Frequently Asked Questions about the Campus Giving program

WHAT IS THE CAMPUS GIVING PROGRAM?

The Campus Giving program is a new initiative launched as part of Energize: The Campaign for Eyes High. It is a way to formally acknowledge, thank and celebrate those closest to us — our faculty and staff, the Ignitors — who have supported the university through the campaign. It will also allow us to shine a spotlight on the impact of philanthropy across campus in ways we never have before.

That deeper embedding of a philanthropic culture within our campus will allow us to purposefully illuminate the amazing work that takes place here every day, and highlight priorities that are important to the university family.

WHY ARE WE DOING THIS NOW?

We’ve been quiet too long in recognizing our own champions, especially those who have given to the Energize campaign without ever being asked (1,068 faculty and staff, to be exact — 579 of whom are alumni — gave between the soft launch of April 2011 and March 2017). Through the Campus Giving program, we are now in a position to formally recognize our faculty and staff for their philanthropic contributions.

Once introduced and integrated into our culture, the Campus Giving program will be part of who we are at UCalgary and will be sustained for years to come.

I WORK HERE. WHY SHOULD I GIVE TO THE UNIVERSITY OF CALGARY?

Every day, UCalgary faculty and staff give their time and energy to help the university spark meaningful change on campus, our community and beyond. We all see and experience people, places, projects and programs that regularly interest or inspire us on campus; faculty and staff are privy to the way seemingly
ordinary moments in a lab or classroom can ultimately add up to something amazing and even world-changing.

The faculty and staff Campus Giving program acknowledges your philanthropic support of Energize and demonstrates to the wider community that we believe in the university’s significance in sparking change.

This sends a tremendous message to the broader public of the pride we take in serving our community through our respective roles at the university.

ARE ONLY FACULTY AND STAFF ELIGIBLE TO PARTICIPATE IN THE CAMPUS GIVING PROGRAM?

Our view of the future is to include everyone in the university family — students, volunteers and board members. In our initial rollout of this program, we will keep our focus on faculty and staff only.

AM I EXPECTED TO MAKE A GIFT?

Making a gift — how much to give and what areas to support — is 100 per cent your choice!

With the launch of the Campus Giving program, we now have a formal opportunity to thank and celebrate you for choosing to give back to the University of Calgary by making a philanthropic gift, as well as demonstrate to you how your philanthropy is making a difference.

The heart of the Campus Giving program is the formal recognition and opportunity to thank our campus family who are active, important supporters of the university’s vision and inspirations through their philanthropic support of Energize. We want to give thanks and to build a more visible culture of philanthropy among faculty and staff at UCalgary.

Ultimately, the point is to raise awareness about the importance of giving in advancing the institution and its ambitions for students, research and its connection to the community. The Energize campaign supports these ambitions and the Campus Giving program serves as an official, ongoing opportunity for faculty and staff to be thanked and recognized for engaging in what is personal and meaningful to them at the University of Calgary.

WHY IS PHILANTHROPY SO IMPORTANT? DOESN’T THE UNIVERSITY GET ENOUGH FUNDING FROM GOVERNMENTS AND STUDENT TUITION?

While funding from the government, tuition and other sources is important to the day-to-day operation of the university, philanthropic support allows us to accelerate our ambition. Think about something like the Taylor Institute for Teaching and Learning. While our academic leaders had the vision for an innovative approach to how we should teach and how students should learn, it was only because of
philanthropic support from the Taylor Family that this vision became a reality. As a result, our campus is now a recognized leader in teaching and learning.

That’s not to say that gifts of a significant size are more important than others. Every gift, no matter the size, adds up. Our first-ever Giving Day, for instance, was a tremendous success among our university family and in the greater community. It was a great example of how the power of many can work together to make real and lasting change.