink under the restored dome, and fitness and recreational facilities.
- Ryerson Image Centre. Adjacent to the School of Image Arts, the Centre supports the study, teaching, research and exhibition of photography and related media. It houses Ryerson's renowned Black Star Collection of iconic 20th century photographs.

Other capital projects in the works are:

- The Student Learning Centre at Yonge and Gould Streets. Construction began in the summer and is expected to be completed in 2014.
- A new student residence expected to open in 2016, housing 500 students.
- A new Health Sciences building that will facilitate an enrolment increase of 1,800.

Your contributions make these projects possible and so much more. Thank you for your generosity.

Adam B. Kahan
Vice-President, University Advancement

Supporting the Make Your Mark Campaign's Capital Priorities

Peter Gilgan names Ryerson's new athletic facility the Mattamy Athletic Centre



Peter Gilgan, philanthropist and CEO of Mattamy Homes, contributed \$15 million to Ryerson University for its new state-of-the-art sports facility at the historic site of the former Maple Leaf Gardens.

From just two plots of land thirty years ago, Peter created a company—named after his first two children Matt and Amy—renowned as much for building communities as houses. He is guided by a fundamental principle that he has the responsibility to improve the quality of life, and for him it is inextricably and naturally linked to giving back.

Peter's philanthropy is often transformational in scope with a special interest in youth. His gift to Ryerson is no exception. He is deeply engaged in the value of relevant education and in fostering healthy living in communities and young people. The new Mattamy Athletic Centre is a place that fulfills these values and also elevates the level of sport and recreation at

Ryerson for the benefit of Ryerson students, the community and the city for years to come.

Peter leads the way in private sector support for the new facility. It is also supported by the students themselves (through a levy) and the Government of Canada.

At over 220,000 square feet the new Mattamy Athletic Centre more than doubles the amount of athletic and recreational facilities on campus. It features a full-sized ice rink called Mattamy Home Ice, a multi-purpose court, fitness centre, studios and a high-performance gym.

The Mattamy Home Ice rink, on the third level of the Mattamy Athletic Centre, is 100 feet below the iconic dome of the Gardens and 50 feet above street level, making it the highest elevated skating rink in Toronto. For dozens of Ryerson Rams athletes, the new Mattamy Athletic Centre at the Gardens will mean easier access to an ice rink on campus where they can practice and play.

For as long as I've been at Ryerson, our hockey and figure skating teams haven't had ice available near our campus for practice or for games, and our varsity gym is cramped," said Carli Yim, a senior member of Ryerson's women's varsity volleyball team. "All of the athletes cannot wait to work out, practice and play in this amazing new facility. It's going to be a thrill to play in such a historic building."

The facility opened in September and is accessible to the Ryerson and local community.



Ryerson opens jewel on campus: celebrating the Ryerson Image Centre

The recent opening of the **Ryerson Image Centre (RIC)**, a gallery in the heart of the university and the city, heralds the transformation of Gould Street into a new public cultural destination. The RIC is part of Ryerson's major city-building initiative in the heart of Toronto and a key capital priority in the university's \$200-million Make Your Mark Campaign.

The impetus to create the gallery was an anonymous gift of nearly 300,000 photographs in the spring of 2005. The extraordinary anthology of images is known as the Black Star Collection, named after the Black Star Agency, a photographic service founded in 1935 in New York by three émigrés fleeing Hitler's Germany.

The images are a remarkable photographic record of some of the 20th century's most defining moments, including the First and Second World Wars, the Vietnam War, the Civil Rights Movement in America, and countless singular events that changed the world. Also prominently featured are numerous personalities from political and popular culture. It is the university's largest collection and the most significant gift of cultural property ever made to a Canadian university at the time. The photographs were accompanied by a \$7 million anonymous gift for the construction of the gallery

The RIC opened its doors to the public on September 29 with its inaugural exhibition, Dialogues: Reading the Black Star Collection. It is Ryerson's jewel on campus and an international academic facility for teaching, research and exhibitions. Located in the newly renovated Image Arts Building and designed by Toronto-based Diamond Schmitt Architects, this new museum-standard facility consists of approximately 4,500 square feet of exhibition space; a Great Hall for lectures, conferences, screenings and receptions; a glassed-in entrance with a 16-foot new media wall; a climate controlled vault; and a research centre.

Ryerson is grateful to the anonymous donor who made the RIC possible and to all the donors whose contributions are greatly enhancing the facility and its programs. Special thanks go to The Howard and Carole Tanenbaum Family Charitable Foundation for its support of education and research; Edward Burtynsky and Nicholas Metivier for their support of the acquisitions fund; Florence Minz for her support of a research trust; Mark Wolfson for his generous gift-in-kind that enhances our collections and teaching opportunities; and Salah J. Bachir for his generous support to name the Salah J. Bachir New Media Wall.



Advancing Teaching and Research

John C. Eaton and Sally Horsfall Eaton support the Campaign by establishing a new Chair to address social challenges facing youth in Canada



John C. Eaton and his wife **Sally Horsfall Eaton** have helped to establish the John C. Eaton Chair in Social Innovation and Entrepreneurship. The gift is among their most recent and generous to the university and reflects their abiding commitment to community health and well-being.

Housed in the Faculty of Community Services' School of Child and Youth Care, the Chair will create opportunities for students to apply social innovation and entrepreneurial skills to address social challenges facing today's youth, especially those who are marginalized. By collaborating with the university's Ted Rogers School of Management, the Chair will also have the foundational support to

develop and expand an interdisciplinary program that is based on social innovation and entrepreneurship. The new Chair will be established as an endowed position over the next five years.

Through this gift, John and Sally are supporting Ryerson's mission to address societal good while also complementing their successful professions in retailing, social services and healthcare. The new Chair reflects a merger of their two careers and their belief that one can combine the principles of business and entrepreneurship to creatively address many social issues.

The Eaton family's strong bonds with Ryerson go back a long way. The Eaton Chair in Retailing was established in 1994 to foster retail research excellence in Canada. In 2002, the university opened the Sally Horsfall Eaton Centre for Studies in Community Health, made possible by a generous gift from John Eaton in honour of his wife's lifelong commitment to health and education issues. John Eaton served as the university's chancellor from 1999 to 2006. In recognition of his dedication to Ryerson, the Eaton garden was unveiled in 2006 to mark the end of his seven-year term. In June 2012 Sally was honoured with a Doctor of Laws at the Faculty of Community Services convocation ceremony.

Donors support the Make Your Mark Campaign by helping fund important research on stress, mental health and wellbeing



Elizabeth McCay, professor in the Daphne Cockwell School of Nursing

In a world stressed by economic instability, family pressures and massive change, donors are becoming more supportive of research that focuses on stress, mental health and wellbeing. Ryerson received two gifts this year in support of this important kind of research.

A gift from **Andrew** and **Valerie Pringle (RTA '74)** is supporting a partnership between Ryerson and the Centre for Addiction and Mental Health (CAMH) to create the Ryerson-CAMH Collaborative for Client-Centred Care. The collaboration will mean enhanced care for both clients and their families. Elizabeth McCay, a professor in the Daphne Cockwell School of Nursing (DCSN) and a research chair in urban health is leading Ryerson's involvement in the initiative. Says McCay, "Effective teamwork and collaboration strengthens care providers' capacity to focus on the needs and preferences of clients and families, which is so integral to quality care." Thanks to the leadership support of Andy and Valerie, the project will develop innovative and collaborative interprofessional research and education that will advance mental health care over the long term.

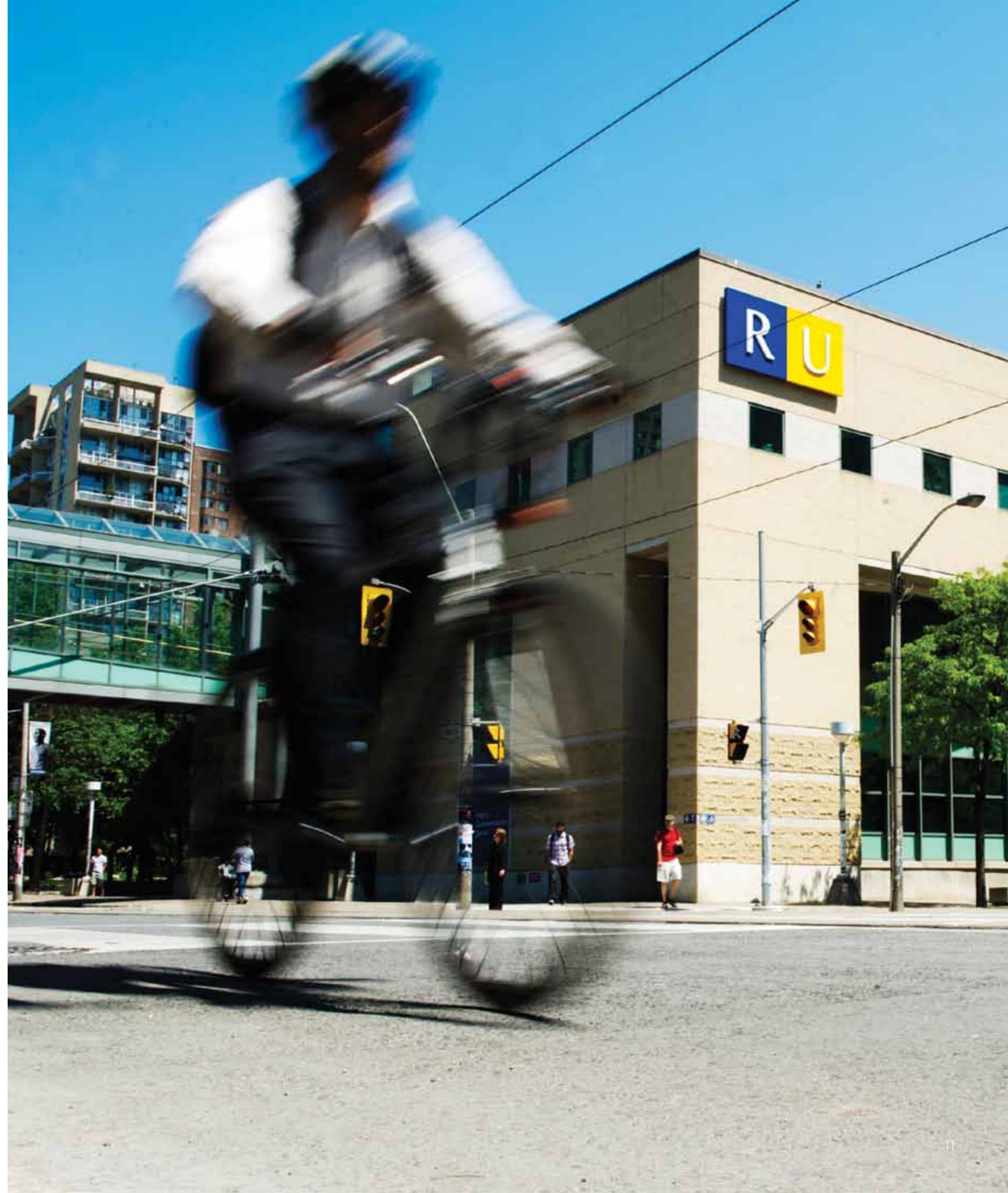


Leslie Atkinson, psychology professor

A gift from **Harry Rosen** is supporting the Institute for Stress and Wellbeing Research in the university's Psychology Research and Training Centre. Stress is linked to diabetes, accretion of body fat, hypertension and heart disease. It is also linked to smoking, sleep disorder, depression and anxiety. Harry's donation will provide state-of-the-art technology and research equipment for measuring stress.

For instance, the Institute's director and psychology professor Leslie Atkinson, is examining the concept of attachment by looking at secretion levels of cortisol (the "stress hormone"). Atkinson's research has shown when infants deal with stress beyond their level of maturity, the hypothalamic-pituitary-adrenal axis secretes atypical levels of cortisol. Atkinson hopes his work will one day lead to interventions that will improve mother-baby connections.

The Institute brings together a leading-edge team of international researchers, clinicians, and trainees to advance research on stress, health and wellbeing. A space within the Institute will be named The Harry Rosen Research Commons, a central area that will become an important hub exchange for all undergraduate and graduate students and faculty working in the Centre.



Gift-in-Kind

Esko makes incredible gift of technology to the School of Graphic Communications Management



Packaging industry leader **Esko** donated customized hardware and software to Ryerson University's School of Graphic Communications Management. The donation facilitates Ryerson's work to prepare students for careers as managers in the growing and dynamic printing industry.

"Esko is very active in the Toronto packaging market and it's seldom that we have a customer or client who isn't connected to Ryerson University in some way", said Larry Moore, Esko's director of software services in North America. "Considering this, and the fact that Ryerson's School of Graphic Communication Management is a leader in educating those in the packaging industry, donating this gift to Ryerson was a natural choice for us."

The products donated to the school give students access to cutting-edge applications for the design, visualization, proofing and production of consumer packages, allowing faculty and students to take on new curricular initiatives in printing and packaging. The major press workflow systems and powerful customized software are used by the majority of companies in the packaging and printing industry, giving Ryerson students direct experience with the newest industry-specific applications. The donation also allows faculty to expand their professional expertise, as well as engage in new research activities.

As Canada's only degree-granting program for the printing industries, the School of Graphic Communications Management at Ryerson recognizes the dynamic nature of technology and its relationship to the graphic communications industry, including valued partners such as Esko.

The generous support of donors such as Esko strengthens Ryerson in its continued growth as a centre of teaching and research, at the forefront of career-focused university education in Canada.

Legacy Giving

Helen Hutko's legacy gift supports the Campaign with awards for fashion students



Former Ryerson fashion instructor **Helen Hutko**, Fashion '50, never missed an alumni event. She attended her 50th reunion and returned to celebrate her 60th at Alumni Weekend. Proud of her Ryerson affiliation, Helen left a bequest in her will to demonstrate her continued support for the university.

In 1948 Helen enrolled in the School of Fashion Crafts, a program created to train a growing workforce during the post-war boom. Helen learned practical dressmaking and design skills. In 1949, she took part in a student show called "This is Fashion"—the first live television show broadcast in Canada for a general audience. After graduation, Helen opened a dressmaking business but soon returned to Ryerson as an instructor, teaching in the School of Fashion during the 1950s and 1960s.

Helen kept many items from her Ryerson years, including the script from that television show. The script was donated to the Ryerson Archives, along with other items like scrapbooks, news articles and even the signature blue-and-white gingham smock that fashion students used to wear in the classroom.

As an instructor, Helen helped nurture the careers of numerous professionals in the fashion industry such as Donald Campbell, who went on to open a fashion house in London, England. Over the years, and to Helen's delight, many other students kept in touch with her, sending updates about their lives and reconnecting at Alumni Weekend.

Helen and her husband, Sulo, were generous supporters of Ryerson throughout their lives. Having watched the School of Fashion grow into an international leader in fashion education, both were eager to help Ryerson students, and had talked for many years about making a planned gift.

Helen passed away in late 2010 at age 89, predeceased by her husband. In her will Helen made a bequest that established six awards for fashion students to be offered in perpetuity. With this gift, her legacy will live on through generations of talented fashion graduates.

Your Campaign Gifts are Helping Students Make their Mark

**Ted Rogers Leadership Award
supports an entrepreneur in the making**



Heading into his fourth year of a double major in Economics and Management Science and Finance, **Parvinder Sachdeva** recently won the Ted Rogers Leadership Award of \$22,500, recognizing his strong academic performance and leadership.

He spearheaded two projects – a campus Toastmasters club and TEDx: “The way to be an entrepreneur is to find gaps and fill them. There were no speaking groups here, so we needed a Toastmasters group. Then, there was no platform for university leaders to speak to the school and public, so we needed TEDx.”

The feedback for TEDx was phenomenal, he says. The first year, 150 individuals from campus attended. Last year, 350 attended the event at the Glenn Gould Studio, where it was held to better engage the public with the ideas coming out of Ryerson. Since then, other schools have approached Sachdeva for help to start their TEDx series and he has advised Guelph University, York University and Humber College.

Last summer, he was picked for the Next 36 entrepreneurship program, a national scholarship program that aims to turn promising entrepreneurs into the business leaders of tomorrow. “It was one of the best experiences of my life. With an education and a venture component, it gave me good experience starting a business.” One of his fellow student Next 36 entrepreneurs is now his business partner and they’re working together on two more business ventures.

“My biggest frustration is that people don’t think big,” says Sachdeva, who hopes to study economics at Oxford after graduating from Ryerson. “I’ve seen my parents struggle and that’s what motivates me. Every time I push myself, I get results and that shows me that it works. You need to believe in yourself and think big – that way you can reach great heights.”



Slaight competition winner is able to make her business dream a reality



unique designs. Mejuri offers designers a platform that enables them to get their designs sold internationally and helps designers advertise themselves. Mejuri grew out of a jewelry business based in Jordan which provides Noura with contacts to manufacture the designs. The Slaight Business Plan Competition was established over a decade ago with a donation from Slaight Communications, a Canadian radio broadcasting company. Slaight's gift to Ryerson makes up the generous prize money for the annual contest. The event is run by StartMeUp Ryerson, a program that Ryerson students created in response to Slaight's gift to facilitate and support the growth of the competition. It functions as a non-profit that fosters entrepreneurship among Ryerson students and has become the largest student-run business plan competition in Canada. Including Noura, Slaight's donation has directly supported 11 student entrepreneurs.

Noura said that Ryerson's MBA program helps students prepare for professional challenges like the Slaight competition. These skills combined with the prize money have enabled her to recruit the talent she needs to get Mejuri off the ground and officially launch in fall 2012. "Having an MBA from Ryerson really helped me understand how to launch a company and how to get our idea formulated," said Noura, who graduated in June 2012. "The foundation is there in terms of learning how to present and how to deliver an effective presentation. Slaight was a great push for us and the mentoring as well is very beneficial for us."

MBA graduate **Noura Sakkijha** opened her first shop in her parents' garden when she was seven years old. "I've always wanted to start an idea and grow from it," Noura said. "I have a passion for business. I'm happy to see that coming true." Noura was the \$25,000 grand prize winner of the 2012 Slaight Business Plan Competition for Mejuri, her fine jewelry company that uses crowdsourcing to allow designers from around the world to submit their designs and get jewelry lovers' input. Mejuri manufactures and ships the public's favourites, sharing a percentage of the revenue with designers. Noura co-founded Mejuri with fellow MBA graduate Majed Masad. They came up with the idea after noticing the challenges jewelry makers face with having access to

Star student and ardent activist: Azar Masoumi is the first recipient of the Michelle Monkhouse Award



Azar Masoumi, Sociology '12, received the inaugural Michelle Monkhouse Award, a university-wide award for a student passionately committed to student activities. In addition to being in the top of her class Azar has made outstanding contributions to the life of the university over four years at Ryerson, including representing the Faculty of Arts on the Ryerson Students' Union Board of Directors, and for co-founding the student group Human Rights in Iran. Michelle Monkhouse was a Ryerson student in Nutrition and Food who passed away suddenly in 2011. Michelle's family and friends created the Michelle Monkhouse Award to honour her legacy as a talented young woman who had a passion for equestrian riding, was an excellent student and helped others achieve their goals.



Catlin Thorne, student in Child and Youth Care, recipient of a Nancy Sprott Award:

"I am passionate about helping children and families reach their maximum potential. The truly great thing about the Nancy C. Sprott Award is, besides improving my life as a student, this Award has enabled me to make a positive impact on the lives of children and families in our community."

Jessie Lau, student in Early Childhood Studies, recipient of a Nancy Sprott Award:

"After graduation I would love to pursue a career working with children or teenagers. The award came at a time of great academic struggle and gave me the push to endure and persevere. It has also lifted an immensely heavy financial burden off my back, so that I am able to focus on my studies."



Flavio Firmino-Lunda, student in Medical Physics, recipient of a Pierre Lassonde Award:

"My career aspirations include being able to finish graduate school and go on to become a voice for people who don't think they have one. Words cannot express what Pierre Lassonde's generosity means to me. I literally came from sitting on empty milk cans, cement blocks, and even on the classroom floors in Africa, to sitting in a comfortable, well equipped learning environment."



Gifts at Work

Ryerson is grateful for the following gifts including those made to honour some amazing individuals.



Pictured here from left to right are Vince Power, Divisional Vice-President Corporate Affairs and Communications, Tom Fitzgerald, Executive Vice-President and Chief Administrative Officer, and Franco Perugini, Associate General Counsel and Corporate Secretary, Sears Canada Inc.

Sears

Ryerson dedicated the **Sears Atrium** in the George Vari Engineering and Computing Centre which recognizes Sears' support a number of years ago to help purchase the land for the building on Church Street. In recognition of Sears' support, Ryerson also named lecture room 101 in the building the **Sears Lecture Hall**.



Michele McCarthy, Vice President of The St. George's Society of Toronto, and Christopher Baines (left), Vice President of The St. George's Society present Sheldon Levy and Adam Kahan with a cheque of the proceeds from the Ball.

Bill Davis/Red Rose Ball (The St. George's Society)

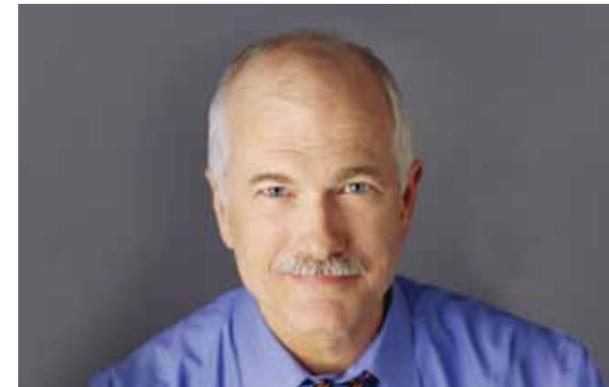
The Honourable **William G. Davis** named Ryerson a beneficiary of the proceeds from the Red Rose Ball of The St. George's Society held at the Fairmont Royal York Hotel on April 11, 2012. The St. George's Society of Toronto recognized Davis with its distinguished Award of Merit for contributions to the community. From the donated proceeds Ryerson will create an endowment to support student awards.



Photo credit: Richard Burdett

Des McAnuff

On October 23, 2011, Canadian Broadway stars took to the stage to pay tribute to Broadway visionary and Ryerson alumnus and honorary doctorate recipient **Des McAnuff**. Proceeds from the event will create the Des McAnuff Scholarship at the Ryerson Theatre School. The gala event included musical performances from McAnuff's hits *How to Succeed in Business Without Really Trying*, *The Who's Tommy*, *Dracula*, *Jersey Boys* and *Jesus Christ Superstar*.



Jack Layton

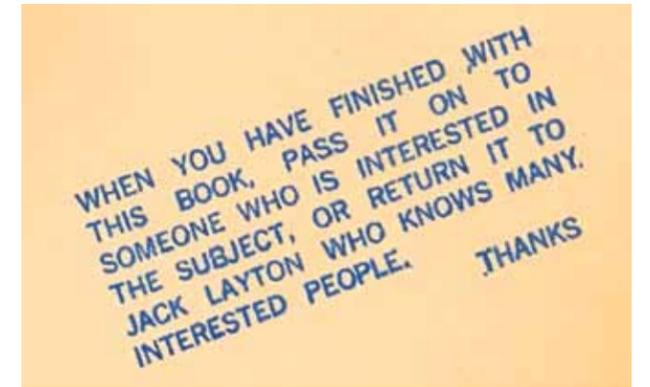
Jack Layton Book Collection

Before **Jack Layton** entered politics, going on to make history as the first NDP leader of the official Opposition, he was a professor in Ryerson's Department of Politics and Public Administration. Last fall his wife, Olivia Chow, and his family donated a collection of Jack's books and artefacts to Ryerson in honour of this legacy. Approximately 500 volumes from Jack's library will be available for circulation



Peter Fyvie

Friends and colleagues of **Peter Fyvie** have raised \$25,000, matched by the Ontario Trust for Student Support, in honour of his retirement. The funds will create awards for students in Ryerson's Ted Rogers School of Hospitality and Tourism Management. For 20 years Peter was the COO and GM of Toronto's Granite Club—one of Canada's most prestigious private athletic clubs. He was instrumental in helping create, guide and support the School. The impact he has had on this program will be felt for generations of Hospitality and Tourism Management students.



Bookplate

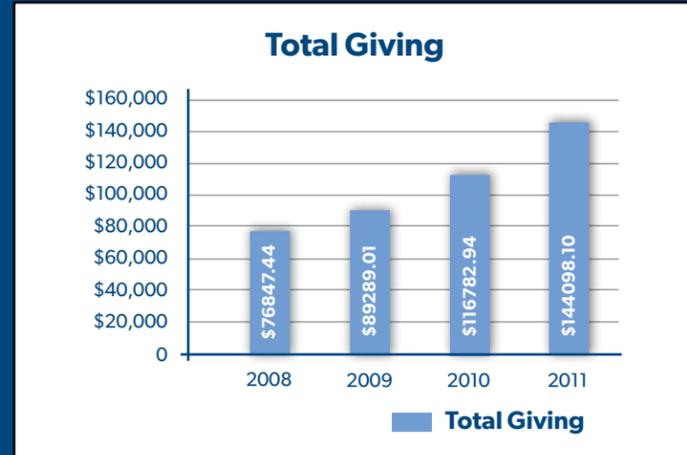
at the Ryerson Library. The remainder of the 1400-plus donated books, along with textual records and various items in other formats, will be housed at the Ryerson Archives. Jack's personal book stamp encouraged readers to freely share his books. This donation celebrates Jack's generous impulse to "pass it on" while recognizing his contribution to Ryerson's history.

Annual Fund

Year after year faculty and staff are increasing their giving!

Since 2008, faculty and staff giving has increased by more than 80%. In 2011 faculty and staff giving represented nearly \$150,000, up 87% from 2008. This means that not only are more faculty and staff making gifts to Ryerson, the size of the average gift is also on the rise.

Thank you to all faculty and staff for your contributions. Your exceptional support and commitment are giving students creative opportunities to dream, take risks and craft real solutions to our world's problems.



Matched Support

In 2005, the Ontario Government introduced Ontario Trust for Student Support (OTSS), a program that matched endowment donations. The program was designed to encourage support from companies and individuals to contribute to create endowments that would provide Ontario university and college students with financial aid.

March 31, 2012, marked the end of OTSS. The matching funds received since the program began totals over \$28 million. In fiscal year 2011-12, we received \$1.5 million in matched funds. We are grateful to the Ontario Government for the matching support this program provided for Ryerson students.



Make Your Mark Campaign Gifts and Donations

Our heartfelt thanks go to all our donors past, present and future. The impact of your support is felt by thousands of students across campus. Thank you for your generosity.

July 1, 2006 to April 30, 2012

Total raised = \$121,091,919

Total donors = 27,252

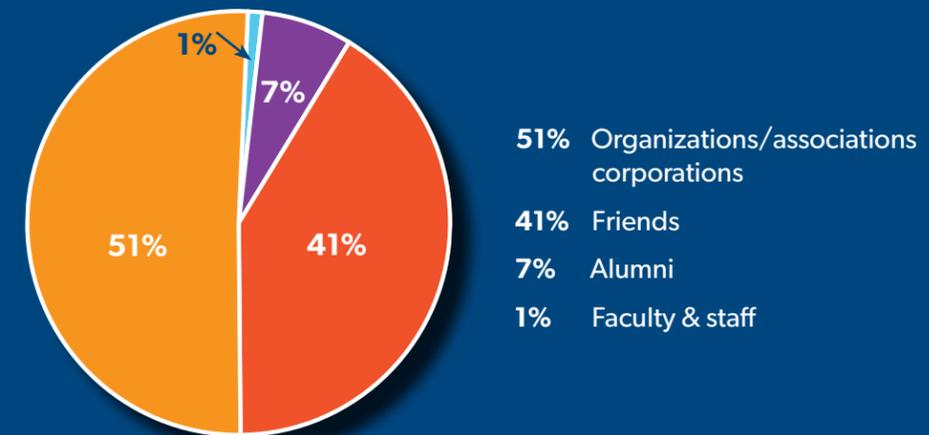
Make Your Mark Campaign Priorities

Student Awards, Bursaries and Scholarships = \$53,608,489

Capital Projects = \$27,665,920

Academic Programs, Library, and Technology = \$20,940,284

Teaching and Research = \$18,877,226





For more information please contact:
Donor Relations and Stewardship
University Advancement
416-979-5000 ext. 6639

stewardshipoffice@ryerson.ca
ryerson.ca/supporting

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