

**MAKE  
YOUR  
MARK**

CAMPAIGN RYERSON

**2013**

**MAKE YOUR MARK  
CAMPAIGN**

**REPORT ON GIVING**

**RYERSON  
UNIVERSITY**

Everyone Makes a Mark



**Sheldon Levy**  
President and  
Vice Chancellor

## Investing in Ryerson's Leadership

**Leadership stands out.** This year at Ryerson, we have been building on the foundation of our historic mission in the context of our times. Supported by your vision and generosity, students and scholars are at the innovative edge in all disciplines advancing knowledge, discovering new tools, and defining the qualities of leadership that create a special presence in our communities and the world.

**“It is a privilege to thank you for the fundamental gift of believing in Ryerson students.”**

The people and organizations profiled in this report are investors in Ryerson leadership. Our university signature is a vibrant connection to a distinguished network, helping our programs and research make an impact on economic, social and cultural progress. We are honoured by the involvement of parents and alumni, members of the Board of Governors past and present, foundations and philanthropists, partners and companies, and everyone whose confidence in Ryerson is contributing to leadership in its most vital form.

This report provides an update on representative projects and initiatives that show leadership in action. Across all academic faculties and in

our role as city-builder, Ryerson is raising the standard of excellence in responding to opportunities in emerging technologies, environmental and global awareness, and an entrepreneurial approach to challenging the status quo. Our approaches model not only ingenious advancements, but strength of character, integrity, passion and inclusion.

A key feature is the “Ryerson factor.” In these stories you will see unique references to “Ryerson’s DNA,” and a clear city-building vision that makes Ryerson “a trusted voice.” The singular reflection that “in my lifetime there has never been a gallery in Toronto devoted primarily to photography” inspires a gift as “an act of solidarity and encouragement.” Ryerson community engagement is called “the future of higher learning.” Students are celebrated for their “potential to go on and do more great things in their lives.” Student-athletes in their new home enthusiastically appreciate everyone “helping make a dream a reality.”

It is a privilege to thank you for the fundamental gift of believing in Ryerson students. We can set the bar high when we have faculty mentors to guide them, and the example you provide to motivate their efforts. **Your leadership is developing champions.**





**Adam B. Kahan**  
Vice President,  
University  
Advancement

## In Your Good Company

**This comes by way of thanks.** At Ryerson, we are very fortunate in our friends and, with you and through you, we're taking great strides. Your support to Ryerson has tangible impact – for our students, in our research and in our community.

**“You and donors like you are making these accomplishments possible.”**

We think a lot about community at Ryerson. City building is not something one can do in isolation. It is accomplished as part of a community, working to enhance that community. This is something we've undertaken in our research, in our teaching, in our programs and in our projects. And Ryerson is unique in Toronto in the ways that our campus is inextricably integrated as a critical part of our surrounding community. That connection is physical – making our home as we do in the beating heart of Canada's largest city – and it is programmatic through our commitment to experiential learning that addresses societal need.

And indeed the Make Your Mark campaign – Ryerson's current \$200-million fundraising initiative launched last year – builds on those connections. It includes capital projects to improve facilities and resources for our students and revitalize the neighbourhood, and it includes new

strategies to strengthen research and teaching, to increase financial supports available to students, to enrich our library and technology resources, and more. On April 30, 2013, through the generous support of you and donors like you, we surpassed the \$138 million mark in this campaign, and we have been going strong since then.

Through your generosity to the Make Your Mark campaign, this community also now boasts two extraordinary new facilities – the Mattamy Athletic Centre (MAC) at the former Maple Leaf Gardens and the Ryerson Image Centre (RIC) – both of which recently celebrated first anniversaries. Since opening, the award-winning MAC has provided essential new athletics and recreation space to the Ryerson community, and has bustled with high-profile events and activities. And in the last year the RIC has been the site of dynamic exhibitions, research, workshops, conferences and more.

And coming soon is the spectacular Student Learning Centre, now emerging at the corner of Yonge and Gould streets. Each of the Student Learning Centre's eight storeys will offer a different kind of learning environment – it will be an outstanding new place to collaborate, study and discover.

You and donors like you are making these accomplishments possible. You and donors like you create opportunities, power innovation and strengthen our success through your gifts. **And in your company, we are achieving remarkable things. Thank you.**

# LOBLAW'S PARTNERS

## COME TOGETHER FOR MAC

In the Mattamy Athletic Centre, the Ryerson Rams finally have a place to call home. And it's not just any place, but a revitalized former Maple Leaf Gardens – a landmark in the history of Canadian sport.

**Loblaw Companies Limited** and Ryerson University have shared a close partnership leading to and throughout the renovation of this historic site. Loblaw was an early champion, and has been instrumental in supporting the project, contributing \$5 million to help launch the Centre.

And the company has also led the way in a campaign with its key suppliers to involve them in helping realize this great space for sports, and community and cultural events on campus. Loblaw's suppliers have generously answered the call. In the last year, they contributed a total of \$2.2 million to support the MAC, and the campaign is still underway.

**Burnac Produce Limited** is a contributor. **Ted Burnett**, president of parent company Burnac Corporation, says, "We are very pleased to partner with Loblaw and Ryerson to bring new life to the former Maple Leaf Gardens. Like the Gardens, Burnac Produce got its start in the 30s, and we believe in holding onto that heritage while we go forward to shape an exciting future."

Someone who knows first-hand how these gifts are making a difference is **Melissa Wronzberg**, Assistant Captain of the Ryerson Rams Women's Hockey team: "The Mattamy Athletic Centre makes people proud to say they go to Ryerson or are part of a Ryerson team. When people ask me what team I play for, I always say Ryerson with a smile because most people know how lucky I am to have such an amazing home arena. Having Mattamy Home Ice has made Ryerson a place more people want to go for hockey."

And of course the MAC is about more than just hockey – with the Coca-Cola Court for sports like basketball and volleyball, new

fitness facilities and more, the MAC more than doubles the amount of recreational facilities on campus.

Since the lights came on in August 2012, the MAC has seen thousands of students, athletes and visitors come through for a range of community, athletic and cultural events. To name just a few, the MAC hosted the TEDx Conference, the UFC 152 weigh-ins, the Mass Exodus Fashion Show, the Grand Slam of Curling, the World Ball Hockey Championship, the Hockey Hall of Fame Legends Classic. In 2014, we'll welcome the Women's Wheelchair Basketball championship and the Pan Am and Para-Pan Am Games and, in 2015, Ryerson will play host to the CIS Final Eight Men's Basketball championship.

Through their generosity, Loblaw's business partners are helping make all this happen – companies like **Les Aliments Unifood, Burnac Produce, Procter & Gamble, Westmoreland Sales** and many more. In the last year, more than 50 organizations joined Loblaw to help revitalize the iconic arena and realize essential new athletics and recreation space for the Ryerson community. And companies are continuing to join this team of champions.

The change it is creating is clear. "Having the Mattamy Athletic Centre," adds Melissa, "has done so much for not just the athletes but for the school's spirit as well, and without the donors it would not be possible. Thank you for helping make a dream a reality." ■

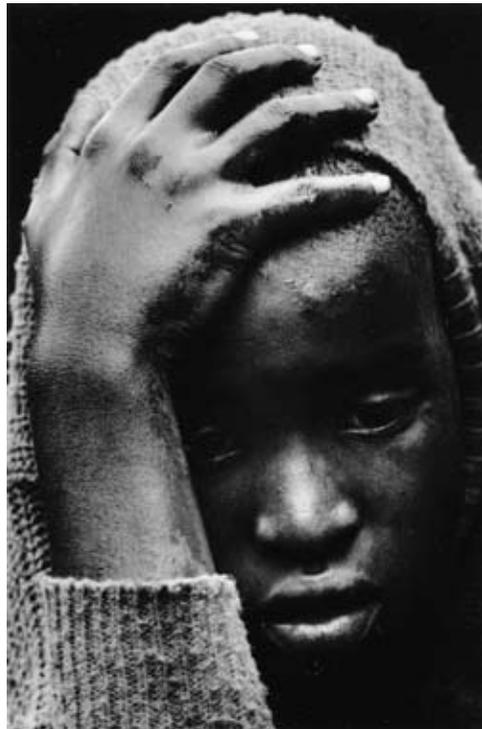




Ryerson Rams' Melissa Wronzberg in action at the MAC.

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Left: Dave Heath,  
*In Arthur Freed's  
Apartment, Lower  
East Side, New  
York City, 1962.*

Right: Dave Heath,  
*Washington Square,  
New York City, 1958.*

## RIC INSPIRES GIFT OF **EXTRAORDINARY IMAGES**

**M**ichael Torosian, Photographic Arts '73, has a deep connection to photography. It is expressed most profoundly in the work of his Lumiere Press, devoted exclusively to the creation of books of photography in the meticulous fine-press tradition – composed in lead, hand printed and hand bound. And it is further expressed in Michael's activities as a collector.

"I've been fortunate enough to meet quite a few significant artists and, through that, very good material has come my way," says Michael.

And Michael has shared some of that good fortune with Ryerson, donating 49 photographic works to the Ryerson Image Centre. Made up primarily of gelatin silver prints, the gift includes work by Alexander Gardner, R. Beavan, Edward Curtis, Lewis Hine, Edward Steichen, Ralph Greenhill, Michel

Lambeth, Joanna Steichen, Ronald Hurwitz, Les Krims and two anonymous photographers. The gift also includes works by Dave Heath, who taught in the School of Image Arts for many years. A significant photographer, Heath's work is held by the Museum of Modern Art in New York, the Chicago Art Institute and the National Gallery of Canada.

"In my lifetime," adds Michael, "there has never been a gallery in Toronto devoted primarily to photography, so when the Ryerson Image Centre came to be, as an act of solidarity and encouragement, I wanted to give them a gift."

Collections Curator **Peter Higdon** notes that the donated works "add to existing strengths of the collection – as is the case with Heath and Lambeth – or expand it in other areas, filling in gaps in the Centre's

longstanding photography collection."

Designed to museum standards by Toronto's Diamond Schmitt Architects, the Ryerson Image Centre is intimately connected in space and mission with Ryerson's School of Image Arts, Canada's leader in education and research for photography, film and related disciplines at both the graduate and undergraduate levels. The collections held by the Research Centre of the RIC provide the opportunity for students, faculty and others to access, in a very immediate way, a range of original work of historical and contemporary importance.

The gift of photographs from Michael Torosian deepens and strengthens that research and curatorial resource, which ultimately deepens and strengthens the work being done at the Ryerson Image Centre. ■

# ENCOURAGING THE ENTREPRENEURIAL SPIRIT

A generous gift from the **Norman Esch Foundation** has made it possible for the Faculty of Engineering and Architectural Science (FEAS) to boost its investment in student innovation and entrepreneurship.

The **Norman Esch Engineering Innovation and Entrepreneurship Awards** help undergraduate and graduate students in FEAS develop their business ideas from the research stage all the way to commercialization. The purpose of the awards is to enable new, innovative ideas for products, inventions and technologies that are relevant to the Canadian economy. In addition to funds to help make their ideas reality, student winners also receive guidance from business and technical mentors to help develop the ideas.

Three rounds of competition took place in 2013. In all, 43 students were awarded prize money ranging from \$5,000 to \$25,000, depending on the stage of the project pitched. The next round will take place in January 2014.

**Gentian Licenji** received an award for his character-recognition mobile application that addresses increasing vision problems in an aging population by reading hard-copy text aloud.

“This award has pushed me to seriously consider a career as an entrepreneur,” says Gentian. “I would like to thank the Norman Esch Foundation for bringing out the leader and entrepreneur in students and enabling them to change the world.”

**Stephen Hewitt** also received a Norman Esch Engineering Innovation and Entrepreneurship Award. Using 3-D printing technologies, Hewitt’s project enables the design and



Norman Esch Award recipient Anna Leshenko and Sami Dalati demonstrate the Tec-Stick navigation aid.

manufacture of phone cases based on recent fashionable trends, turning the standard industrial production-line process upside down.

“This award,” says Stephen, “has reminded me that no idea is too ridiculous, and that sometimes the most ridiculous ideas are the ones that succeed. Receiving the Norman Esch Engineering Innovation and Entrepreneurship Award provided funds to help make it a reality.”

**Dr. Sri Krishnan**, FEAS Interim Dean, notes that “with the support of the Esch Foundation, we are not only building an innovation ecosystem and inspiring our students’ ideas, we are also helping it take shape in the world.” ■

“This award has pushed me to seriously consider a career as an entrepreneur.

I would like to thank the Norman Esch Foundation for bringing out the leader and entrepreneur in students and enabling them to change the world.”

— GENTIAN LICENJI



Sheldon Levy with Phyllis Yaffe, chair of the Board of Governors & PhD graduate Anne Wagner.

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# BOARD OF GOVERNORS CREATES **LEADERSHIP AWARD**

At October's convocation, **Anne Wagner** not only received her PhD in Psychology, she also received a Ryerson Gold Medal and the first **Board of Governors Student Leadership Award and Medal** for a graduate student. (The first Board of Governors Leadership Award and Medal for an undergraduate was awarded to **Parvinder Sachdeva** as part of the Spring convocation).

As the name suggests, the new award was created through donations from the members of Ryerson's Board of Governors. Launched with a gift from the Board's former chair **Peter Lukasiewicz**, the Board's support of the award is a way of encouraging student involvement and leadership.

"The collective giving to create the award is important because it recognizes that the Board of Governors is not just about the governance of Ryerson, it also has a role to play in supporting student accomplishment," said **Phyllis Yaffe**, chair, Board of Governors. "We wanted the gift to focus on someone who has shown leadership in different ways across the university, who had potential to go on and do more great things in their lives through their leadership,"

Anne Wagner exemplifies that. She maintained a GPA of 4.07 while dedicating herself to community outreach. At Ryerson, she was part of the inaugural Psychology Graduate Students' Association and served formally and informally on committees designed to enhance research innovation and collaboration. She's worked under the supervision of Professor **Trevor Hart** in the

HIV Prevention Lab and is now a postdoctoral fellow working alongside Professor **Candice Monson** in the IMPACT Lab, researching the development, prevention and treatment of post-traumatic stress disorder (PTSD).

"I like spending time with people, understanding how people act and think and what influences that," Anne said. "I chose those two areas (HIV and PTSD) because of the social justice aspect, to help mitigate the negative perception or outcomes people may be experiencing. In terms of trauma, at some point in people's lives they will experience a form of trauma and I want to help create solutions."

Anne's involvement in the wider community also demonstrates her drive and leadership. She serves as a member of The Gathering of Spirits: Canadian Women, Trans People and Girls' HIV Research Collaborative, and sits on the board of directors for STAND Canada, a national anti-genocide NGO. As STAND's principal director from 2008 to 2010, she visited South Sudan and the Darfur border twice, where she collected stories from people in the displaced persons camps and met with leaders to determine the needs of the camps. While her STAND Canada involvement was separate from her studies, Wagner says the experiences helped shape her psychology career and focus her research.

"Ryerson's been a very supportive environment for me to do all the community service work," she said. "I love that this award is a combination of service, community engagement and academic knowledge. It's such a wonderful thing to highlight, and hopefully inspires others to take initiative."

Members of Ryerson's Board of Governors give generously of their time and talents, and many are among the most generous donors to the University. The creation of the Board of Governors Leadership Award and Medal is a further example of the way they contribute. ■

# STRENGTHENING TEACHING AND RESEARCH

It can be an ethical jungle out there, and the new **Jim Pattison Ethical Leadership Education and Research Program** is designed to better equip Ryerson students to navigate and lead in that territory. The program, offered within the Ted Rogers Leadership Centre and supported by the Ted Rogers School of Management at Ryerson University, was launched in February of 2013.

Noting all the corruption scandals in the news, **Brian Segal** – Distinguished Visiting Executive at the Ted Rogers School of Management and chair of the Ted Rogers Leadership Centre – says that “the next generation of students really needs to be exposed to ethical leadership in business. And when I thought about that notion of ethics, integrity, honesty, Jimmy Pattison came to mind. Anyone doing business with him knows that this is the way he works.”

The program was established with a generous gift to Ryerson’s Make Your Mark campaign from **Jim Pattison**, founder and CEO of the **Jim Pattison Group**. Pattison’s generosity helps drive the university closer to its \$200 million goal for Make Your Mark, which is focused on providing students with the very best educational opportunities.

Through guest-speaker series, seminars, workshops and symposia, the new program delivers an enhanced understanding of the values, attitudes and practices of ethical behaviour and leadership, and how to best apply these to everyday business decision making.

**Chris MacDonald**, an internationally recognized leader in the field of Business Ethics, is the new program’s director. MacDonald is also director of the Ted Rogers Leadership Centre, and notes the way the programs dovetail: “The gift from Jim Pattison recognizes that leadership has an ethical core, and that ethics is not about just

making good decisions but leading others in making good decisions too.”

“Ryerson’s DNA,” says MacDonald, “makes it the right place for a program in ethical leadership. We’re pursuing research and contributing in the area, and it’s also an intensely practical kind of skill. Our connectedness to the business community means we can bring in people with real experience to talk about ethics in a very practical and first-hand way.”

To date, the program has tackled such issues as big-box retail and the environment, the market for values, corporate involvement in human rights abuse, accountability in corporate/government interaction and more. “Business ethics is not the study of sainthood,” adds MacDonald, “it’s about building reasonable frameworks that acknowledge it’s a tough competitive environment.”

Thanks to Pattison’s generous support, Ryerson students are better prepared to solve real-world problems, and meet real-world challenges. ■

“The gift from Jim Pattison recognizes that leadership has an ethical core, and that ethics is not about just making good decisions but leading others in making good decisions too.”

— CHRIS MACDONALD



Business Ethics leader Chris MacDonald leads a workshop in the program named for Jim Pattison.

# BEQUEST **HONOURS** MEMORY



Steven James Sandoz and young fan.

Steven Sandoz's bequest will ensure that the Beacom's generosity to him will have a lasting legacy, helping realize the talent and potential of generations of Arts students.

**S**teven James Sandoz was only three-years old when his mother died. Her best friend, Evelyn Beacom, opened her home and family to him, and he would spend much of his early life in the company of Evelyn, her husband Norman and their son Warren. Steven paid that generosity forward in his will, creating a tribute to the Beacoms by establishing a bursary in their name at Ryerson. The **Evelyn and Norman Beacom Bursary** in the Faculty of Arts will support two annual bursaries for second, third or fourth year students in full-time study.

Creating the Evelyn and Norman Beacom Bursary through a bequest to Ryerson was also a way of honouring **Warren Beacom**, their son and the executor of Steven's will. Steven had not attended Ryerson himself, but Warren, on the road to a successful career as an entrepreneur in the electrical industry, took a year's coursework at Ryerson to earn a qualification. "The gift allowed Steven," says Warren, "to remember my Mom and Dad through me."

Steven's father was a silver-spinner artist with a connection to sport – he fashioned the Stanley Cup. And Steven was drawn to the arts – music, photography and especially languages. He became a teacher in the Hamilton-Burlington area, teaching Greek, Latin, French, German and English. As an educator all his life, that connection to education was important and informed his estate planning. The inaugural Evelyn and Norman Beacom Bursary awards will be presented in the 2014-2015 academic year. Steven Sandoz's bequest will ensure that the Beacom's generosity to him will have a lasting legacy, helping realize the talent and potential of generations of Arts students. ■

# SUPPORTIVE PARENTS



It makes complete sense when you think about it: parents are the biggest supporters of their kids – so it’s no surprise to find that parents of Ryerson students are among the University’s most generous supporters. Roughly 30% of giving to Ryerson’s Annual Fund comes from parents of students. That’s a vital support to the school and its offering, and it has direct impact on their kids’ lives and experiences as students.

**Alanne O’Gallagher’s** son Graham attends the Ted Rogers School of Management at Ryerson. She appreciates the fact that her son speaks highly of the University, and she’s thinking of the future as well: “I have other children coming up. It’s a good school, and I know what it takes to put it all together. It needs and deserves support.”

**Michael Campbell** knew of Ryerson before and now, with his

son here, he knows much more. “I appreciate the ways Ryerson has become well integrated into the community in Toronto, and how the school uses those resources in its education. That’s the future of higher learning.” And Michael too looks ahead – supporting Ryerson, he adds, “is not just for the current students but for all the students that will be coming through subsequently.”

We can’t thank parents like Michael and Alanne enough – and thankfully, there are a lot of them to thank. Since 2000, close to 8,000 parents of Ryerson students have contributed more than \$1.4 million to the University’s Annual Fund. Last year, more than 1,100 parent supporters donated just under \$100,000. Thank you to all the parents who support their kids by supporting Ryerson – you’re helping us give them the very best. ■

“I appreciate the ways Ryerson has become well integrated into the community in Toronto, and how the school uses those resources in its education. That’s the future of higher learning.”

— MICHAEL CAMPBELL

# GIFT TO RYERSON THEATRE SCHOOL GOES A LONG WAY

The **William and Nona Heaslip Foundation** has a long history of fostering excellence at Ryerson University. Heaslip House, which houses the Chang School of Continuing Education, opened in September 2007, and was named for a contribution from the Heaslip Foundation that reflected the interest in adult education of the late William Heaslip. Over the past two years, the Foundation has extended that tradition of support by funding a variety of initiatives at the Ryerson Theatre School (RTS) in the Faculty of Communication & Design.

The Foundation's support in 2012 recognized **Kevin Forster** and **Zachary Parkhurst**, two students excelling in the acting program. For Zachary, the award meant he was able to participate in a course in Greece, where he performed and workshoped material with Ryerson and other theatre-school students.

"Receiving the award and being able to put it toward such an incredible month was just more confirmation that Ryerson has been the right choice for me," said Zachary.

Kevin was grateful for the way the award provided encouragement in a profession that can often feel discouraging: "I know that this career choice is not an easy one and can pose challenges. Receiving this award helps me to keep my morale up, and provides the opportunity for me to further my education in acting. Thanks to the Heaslip Foundation."

This year, **Vasilisa Atanackovic** received the Heaslip Foundation's Acting Excellence Award. A talented graduating actor, she recently won a major role in *Cinderella*, a pantomime staged by the Ryerson Theatre School.

The foundation's support also enabled RTS faculty member **Irene Pauzer** to further her work in voice and speech training. She was able to participate in an international conference in Greece, where she coached undergraduate students undertaking a month of performances based on classical Greek plays.

"The summer workshop," says Pauzer, "gave us the opportunity to work in an integrated manner specifically on clarity of speech. Witnessing the growth of these students during the workshop has reconfirmed for me the continuing need for this necessary work in actor training. I know our students, as well as I, are forever grateful for the opportunity and the lasting impact it will have on all of us. In planning my courses this academic year, that pedagogical emphasis on speech has been foremost and will continue to be."

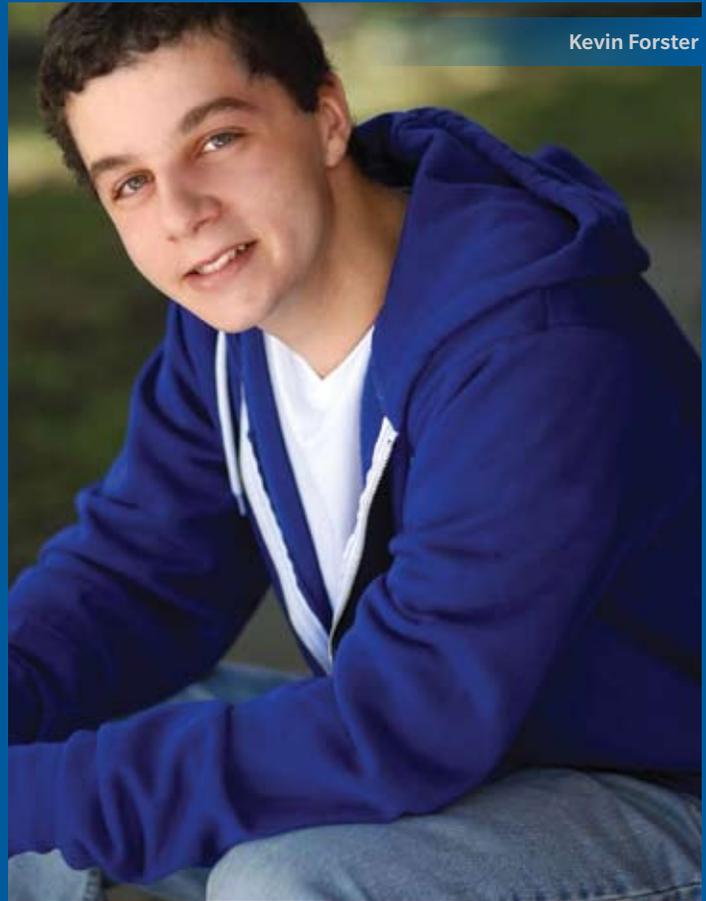
The gift also made it possible for the entire RTS community and others to get to know better the work of **Herbert Whittaker**, founder of the Theatre Museum Canada. The Museum Board curated an exhibition of memorabilia related to Whittaker, and **Kate Barris**, Vice Chair of the museum Board, and **Michael Wallace**, Executive Director of the museum, gave a talk and tour to students. The exhibition was combined with a public event called "Writer's Block & Friends: Barriers to Creativity" in which playwrights **Brad Fraser**, **Drew Hayden Taylor**, and **Andrew Moodie** offered the audience a peek into their creative processes.

The **William and Nona Heaslip Foundation** has generously renewed their support for the 2013-14 year to further speech training and provide funding for two students to participate in a partnership between Ryerson and the Edinburgh Fringe Festival. In these ways, the Foundation's gift to the Ryerson Theatre School will continue to touch the lives and work of many. ■

Zachary Parkhurst



Kevin Forster



“Receiving the award and being able to put it toward such an incredible month was just more confirmation that Ryerson has been the right choice for me.”

— ZACHARY PARKHURST

“I know that this career choice is not an easy one and can pose challenges. Receiving this award ...provides the opportunity for me to further my education in acting.”

— KEVIN FORSTER

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Supporters of the Centre for Urban Research and Land Development at November launch.

“Ryerson was the obvious choice for the Centre – its vision as a city builder is being realized, and that vision is clear to alumni and non-alumni alike. This Centre gives a literal location to that drive and underpins it with an urban planning research foundation.”

— PATRICK O’HANLON





# GENEROUS SUPPORT CREATES NEW RESEARCH CENTRE

Toronto and its surrounding areas are growing – and along the way, they’re experiencing plenty of growing pains. Whether those challenges involve transit, intensification, sprawl or green space, urban issues are a constant source of debate. Yet despite all the dialogue, the potential economic impact of urban and land development policies have not been fully identified and considered in the policy process.

Now, with the generous support of a number of the country’s top developers, the **Centre for Urban Research and Land Development (CURLD)** at Ryerson is addressing that gap, and educating students to take leadership roles in these pursuits.

The Centre is based in the Faculty of Community Services and celebrated its official opening in November 2013. The first research hub of its kind in Canada, the CURLD is an expert-led research-based organization in which economics and market analysis occupy the primary role in urban policy research, development and teaching.

The Centre was made possible by bringing together those acutely aware of the issues as they play out on the ground. In the last year, the vision of the Centre was supported by 14 developers who collectively contributed \$1.4 million. And funds for the CURLD are still being raised, with supporters signing on in the last several months and more to come.

**David Amborski**, Urban and Regional Planning professor and Director of the CURLD, notes that “many of our graduates go on to hold leadership positions in the building and land development industry. The CURLD is an opportunity to harness the power and resources of that network and its connections, get them working in common purpose and to the benefit of our students. It will provide valuable experiential learning opportunities to study

the industry and really make a difference.”

**Patrick O’Hanlon**, Urban and Regional Planning ’83, now president of Kylemore Communities and Angus Glen Development Ltd, noted that “Ryerson was the obvious choice for the Centre – its vision as a city builder is being realized, and that vision is clear to alumni and non-alumni alike. This Centre gives a literal location to that drive and underpins it with an urban planning research foundation. In five years, the gov’t and private sector will look to the Centre for the quality and insights of its research. It will become a trusted voice.”

The CURLD will encompass a wide variety of research, teaching and consulting-research activities, including graduate and undergraduate programming, executive education, public seminars and policy forums, partnered research and consulting.

Support for the CURLD ensures that Ryerson’s Planning graduates will be uniquely qualified with the economic knowledge and tools to evaluate existing and future land development policies, and to make recommendations on new and necessary policy directions.

Thank you to those first fourteen whose support helped launch CURLD: **Benny Marotta; Brookfield Residential; Fram Building Group; Geranium Corporation and Pace Credit Union; Joseph Lebovic Charitable Foundation/Wolf Lebovic Charitable Foundation; Mattamy Homes; Menkes Developments Ltd.; Metrus Development Inc.; Pemberton Group; Kylemore Communities and Patrick O’Hanlon; Sorbara Development Group; TACC Developments, Arista Homes, Fieldgate Homes, Paradise Homes, Starlane Homes; Tridel Corporation;** and **Zodiac Developments Inc.** in appreciation of **Attilio Lio & Family.** ■

# A BOOST FOR INNOVATION AND **INVENTION**



From left to right: Kevin Arnold, Essie Arnold, Sam Seo and Steven Arnold

“We are proud to see that many of these start-up companies are already making a positive contribution to our society, and we are so fortunate to have garnered the financial support of our friends who believe in the power of collaboration and innovation.”

— ADAM B. KAHAN

Ryerson’s **Digital Media Zone** is one of the most exciting centres of technology and innovation in Canada. And that excitement is attracting the attention and investment of several key supporters.

The DMZ provides students and recent graduates with a dedicated space to incubate their businesses, collaborate with each other on new ideas, and draw on the university community for mentorship, training and development. This wrap-around approach to student learning has given considerable bench strength to an ever-expanding group of imaginative and industrious people who are building their own companies early on in their careers.

Joining the DMZ family are a number of alumni and friends of the university who have stepped up to the plate by contributing towards the expansion of the DMZ and the exciting projects incubating within it.

A generous multi-year gift from **Joseph and Antoinette Sorbara** has led to the establishment of a significant award for undergraduate and graduate students who have initiated a promising project through the DMZ. Joining the Sorbaras in their support for students is **Yosef Wosk** who recently established an award in memory **Irving Arnold**, an entrepreneur who invented the world’s first computer-controlled unit-production system for the apparel industry. The inaugural recipient of the Irving N. Arnold Award for Innovation and Invention is **Sam Seo**, a computer science student and co-founder of **Physicalytics**, a cloud-based platform that provides insights into how consumers navigate through and use physical spaces.

To further encourage that kind of innovation and entrepreneurship, **Raymond Chang**, President of **CI Investments** and former Ryerson chancellor, made another generous contribution to the University recently – this time to support infrastructure and programs at the DMZ. And **Rogers Communications** has also come on as a major sponsor to help develop and promote student work and DMZ initiatives.

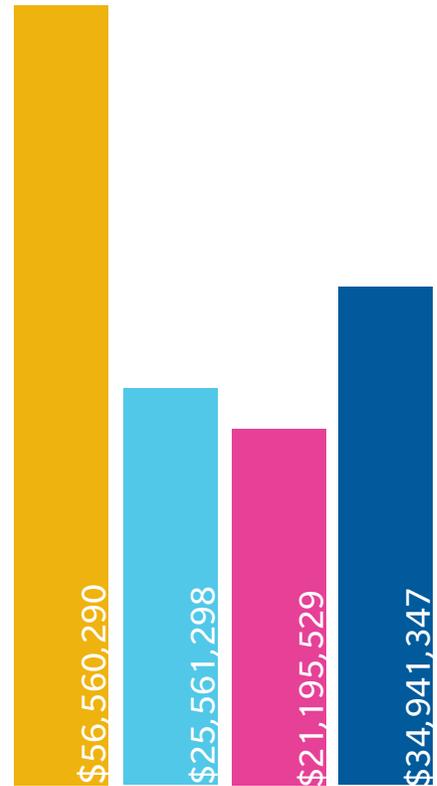
“These investments represent a significant vote of confidence, not only in the DMZ, but also in our students and alumni,” says **Adam B. Kahan**, Ryerson’s Vice President, University Advancement. “We are proud to see that many of these start-up companies are already making a positive contribution to our society, and we are so fortunate to have garnered the financial support of our friends who believe in the power of collaboration and innovation.”

To learn more about the DMZ and all of the companies it supports, visit [digitalmediazone.ryerson.ca](http://digitalmediazone.ryerson.ca) ■



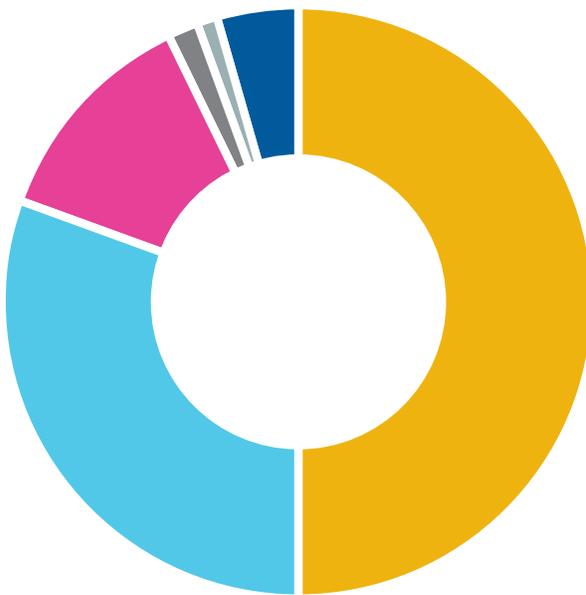
## Make Your Mark Campaign

Thank you for giving generously to Ryerson University. Your support makes a powerful difference for our students, on our campus and in our community. Thank you for joining us – each and every gift makes a mark.



### WHO HAS GIVEN

- Alumni 50.1%
- Parents 30.7%
- Friends 12.1%
- Students 1.6%
- Faculty/Staff 1.3%
- Corporations 4.2%



### SUPPORT FOR CAMPAIGN BY PRIORITY:

#### Student Scholarships, Awards and Bursaries

\$56,560,290

#### Academic Programs, Library, and Technology

\$25,561,298

#### Teaching and Research

\$21,195,529

#### Capital Projects

\$34,941,347

#### TOTAL RAISED

\$138,258,464\*

(July 1, 2006 to April 30, 2013)

\*Ryerson's Make Your Mark campaign continues to gain support and, as of November 30, 2013, had raised more than \$147M.



## With our thanks.

For more information, please contact:  
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Everyone Makes a Mark



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