

2020-21 IMPACT AND ACTIVITY REPORT

cambriancollege.ca/donate • cambriancollege.ca/alumni
#CambrianCommunity



2020-21 BOARD OF DIRECTORS

CHAIR

Kathy Wells-McNeil

CEO – Total Nursing Care

VICE CHAIR

Kristine Sanderson

Global Recruitment Lead/HR

Consultant – AIP Connect

PAST CHAIR

Debbi Nicholson

President and CEO – Greater Sudbury

Chamber of Commerce

TREASURER

Tina Clark

Branch Manager –

TD Commercial Banking

DIRECTORS

Bill Best

President – Cambrian College

Jason Bubba

Cambrian Board of Governors

Representative

Chief Operating Officer – NORCAT

Ryan Catton

Business Development Manager –

Ionic Mechatronics

Lynn Courville

Cambrian Student Council

Kate Grenko

Executive Assistant – Pioneer

Construction Inc.

Geoff Hatton

President and CEO – Spectrum

Telecom Group Ltd.

Dave Petryna

President – Petryna Advertising

Rick Smith

Faculty – Cambrian College



MESSAGE FROM THE CHAIR

I am very pleased to present the Cambrian College Foundation and Alumni Association's 2020-21 Impact and Activity Report.

On behalf of my fellow board members, I would like to thank our many valued partners, donors, alumni, and stakeholders in our community and beyond for their incredible support throughout a truly unique year. Our successes and growth would not be possible without you.

Postsecondary education today is in a constant state of evolution. Our world is caught in the grip of the global COVID-19 pandemic, and the ripple effects have had a profound impact on our students and our College community.

I am truly in awe of how our community has come together throughout these changing times. We are moving further together and honouring the collaborative spirit at Cambrian's core, while charting new paths to position us as an undeniable destination for higher education.

Our Board of Directors continue to serve our #CambrianCommunity, welcoming four new members to our Director's list. Jason Bubba joins us as NORCAT's COO and representative from the College's Board of Governors. Ryan Catton, Ionic Mechatronics' Business Development Manager is lending his expertise, as well as a Pioneer Construction's Executive Assistant Kate Grenko. Cambrian Student Government President Lynn Courville plays an integral role in ensuring our decision-making is conducted always with student success in mind, and we are also pleased to welcome Director Tina Clark into her new role as Treasurer.

I close again extending my sincere thanks to the many generous partners and supporters of Cambrian College. It is only with your support that we continue to grow and make our mark worldwide.

Sincerely,

Kathy Wells-McNeil
Chair – Cambrian College Foundation Board of Directors



MESSAGE FROM THE PRESIDENT

If the 2020-21 academic year taught us anything, it is to be ready for everything. We have been through a great deal as a College and as a society. We have learned a lot too.

But what has remained consistent has been the relentless drive forward by our people, and the incredible support of you, our community partners and donors.

There are so many highlights to share, but here are a few. Our enrolment has remained steady, with students coming to us from more than 40 countries. We introduced new programs (now more than 90) to meet the constantly evolving demands of the labour market. We have evolved what our students earn with us, such as more graduate certificates to new “micro-credentials” which are condensed and skills-specific certificates of achievement.

Crucial to this success has been the unwavering support of our community partners and donors.

At a time when the world economy has struggled under the weight of the ongoing COVID-19 pandemic, you have leaned in to deepen your financial and in-kind support for the initiatives we already have, in addition to making it possible for us to launch new means of supporting our students.

Support has grown amazingly for signature initiatives such as Giving Tuesday, Jill of All Trades, the Student Innovation Challenge, and our Career Fair Conference/Employer Award of Distinction. In addition, our awards program continues to grow with over 900 annual scholarships celebrating excellence, and bursaries available to students in need.

As we make our way back to the full, robust, in-person experience that has become our hallmark, we look forward to continuing to partner with you and to developing the leaders of the future that you and the communities we serve are relying upon to ensure we thrive now and moving forward.

Bill Best
President – Cambrian College

VISION

Our vision is to imagine the impossible, to inspire one another, and to innovate in ways we have yet to fully explore. To envision the impossible and work together to achieve what we envision.

MISSION

To offer a comprehensive program of career-oriented, postsecondary education and training to assist individuals in finding and sustaining meaningful employment. To meet the needs of employers and the changing work environment. To support the economic and social development of our diverse community, locally and globally.

VALUES

Innovation
Respect
Collaboration
Excellence

MEET THE TEAM



Shawn Poland

Vice President External
Partnerships, Strategic Enrolment
Executive Director –
Cambrian Foundation
(705) 566-8101, extension 7387
shawn.poland@cambriancollege.ca



Brandi Braithwaite

Director of Development and Alumni
(705) 566-8101, extension 7839
brandi.braithwaite@cambriancollege.ca



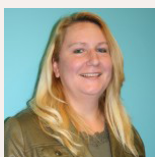
Angela Gilmore

Development Manager
(705) 566-8101, extension 7526
angela.gilmore@cambriancollege.ca



Kristina Garbuio

Communications and Events Officer
(705) 566-8101, extension 6411
kristina.garbuio@cambriancollege.ca



Jeanette Bleskie

Research Analyst
(705) 566-8101, extension 6899
jeanette.bleskie@cambriancollege.ca



MESSAGE FROM THE DIRECTOR OF DEVELOPMENT AND ALUMNI

The 2020-21 academic season ushered us all in to uncharted territory. We challenged our Cambrian Community to come together in continued support of our students, and they certainly did.

As our world continues to live through the COVID-19 pandemic, the impact it continues to have on our students is truly profound. They need our support

now more than ever – no one should ever have to worry about unforeseen financial challenges while working toward a brighter future.

Today, I am very pleased to be sharing our 2020-21 Cambrian College Foundation and Alumni Association Impact and Activity Report, celebrating the achievements and successes that, together, we have all achieved.

We continue to focus on delivering commitments to our key stakeholders and the community, while exceeding expectations wherever possible. We continue to realize success through a focused, outcome-driven approach to alumni relations and are confident that data-driven initiatives will allow us to achieve all of our goals with your support.

Because of you, a student is no longer worried about how to get to school this week as they were able to purchase a bus pass. Because of you, a student is sleeping better tonight, knowing that the cost of their textbooks and class kits are now covered. Because of you, a student was able to turn down that back-to-back shift so they could instead study for their upcoming exam. What an incredible outcome to play a role in.

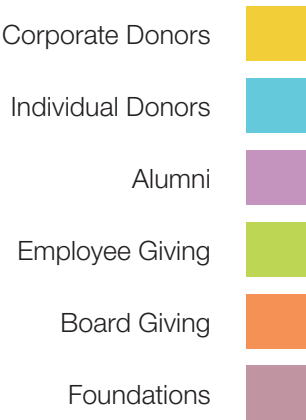
Together, we all make up Cambrian's rich history and help to shape its future. Our community is strong, we are committed and our passion is contagious. Truthfully, we could not do this without all of you.

Sincerely,

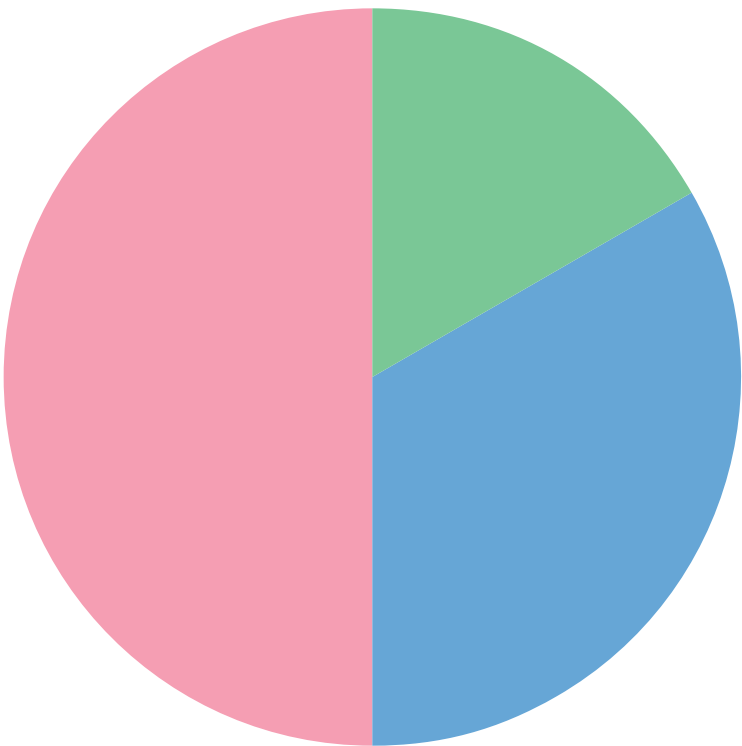
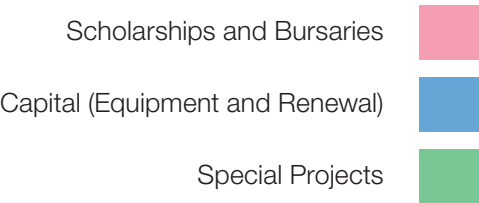
A handwritten signature in black ink.

Director, Development and Alumni – Cambrian College

DONATIONS BY SOURCE



DONATION DESIGNATIONS



BURSARY RECIPIENT

BASHIR HEMMATESFANDABAD

“Serving people is what I’m authentically passionate about,” says Bashir Hemmatesfandabad, a Cambrian student currently studying in the Diagnostic Medical Sonography – Ultrasound program. “It gives me a great feeling seeing people happy, and when I can play a part in helping them achieve that happiness, that’s when I’m most satisfied.”

Hearing Bashir speak about his commitment to bringing joy to others is remarkable, not just because of the conviction behind his words, but because of the fact that joy was something he rarely experienced in his formative years. Growing up in Iran, Bashir, whose family practices the Bahá’í faith, routinely faced cruelty and extreme prejudice because of his beliefs.

“Bahá’ís have been oppressed for many years,” he says, “especially over the last four decades since the Iranian revolution. People who believe in this faith have been persecuted. Many aren’t allowed to go to school or start their own businesses. If you own any property, it can be confiscated. Many people get put in prison. People can even be killed simply because they have a different faith.”

Although he attended school, something many Bahá’ís are not permitted to do, and despite having a love of learning, the classroom wasn’t a safe space for Bashir. His faith made him both conspicuous and invisible, a person to be looked down on and ignored by classmates and teachers alike.

“They treat you like you aren’t a part of society,” he says. “You don’t even exist. As a Bahá’í, that’s your life—every single day. It’s so painful.”

Bashir endured, but when the time came for him to begin a stretch of compulsory military service, he and his family knew that they had to make a life-altering decision. Because of their faith, they understood that Bashir would always be put into precarious positions by his superiors. He would be first in line for the most perilous tasks, meaning his safety and even his life would be in danger. They made the difficult choice to flee the country. They immigrated to Turkey with the ultimate goal of finding their way to Canada.

But there was little reprieve from the discrimination they had faced in Iran. They continued to be seen as outsiders.

“It was horrible,” Bashir says. “Once again, people didn’t accept us as their own. We all struggled.”

After three years of difficult living, the family successfully immigrated to Toronto. Although they were once again foreigners arriving in a new country, there was a stark—and wonderful—difference in the way they were received.

“I’m not sure how to express it other than to say that this country is amazing. I’m so thankful to be here,” Bashir says.

“When I arrived, I was made to feel like I belonged. I was born in Iran, but I’ve never felt Iranian. Being welcomed into a society without judgment is something I’ve never experienced before.

“When people ask where I’m from I don’t hesitate to say ‘Oh, I’m Canadian!’ That’s how accepted I feel. This is home to me.”

When his family was settled, Bashir re-enrolled in high school and despite the need to learn English while doing so, earned his diploma and began exploring options for further study.

He began pursuing a degree in nursing before realizing it wasn’t where his passion lay. When a classmate introduced him to the ultrasound field, he knew immediately that this was the path that he should be following. He began researching ultrasound programs in the province and saw Cambrian as a perfect fit.

At the College, he has found a wealth of supports that he can still hardly believe are true—new friends, a welcoming community, and committed and caring professors. What’s more, as the recipient of the Dr. John T. Koski “Second Chance” Memorial Scholarship, Bashir has also received much-needed financial assistance.

The scholarship, created to honour the memory and legacy of Cambrian’s founder, provides support to a student who, like Dr. Koski, completed their secondary school degree after a period of interruption. Recipients have enrolled in a postsecondary program in the hopes of realizing their full potential.

Receiving the award has once again confirmed to Bashir that he is exactly where he is meant to be.

“For the first time in a long, long while I’m free to dream. I don’t see any limits.”

“I was ecstatic when I got the news,” he says. “I don’t come from a wealthy family, and financial problems have always been a reality for me.

“It [the scholarship] has really helped relieve some of the burden I’ve felt most of my life. I’ve had greater opportunity to focus on my work and dedicate myself entirely to my studies. It’s given me hope.”

When he looks back on his former life in Iran, it hardly seems possible that he is here now in Sudbury, thriving and looking toward a future filled with possibility. He has plans to complete his current studies and explore options for specialization after graduation.

“Whatever opportunity exists to best serve others, I’m going to go for it,” he says. “My main goal for the rest of my life is to serve the people of Canada, to give back and show gratitude for my life in this country.

“For the first time in a long, long while I’m free to dream. I don’t see any limits.”



BURSARY RECIPIENT

JENNIFER HOULE

For some teenagers, the day's most stressful decision can be settling on which Instagram filter will provide the most flattering look.

For Cambrian Nursing student and bursary recipient Jennifer Houle, it was deciding how best to spend a portion of the \$200 she had available each month to take care of her three young children.

"I could barely afford anything, and I mean anything," she says. "A phone, cable...nothing like that. After rent and things like formula and diapers there wasn't much left. I struggled really badly."

Jennifer had her first child when she was 15 years old, and the financial struggle she describes was one that she faced largely without the help of friends and her then partner. The former didn't understand why she couldn't spend time at parties with them, while the latter was abusive.

Although she had her parents to turn to for comfort and support, there was only so much relief they could provide. Life as a single parent was a constant challenge. Resources like foodbanks became a necessity.

"I had to do what I needed to take care of my children," she says. "That was always, and still is, the number one priority for me: their health and well-being."

Jennifer was forced to make the difficult decision to leave high school and take on a part-time job, but she knew that graduating was the first step toward creating a secure and stable life for her family. She eventually returned to complete her studies and began exploring what opportunities were available to her at the postsecondary level. She knew she wanted to find a career where compassionate care for others was at the core of the work.

She enrolled at Cambrian and began to study Corrections, but the timing and field, weren't right. Although she had a strong desire to help those in vulnerable positions—young people in particular—she wasn't in a place where she could be fully invested in her ongoing education.

For the next three years she worked as a personal support worker, until a family emergency brought on a dramatic change in her life and her future outlook. Her then 17-year-old son was diagnosed with a severe case of schizophrenia, and Jennifer was forced to watch as he fell deeper and deeper into the illness. "That was the hardest thing I've ever been through," she says. "He was in a schizophrenic state for over a year. It got really bad and he ended up in the hospital."

But just as she'd always done, Jennifer dedicated herself to her child's welfare, staying by his side and advocating for him to ensure he received the care and treatment he needed to recover. It was this difficult experience that made her realize that she wanted to return to Cambrian to pursue a degree in Nursing.

At the College, she found a wealth of supports—inside and outside of the classroom—to assist her in making the transition.

Today, Jennifer is deep into her studies and looking toward her graduation date in 2022. What's more, those most important to her are also thriving: Her son has responded well to treatment, her eldest daughter is about to begin her postsecondary studies in education, and as the proud recipient of seven separate bursaries, Jennifer is able to fully focus on achieving her goals knowing her family's needs have been met.

"It [the financial support] helped get me through the year," she says. "I haven't had to worry about buying Christmas presents or getting things that we'll need through the winter. "These awards made it possible for me to help my daughter cover some of her school expenses. I was even able to buy myself a Cambrian College sweater!"

When she graduates, Jennifer hopes to one day become a nurse practitioner. She is especially interested in working as a street nurse so she can assist members of the homeless population who are struggling with significant mental health issues.

Her goals are ambitious, and she knows the work is difficult, but she has never backed down from a challenge and won't start now. Not when the future is so full of promise and her purpose is so clear.

“Don’t give up on your dream—never, ever give up. We’re all capable of greatness.”

“I’m enjoying every moment,” she says. “It’s hard...but I know I’ve found my calling. This is where I’m supposed to be.”

To those who may be struggling to find the strength to make a better future for themselves and their loved ones, Jennifer has a message she hopes will resonate: “I always have doubts, but everyday gets better. I’ve felt like quitting so many times, but I just kept on going. Now, here I am, working toward my degree. Don’t give up on your dream—never, ever give up. We’re all capable of greatness.”

Jennifer Houle third from left.



DONOR MESSAGE

KEITH AND MARGARET LINDSAY

They say that diamonds are forever, but when it came to finding the right gift for his wife Margaret to celebrate their 25th wedding anniversary – one that would both surprise and endure, Cambrian alumnus Keith Lindsay wanted to do something out of the ordinary.

In tribute to Margaret's exemplary work in the field of child and youth care services, Keith established the Margaret Lindsay Child and Youth Care Ethics Award. The award is presented annually to a graduating student in Cambrian's Child and Youth Care program who has shown exceptional commitment to ethical practice during the course of their studies.

"I wanted to create a legacy statement for my wife, something that reflected my deep love and respect for her, and I wanted it to be in support of the place where it all began for us."

Where it all began was in a Cambrian classroom on orientation day in 1986. On that day, Keith and Margaret, both first-year students enrolled in the Child and Youth Care program, were seated next to each other. When their professor asked each student to turn side to side and introduce themselves to their classmates, Keith knew he was making more than a casual acquaintance with the girl seated on his right. A short hello led to a memorable hour-long conversation between the two in the College's parking lot. When Keith got home that evening, he had some important news to share with his younger brother. "I told him that I'd just met the girl I was going to marry," he says.

He was right.

Since then, Keith and Margaret have seldom been apart, even professionally. They have worked closely together since 1992, and today, they are both employed at Bartimaeus Inc., a company that provides specialized behavioural support services to individuals of all ages and their families.



While they may currently live in Barrie, they remain firmly rooted in the north, travelling back to Sudbury and the College frequently with memories of cafeteria card games and spirited intramural hockey sessions as fresh in their minds as they were 35 years ago.

“Cambrian was a very special place for us, and it still is,” says Margaret. “All the best things that we have in our life—former classmates who have become our best friends, our rewarding careers, our growing family—started at Cambrian.”

The gratitude both Keith and Margaret have for their time at the College is reflected in the manner in which they have continued to stay closely connected, offering their time and expertise to help Child and Youth Care students find their own paths to success. They have eagerly shared their knowledge as mentors and program advisors, and have worked hard to set a positive professional example in their approach to client service. For Margaret, this has always meant putting the needs of those in her care above all else. “Margaret is the most ethical person I know,” says Keith. “I could line up a hundred good people in our industry and they would say the same thing. She never wavers in her needs-based approach. Never.”

Margaret’s deep commitment to client-first service is why Keith placed so much emphasis on ethics in the award’s criteria. He knew that this requirement would make the gesture even more meaningful to Margaret. Once again, just as he had been with his bold future marriage prediction so many years ago, he was right. “She bawled when she heard the news!” says Keith. “It still brings a tear to my eye,” says Margaret. “Cambrian has meant so much to us, and for me to know that I’m seen as a strong example for future child care workers to follow is just wonderful. No diamond compares to that.”

“All the best things that we have in our life—former classmates who have become our best friends, our rewarding careers, our growing family—started at Cambrian.”





IONIC MECHATRONICS

Have you ever watched an episode of the manufacturing documentary series *How It's Made*? If so, you've likely found yourself mesmerized by the hypnotic precision of various machine parts working in perfect sync, each carefully designed and calibrated to perform the task for which they were built.

You might have seen how a baseball is made, how a car is put together, or how the delicate and complex circuits in a computer's motherboard are assembled.

Over the show's 30-minute runtime you've been entertained, but you've also been educated. Likely without realizing it, you've learned something about mechatronics. "That [*How It's Made*] is the best way I have of explaining what we do," says Andre Dumais, President of Ionic Mechatronics. "We make the machines that make things." Dumais and his team do this important work out of their 20,000-square-foot state-of-the-art facility in the City of Greater Sudbury. It's there that they work directly with their clients—many of whom are in the mining industry—to conceptualize, design, build, and test new solutions to their most pressing challenges. This can include custom machinery, control systems, and automated equipment that greatly increase productivity—saving their clients time and money while accelerating their growth.

It's work that requires Ionic employees to have exceptional technical abilities, but also big imaginations. Given the variety of requests they receive from their clients, being able to think creatively is a must. Dumais sees this as one of the most enjoyable aspects of the work.

"With every project we do, something is different," he says. "It's never the same issue. A client will say 'I have this particular problem' and then we spend hours going back and forth imagining what kind of solutions we could provide. It's that creative, outside-the-box thinking that I really love."



“Our relationship with the College has been phenomenal... they’re committed to making the community a better place to live and work.”

Although its well-earned reputation for quality work has allowed it to expand its reach globally, Ionic remains deeply entrenched in the Sudbury community and is passionate about investing in its growth and prosperity. Finding like-minded partners to amplify their contributions to make a greater impact has been paramount to the company – and Cambrian, which launched two Mechatronics programs in 2018, has proven to be one of Ionic’s most valued collaborators.

“Our relationship with the College has been phenomenal,” says Dumais. “It’s so apparent that they’re committed to making the community a better place to live and work, and that aligns perfectly with our own mission.”

In 2021, Cambrian presented Ionic Mechatronics with its annual Employer of Distinction Award to publicly acknowledge and celebrate the role that the company has played in helping drive student success. The gesture was greatly appreciated by the entire Ionic team.

“As a company, we get dozens of requests for donations,” says Dumais, “but one of the things I find [about Cambrian] is that it’s truly a two-way relationship. We feel very well recognized and appreciated by the College for the investments we’ve made.”

These investments have included numerous event sponsorships, ongoing guidance with respect to curriculum development, and direct financial support for students through awards such as the Ionic Mechatronics Steve Matusch Memorial Scholarship. The award, established in memory of Ionic’s late founder, is presented annually to a full-time student enrolled in the second or third year of a Mechatronics program. The student must demonstrate excellence in academics as well as a legitimate passion for the industry as evidenced through involvement in extracurriculars and other hands-on activities.

“I wanted to create this award to honour my mentor and friend,” says Dumais. “Supporting students who have a genuine passion for what we do is a great way to keep Steve’s memory alive.”

The award also serves as a way for Ionic to identify promising talent that will fit in well with their company culture, which is one that values persistence, experimentation, and versatility. For Dumais, he sees the greatest potential in those who are willing to “get their hands dirty and try something new.”

“There aren’t a lot of metrics in academia except grades,” says Dumais. “I want to reward, recognize, and attract people who are passionate and energetic—the type who won’t throw their hands up and surrender when things get hard, because they genuinely welcome the challenge.”

“I want people who love robotics and have built cool things in their garages. That’s who I want to work with. I want to be around people who enjoy doing this stuff because it’s fun. Because at the end of the day, that’s really what it is—fun. There’s nothing else like it.”

CAMBRIAN SUPERHEROES

Cambrian employees recognize that an investment in Cambrian students, equipment, or programming is an investment in their own future.

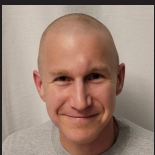
Their support helps change the lives of tomorrow's leaders.

Working as a Financial Aid Administrator in the Enrolment Centre, **Jeremy Potter** knows that financial relief for students can be the difference between completing their studies or not. In fact, it can be the difference between them eating or not.

As a long-time contributor to the Employee Giving Program, believing in the importance of supporting students is the foundation of Jeremy's ideology.

"When Cambrian students succeed, we succeed. They are the reason we do what we do. Helping students in financial need is the cornerstone to strengthening the workforce."

Jeremy gives because he cares about the well-being of Cambrian students. We are proud to call him a member of our #CambrianCommunity.



JEREMY POTTER
Financial Aid Administrator

Marisa Cheslock works in the Student Life Centre, working closely with students and seeing first-hand what bursaries and scholarships can do; not only for student's financial stability, but also their mental health and overall well-being.

For many years, Marisa had been a monthly donor, but after the passing of her father, a seasoned electrician by trade, she was inspired by his kind spirit and selfless generosity to take her donations to the next level.

Today, in memory of her father, Marisa is supporting students in the Electrical Engineering program through the development of the Gene Liciotti Memorial Bursary.

"My father would have liked to continue his education to upgrade to an electrical engineer, but unfortunately he could not afford it. As a long-term ward of the Children's Aid Society from the late 1930s to the early 1950s, my Dad didn't have an easy upbringing."

Marisa wants to make sure that students in similar situations to her father have some help along the way. She is a firm believer that every little bit adds up and can end up making a significant impact.

We are incredibly proud to call Marisa a Cambrian Superhero and are very grateful for the impact she brings to the lives of so many Cambrian students.



MARISA CHESLOCK
Student Life Centre Clerk



Nearly **\$80,000** raised through the payroll deduction program



43% of full-time staff and faculty support this great cause



The statue of Francis Pegahmagabow sits outside of the Charles W. Stockey Centre for the Performing Arts in Parry Sound, Ontario. It was designed and sculpted by Cambrian Alumnus Tyler Fauvelle. Tyler is a 2003 graduate of Cambrian's Police Foundations program and is also the creator of the Stompin' Tom Connors monument that sits in front of the Sudbury Arena.

WHAT WILL YOUR LEGACY BE?

Cambrian's reputation for excellence is built on the foundation of visionary people who have made an extraordinary impact through their generosity. Those leaving a legacy gift to Cambrian College are recognized not only for their generosity, but their foresight and dedication to postsecondary education for generations to come.

Profile:

ELIZABETH VINASSAC

Elizabeth chose to leave a lasting legacy through a bequest specifically for Indigenous students studying at Cambrian College. Her contribution commemorates Sgt. Francis Pegahmagabow, regarded as the most decorated Indigenous Canadian to fight in the First World War.

Francis is one of only 38 Canadian troops to have earned the Military Medal (MM) with two bars, each representing an act of valour. He earned the first in 1917 at the Battle of Passchendaele, and the second in 1918, during what would prove to be the final hundred days of the war, by charging into heavy enemy fire to retrieve ammunition for his comrades.

When asked why she chose to leave a legacy gift, Elizabeth reflected, "A legacy gift has the tremendous potential to have a significant impact on someone's life. It is important to me to help a disadvantaged party of society. There is no better legacy than supporting the next generation."

Types of Planned Gifts

- Bequests
- Retirement Plan Assets
- Life Insurance Policy
- Charitable Gift Annuity
- Charitable Remainder Trust

Giving Options

- Restricted Gifts (allocated to an area of your choosing)
- Unrestricted Gifts (directed to the College's area of greatest need)
- Expandable Gifts (allocated to a specific College initiative)
- Endowment (interest earned is used to support a particular area or award in perpetuity)

Benefits of Planned Giving

- Support an institution that is important to you
- Create a lasting gift for generations to come
- Commemorate yourself or a loved one
- Reduce the amount of tax owed on your estate
- Have no impact on your current lifestyle

INTERESTED IN DISCUSSING A LEGACY GIFT?

Contact Brandi Braithwaite, Director of Development and Alumni
(705) 566-8101, extension 7839 | brandi.braithwaite@cambriancollege.ca

FOUNDATION ACTIVITY

Your investments in Cambrian College make huge impacts. Together, our students, faculty, staff, and partners continue to successfully navigate the challenges of the global pandemic. While 2020-21 brought with it many unique challenges, we are proud to report that Cambrian remains financially healthy – ahead of benchmark in all Financial Health Indicators stipulated by the Ministry of Colleges and Universities.

The College has also set into motion a new five-year strategic plan, driven by our core values of innovation, respect, collaboration and excellence, and focused on a number of strategic objectives that include a focus on modernization, sustainability, Indigenous and international students, and becoming a better partner to business, industry, government, and the community. Philanthropy will play a strong role in supporting this plan.



We broke records.

- ◆ Over 43% of eligible Cambrian staff participated in the employee giving program, resulting in over \$80,000 raised for support of Cambrian students.
- ◆ On Giving Tuesday, we raised over \$83,000 in individual donations and matching gifts—our biggest total ever!
- ◆ Our community came together to support students in immediate and significant need, raising over \$35,000 for Cambrian's Student Hardship Bursary, disbursed at the onset of the COVID-19 pandemic.



We formed new partnerships and welcomed new supporters.

- ◆ Overall new donors to the College increased by 14%, with a record 66% increase in external foundation support and a 7% increase in individual donors.
- ◆ We brought on many new monthly donors through our matching program, resulting in thousands of dollars dedicated to various causes from scholarships and bursaries, foodbank, and unrestricted funds.

We built on past successes.

- ◆ Scholarships and bursaries are one of the most vital pieces of Cambrian's student financial support system. They reward academic excellence, remove financial barriers, and send a clear message to new and returning students alike: You can do it!
- ◆ Our incredible donors continued to support the 905 annual scholarships and bursaries available at the College. This past year, nearly \$2 million was distributed to more than 1,900 deserving students.

We connected donors with our students

- ◆ While the COVID-19 pandemic has stopped us from safely gathering in-person to celebrate our donors support, we found new and innovative ways to connect. Donors have received videos from students directly impacted by their support and were provided with the opportunity to connect one-on-one via Zoom.

WE APPRECIATE YOU and all that you do to make Cambrian the special place that it is. We can never thank you enough—we won't ever stop trying!

Do you have any feedback or suggestions for improvement? We want to hear from you!

Contact Brandi Braithwaite, Director of Development and Alumni brandi.braithwaite@cambriancollege.ca

ALUMNI ACTIVITY

Cambrian College alumni represent a prestigious network of nearly 70,000 graduates applying their skills and expertise across the globe. They are life-long members of the #CambrianCommunity, and through ongoing participation and support, this network only continues to grow.

Cambrian Alumni are continuing on their paths in life, fulfilling their potential and acting as Cambrian ambassadors along the way. We take great pride in their personal and professional successes and enjoy supporting and celebrating their achievements.

Through ongoing connection, we inform them of opportunities, activities, and events that may be beneficial during their journey, and we have some fun along the way.

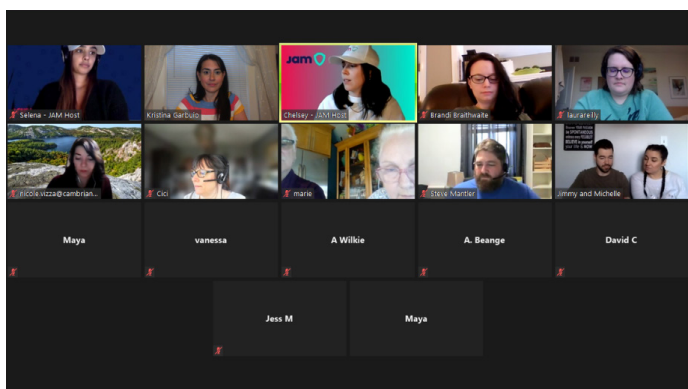
We learned together.

◆ We introduced a number of virtual webinars available to alumni. The content ranged from alumni business spotlights and supporting charitable causes in need during the on-set of COVID-19 (ex. plasma donation) to saving for your child's education and buying your first-home in a changing retail market.

◆ We continue to learn more about our alumni's interests and the types of activities they find compelling through our annual 'Spring Cleaning Survey'. We received a record number of submissions (nearly 1,000), helping to support the planning of alumni initiatives for years to come.

◆ Many alumni used the pandemic as an opportunity to invest in self-growth. 50% of alumni responding to our survey noted a great interest in learning more about post-graduate certificate opportunities. We were delighted to share this information with each of them.

◆ Our Cambrian College Connection Café, powered by Ten Thousand Coffees, continues to thrive with over 450 members. This wildly popular networking and mentoring program is home to a simple core concept: bring people at different life stages together in the same space, enjoying a virtual coffee. These conversations encourage skill development, help build personal and professional connections, and assist with career planning.





We celebrated, enjoyed new perks and had fun together.

◆ Our 2020 and 2021 Convocation Ceremonies moved to virtual format, re-branded as our 'Virtual Celebration of Graduates'. The celebrations included special opening ceremonies featuring Elder Nokomis Martina and a performance by Music Professor Pamela Teed. In addition to messages from our President and Student Council President, alumnae Maureen McLelland and Gabriel Roy also provided alumni addresses.

Maureen McLelland is Health Sciences North's Vice-President of Social Accountability. As our 2020 Alumni Speaker she provided great insight into the evolving health care situation at the onset of COVID-19.

Gabriel Roy is the Founder and CEO of Sudbury's Stich & Stone Boutique. As our 2021 Alumni Speaker, she shared her experience as a retail business owner navigating entrepreneurship in a COVID-19 world.

◆ Alumni gathered monthly to connect in the midst of lockdowns and isolation to test their real-world and pop culture knowledge for Virtual Trivia. They competed not only for bragging rights, but some fantastic Cambrian College swag. We look forward to hosting more virtual events like this in the coming academic year.

◆ Alumni taking advantage of offers within our Cambrian Affinity and Perks Program were provided with new and competitive opportunities. Participants not only receive special rates, but in turn support Cambrian's philanthropic efforts. Affinity partners are committed to providing financial support to the College through a percentage of sales formula.

MBNA MasterCard introduced a new and competitive card program with accelerated rewards points on common purchases, and new perk partners include Sudbury's Shawarma Shop, Bagsaway Luggage Storage, and Mark's Work Wearhouse.

CAMBRIAN ALUMNI BY THE NUMBERS



Total Number
of Alumni:

69,105



Average Age
of Alumni:

41

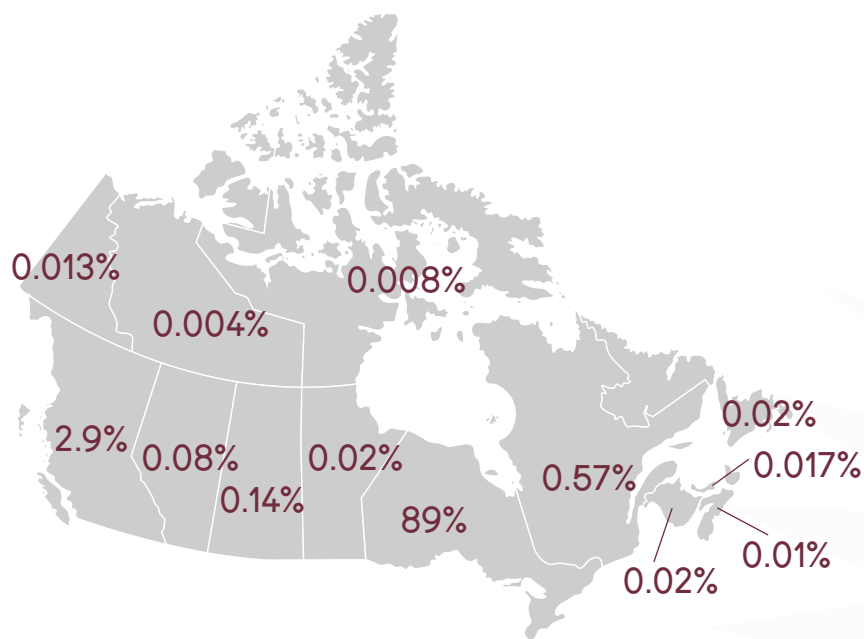


Number of Countries
Represented:

63

Canada

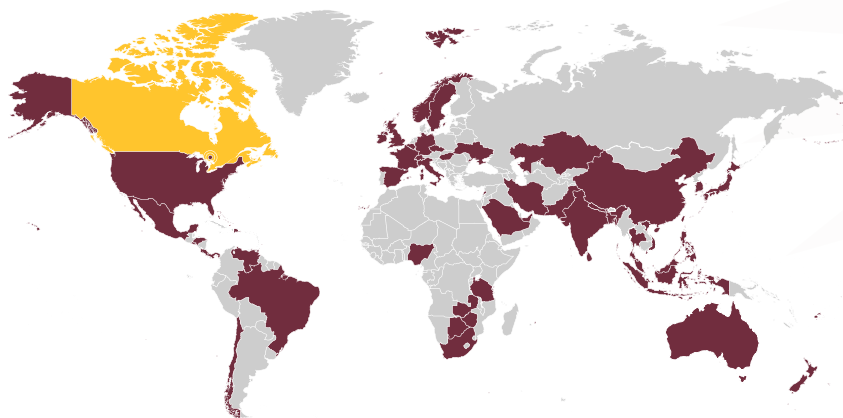
Alberta	0.08%
British Columbia	2.9%
Manitoba	0.02%
New Brunswick	0.02%
Newfoundland & Labrador	0.02%
Northwest Territories	0.004%
Nova Scotia	0.01%
Nunavut	0.008%
Ontario	89%
Prince Edward Island	0.017%
Quebec	0.57%
Saskatchewan	0.14%
Yukon	0.013%



International

Rest of the World	4.8%
-------------------	------

Alumni are represented in
63 countries/regions in all four
corners of our beautiful planet!



Cambrian College Foundation | Cambrian Alumni Association
1400 Barrydowne Road
Sudbury ON, P3A 3V3
(705) 566-8101, extension 6411
foundation@cambriancollege.ca | alumni@cambriancollege.ca
cambriancollege.ca/donate | cambriancollege.ca/alumni
#CambrianCommunity

