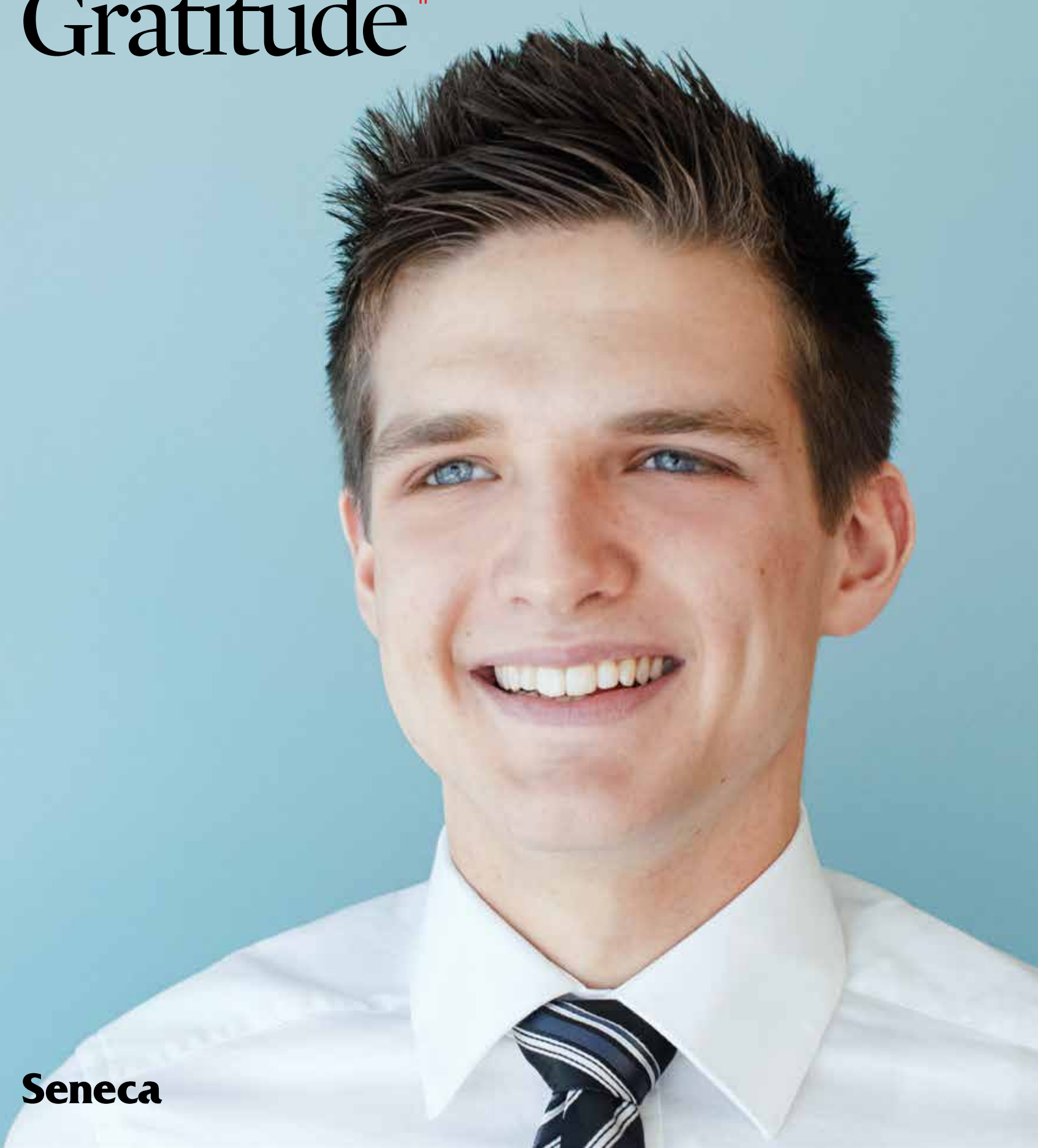


Gratitude



Seneca

Thank you.

Cover: Aviation degree student Jake Kelly-Cuthbert is the 2014 recipient of the Donald Sim Scholarship for academic achievement and community involvement. Jake is studying at Seneca's Peterborough Campus.



OUR PRESIDENT

Gratitude is our way of celebrating the many caring individuals and organizations that are committed to supporting the success of Seneca students.

For me, what is most gratifying about the stories you'll read is the ongoing personal connection our donors have with Seneca. I think of alumni Henry Zhang and Marcus Udokang, who wanted to honour Seneca's positive effect on their lives and careers, or employees Philip Lui and Pam Leavere, who have seen the impact of their generosity over a combined 47 years of service at the College.

Then there are Rudy and Rita Koehler, who's connection to Seneca began 14 years ago with the education of their granddaughters, and continues to this day as the College's most dedicated benefactors.

Our students have also been given a strong vote of confidence from the prestigious Hal Jackman and Catherine and Maxwell Meighen foundations, as well as corporate partners FORREC and RBC Royal Bank. This diverse set of donors and sponsors speaks to the broad impact Seneca students and graduates have in the community and the workplace.

I am inspired daily by the hard work and dedication I see across our campuses. It is a constant challenge for students to make ends meet while balancing work and family obligations—all while pushing themselves to excel in the classroom. The help they receive from our donors is equally inspiring.

Thank you for your ongoing investment in their dreams.

In gratitude,

David Agnew
President

\$2M+

Current value of the Koehler Grandchildren Endowment fund.

RUDY AND RITA KOEHLER

An ongoing tradition of loving, sharing and giving

“I am inspired by Mr. and Mrs. Koehler’s desire to bring hope to others.”



FOR MORE THAN 12 YEARS, Rudy and Rita Koehler have shown an unwavering dedication to student success. Put simply, they are the most generous benefactors in Seneca’s history. Bursaries from the Koehler Grandchildren Endowment fund have made education possible for hundreds, who may have otherwise abandoned their studies.

This extraordinary couple’s legacy of generosity continues with their most recent gift,

which will grow the Grandchildren Endowment and establish the *Koehler Award for Academic Upgrading Graduates* and the *Koehler Family Student Success Scholarship*. The first of these new awards is for students entering Seneca through the Academic Upgrading program. The second recognizes those excelling within the Faculty of Applied Arts and Health Sciences.

“I feel very grateful to know that amazing people like the

Koehlers are investing in our future,” says Koehler bursary recipient Muzammil Abid.

For so many Seneca students, Rudy and Rita are now synonymous with academic success, care and encouragement. It has become a tradition each spring for them to meet the many students who have benefited from their support.

“I am inspired by Mr. and Mrs. Koehler’s desire to bring hope to others,” says recipient

Shandelle Wilson. “I hope to also give back through my service within the health care community.”

Rudy and Rita’s latest gift has made the *Koehler Grandchildren Bursary* Seneca’s largest donor-funded source of financial aid.

150

Gifts made to Seneca by Maureen Dey over the past 15 years.

THE CAMPAIGN FOR KING

New infrastructure for caring professionals

SENECA IS PREPARING for the largest fundraising campaign in the College's history.

The Campaign for King is a \$15 million community appeal to support infrastructure expansion at the idyllic King Campus.

The foundations for this project are an investment from the provincial government and contributions from the Seneca Student Federation and Student Athletic Association. The Campaign will bring together Seneca's many supporters to raise the additional funds needed to see the expansion to completion.

New amenities will include classrooms, a library, labs and a learning centre, as well as athletic and recreation facilities.

"The facilities at King need to be expanded for our many students preparing for careers in health care and community services," says Tina Di Simone, Dean, Faculty of Applied Arts and Health Sciences. "As the GTA continues to grow, these professionals will be needed more than ever."

The King Campus expansion will provide space to accommodate 5,000 students.



IMAGE: SENECA COLLEGE

MAUREEN DEY

Honouring a lifetime of service at Seneca

IN THE FALL OF 1979, Maureen Dey was working as a substitute teacher when Seneca came calling. She interviewed for a teaching job and was in the classroom the next day. This part-time position was the modest beginning to a distinguished 29-year career at the College.

Maureen would go on to serve as a professor, coordinator, academic chair, associate dean, and, ultimately, Dean, Faculty of Business—the position she held upon her retirement in 2008.

"The size of the College and its diversity made it possible to pursue opportunities from

within," says Maureen. "And I always had great support from my colleagues."

Maureen's strong, ongoing connection to Seneca led her to include a legacy gift to the College in her will supporting financial aid. Maureen, a long-time donor to Seneca, was inspired by her late colleague and friend, Jim Streeter, who also made a bequest to Seneca.

"Seneca has given me a great life," says Maureen. "I want to give back."

To learn more about making a bequest to Seneca in your will, contact Tan-Ling Yeung: tan-ling.yeung@senecacollege.ca



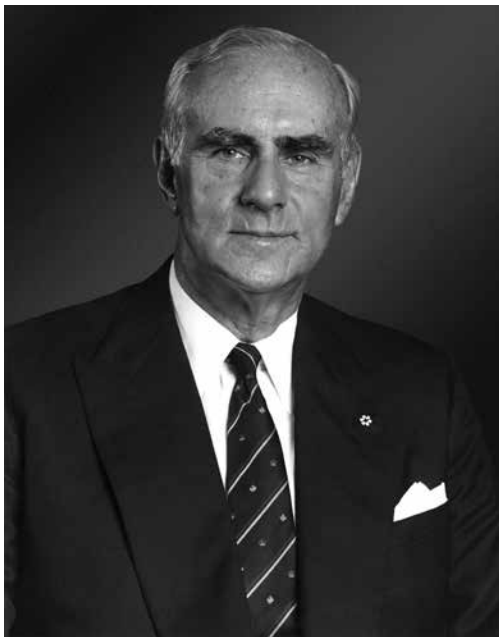
PHOTO: JOANNE KLIMASZEWSKI

\$22M

Amount given by the Hal Jackman Foundation to more than 200 arts and educational institutions over the past 25 years.

THE HAL JACKMAN FOUNDATION

Fostering new pathways in higher education



The Honourable Hal Jackman, OC, OOnt, CD, is Chair of the Hal Jackman Foundation and served as Ontario's 25th Lieutenant Governor. Learn more about the Hal Jackman Foundation: haljackmanfoundation.org

THE HAL JACKMAN FOUNDATION is one of Toronto's most steadfast supporters of culture, higher education and the arts. It is well known that philanthropy has been an overarching priority for the Jackman family over generations. Seneca students enrolled in the Arts & Science – University Transfer program (ASUT) are now among their many beneficiaries.

Beginning in 2016, the *Hal Jackman Arts and Science Award* will provide much needed financial aid for the College's liberal arts and science graduates, who are looking to transfer to university and complete their degrees after four years of study.

"We are pleased to support Seneca's unique liberal arts and science university pathway program," says Foundation Chair the Hon. Hal Jackman. "A strong background in arts and science prepares students for a wide range of careers and encourages their engagement in civic and cultural activities."

The ASUT program is designed to provide students with a comprehensive, liberal arts and science-based education at the college level, and the academic foundations to pursue a university degree. It also includes a range of academic counselling and support services, and, thanks to the Hal Jackman

Foundation, new scholarship opportunities as well.

With the ASUT program as the cornerstone, Seneca has become a provincial leader in university transfer opportunities. Partners now include the University of Toronto (St. George and Scarborough campuses) and Trent University. ASUT enrolment has grown from 100 students in year-one to more than 600 for the 2014/15 academic year.

"The grade point averages of the Seneca graduating students indicate that the vast majority are in the upper 50 per cent of the graduating class," says Cheryl Shook, Registrar, University of Toronto—Woodsworth College. "These students do well here."

■
"A strong background
in arts and science
prepares students for
a wide range of careers."

3,398

Gifts received at Seneca in 2014/2015.

VICTORIA GEORGE MEMORIAL AWARD

A cherished legacy of accomplishment

ALUMNA VICTORIA GEORGE'S motto was "carpe diem." This loving mother and wife and successful professional made the most of every day. As a marketing student, Victoria excelled academically and was valedictorian of her class.

In 2009, when Victoria passed away tragically due to an asthma attack, the Seneca community lost one of its brightest stars at just 29.

To honour her, Victoria's family, friends and colleagues at GMP Securities L.P., created an award in her name, which is given annually to a student in

the Marketing program. As well, her colleagues at Papaya Market Research Inc. established a scholarship to remember her.

The 2014 recipient of Victoria's memorial award was Alysia Harji, who was also a valedictorian and the winner of the prestigious Seneca Cup.

"Thank you to everyone who has helped to honour Victoria's memory," says her family. "Let's continue to strengthen her legacy."

Members of Victoria George's family (l to r): Parents LeRoy and Pauline George, widower Dylan Pazzano and son Issac Pazzano.



PHOTO: JOANNE KLIMASZEWSKI

FORREC LTD.

Designing success in the community

EMPLOYEES AT the planning and design firm FORREC Ltd. work in an open concept space divided into five studios. There are drawing boards and sketches of theme parks and entertainment centres. FORREC designs fun spaces, like Universal Studios and the ROM Bat Cave.

As part of a community outreach endeavour, each FORREC Practice Leader was asked to connect with a postsecondary institution, and the graphics studio chose Seneca. The company established the *FORREC Design Award of Excellence for Graphic Design*

students who demonstrate excellence in their work.

"How students collaborate and show leadership is critically important," says Graphics Practice Leader Christopher Arnold, also a Seneca professor.

FORREC employees look forward to seeing award recipients each year and supporting the work that they are doing.

"We hope that we can develop and foster creativity and excellence in design," says Christopher.

FORREC's Christopher Arnold is a professor at Seneca's School of Creative Arts & Animation.



54

Seneca programs currently offering a co-op component.

MARCUS UDOKANG

An alumnus's tribute to his program and his family

MARCUS UDOKANG knew that he wanted to go to College to learn about computers. He did his research, and Seneca's Computer Networking and Technical Support program stood out because it has a co-op. Marcus graduated in 2002 and notes proudly that he's been employed every day since.

"I actually began working at IBM during my second year," says Marcus.

To honour the program that launched his career, Marcus has established the *Marcus Udokang Computer Science Award* for outstanding

students in the School of Information and Communications Technology experiencing financial difficulties.

Marcus's award is available to a student enrolled in the School's degree and diploma programs.

"My parents were teachers, so I understand the value of education," says Marcus, who is now a business analyst in Calgary. "My mom established an award in my dad's name at his alma mater. I wanted to do the same."

Donor and alumnus Marcus Udokang has also taught for Seneca's Faculty of Continuing Education and Training.

BROOKFIELD OFFICE PROPERTIES

Building relations with future employees

EVERY YEAR, two representatives from Brookfield Office Properties travel from the iconic Brookfield Place to Seneca to talk to co-op students from the Centre for the Built Environment about their organization.

"We want students to know what Brookfield is all about," says Susan Oliver, Manager, Organizational Development. "It's important for us that they think of Brookfield as a future employer."

In 2011, Brookfield established the *Brookfield Building Systems Award* for students who demonstrate academic

excellence, leadership and teamwork, are program ambassadors and participate in industry events.

Recipients are also hired by Brookfield to fulfill their co-op requirements. They shadow building operators and are exposed to many building tasks.

"I've received very positive feedback about the caliber of students coming through our doors," adds Susan. "We are seeing value in this relationship, and I think it will continue to grow."

Susan Oliver, Manager, Organizational Development, Brookfield Office Properties.



4,700+ International students attending Seneca, from 130 countries.

HENRY ZHANG

An **international ambassador** for Seneca



Seventeen years ago, Henry Zhang came from China to study at Seneca's English Language Institute (ELI). He then enrolled in the Computer Networking and Technical Support program. Henry, a member of Seneca's Alumni Council, is now the Vice President of Landpower Real Estate Ltd., in Markham. Last year, he established the Henry Zhang Award for International Students.

Your start at Seneca was at the ELI? Yes. I didn't know a word of English. I studied there for 14 months. I met so many friends and we would talk about our futures.

How did you become interested in selling real estate? I used to work for Seneca helping international students find accommodations. That gave me a sense for real estate. In 2002, I bought my first house, near Newnham Campus and rented it to students.

If you could go back and do it again, would you still come to Canada? If I had known Canada was so good, I would have come earlier. Canada changed my life for the better.

Why have you chosen to support international students? They are a special group who are dedicated to learning about, and blending into, Canadian culture. This rewards their hard work. Plus, I enjoy helping students. As a student, the help I received from Seneca contributed to my success.

What advice do you have for international students? Take the time to learn English. No matter what field you are in, being a strong communicator is critical. If you do well at ELI, then you can go anywhere you want.

Seneca alumnus and donor Henry Zhang oversees multi-million dollar property transactions as Vice President of Landpower Real Estate Ltd.

“The help I received from Seneca contributed to my success.”

14

Number of students who have received Campaign for Students bursaries in 2014/2015.

CAMPAIGN FOR STUDENTS

Recurring kindness among employees

ONE OF THE GOALS for the 2015 Campaign for Students—Seneca’s annual employee giving appeal—was to increase participation and raise awareness about the various ways to support students.

Those, like Tina Perricone and Philip Lui, have discovered how easy it is to make ongoing gifts through payroll deduction. Tina, a Project Manager with the Office of Research and Innovation, started giving last year, while Philip, Manager of Seneca’s Vision Clinic, has been making gifts for the past four years.

“I love to help,” says Philip. “If we all put in a little effort, we can make a big difference.”

The Campaign for Students recently concluded, with over \$95,000 raised for various scholarships and bursaries. This year’s campaign saw more than 151 donors give through payroll deduction.

“I remember what it was like to be a student,” says Tina. “The Campaign for Students is an important cause, and it makes me happy to help others.”

Tina and Philip are two of the many Seneca employees who donate via payroll deduction.



PAM LEAVERE

Dreaming a playground for the future

PAM LEAVERE graduated from Seneca’s Early Childhood Education program back in 1981. She worked during her studies as a student supply teacher at the King Campus Observation Lab Teaching School, known to everyone as “KOLTS.”

Pam liked it so much at KOLTS, she never left. Nurturing young children is her life’s work, and what better place is there to do it than the natural forest setting of King Campus?

“I love kids,” says Pam, who is now Manager of KOLTS. “As early as high school, I knew what I wanted to do.”

Pam has made a donation to KOLTS to fund a new playground. Its design is a collaboration between Bachelor of Child Development and Environmental Landscape Management students and includes cedar logs and reclaimed tires.

“We always planned to put a playground in, but the money never came,” says Pam. “I am so pleased our students have designed it.”

Pam Leavere’s donation will help fund a new playground for children attending Seneca’s childcare program.



\$20,000

Amount raised by Social Service Worker – Immigrant and Refugee students to support victims of the Haiti earthquake in 2010.

SOCIAL SERVICE WORKER – IMMIGRANT AND REFUGEE PROGRAM

Helping each other
provide global healing



SENECA'S Social Service Worker – Immigrant and Refugee (SSW–IR) program is the only one of its kind in Canada. It provides social service workers the unique skills and experience to support immigrants and refugees as they leave difficult circumstances and build new lives for themselves and their families.

Eighty percent of the graduates from this program are new Canadians themselves, and the

program also attracts Canadian-born students, who are strong advocates of social justice, and in some cases have faced oppression or hardship in their lives.

It is no surprise that SSW–IR students are some of the most engaged and generous members of the Seneca community. Their club was recognized as the College's best by the Seneca Student Federation for its community building and

philanthropic activities. Students serve as peer mentors and have established a bursary program to cover tuition for colleagues in need.

“Our community comes together to make a positive difference,” says SSW–IR Coordinator and Professor Soheila Pashang. “It’s an approach that’s in line with our program and what graduates try to do in their careers.”

SSW–IR students, back row (l to r): Dalia El-Farra, Cheryl Hall, Soheila Pashang (faculty), Pascal Mfunyi Lumbala. Front row (l to r): Jesson Reyes, Devin Richards, Xenia Osegueda and Aysegul Karakucuk.

8,588

Kilometres Mike Shaver travels to and from his home in northern California to attend Seneca Board meetings.

MIKE SHAVER

An “open source” of generosity and commitment

WHEN SENECA honorary degree recipient Mike Shaver agreed to join Facebook as an engineering director, he faced a dilemma. Mike had just joined Seneca’s Board of Governors, and the new job meant he’d have to relocate to California. Yet his dedication to Seneca was such that Mike requested the flexibility to return to Canada to attend Board meetings and functions. Facebook agreed.

“I guess they really wanted a Senecan,” says Mike.

Mike’s connection to Seneca dates back to the early 2000s, during his time with Mozilla. He advised faculty in the School of Information and Communications Technology on incorporating open source technology into the curriculum and student projects. Mike’s expertise helped Seneca to become a global leader in teaching open source software and led to him being recognized with an honorary degree.

Recently, Mike established an endowment fund to support women pursuing their education in technology—a subject that is near to his heart and one of his priorities at Facebook.

“My hope is that more women are successful and feel comfortable in our industry,” says Mike. “It is important to me that students see that their work is being recognized and supported.”

The Mike Shaver Award is given annually to a female student in the School of Information and Communications Technology, who has high academic standing and demonstrates financial need.



\$26,000

Average debt accrued by a postsecondary student in Canada.

RBC ROYAL BANK

An investment in financial literacy

FOR MORE THAN half of postsecondary students, loans are a part of life. It is critical that before and during their education, students have a budgeting plan and a strong understanding about how to manage their funds wisely.

RBC Royal Bank, in partnership with the Seneca Student Federation, is investing in student financial literacy at the College. The Bank is sponsoring a series of workshops, videos and online resources designed to help students manage debt, develop a strong credit rating and save for the future.

“RBC is committed to supporting and empowering students in the pursuit of their postsecondary education goals,” says Rina Pillitteri, RBC’s Regional Vice President, Vaughan and King Township. “The most important message we can give students is to budget. This will keep them on track for financial success.”

RBC’s financial literacy programming can be found at the Student Federation website: ssfinc.ca.

Rina Pillitteri, Regional Vice President, Vaughan and King Township, RBC Royal Bank.



THE CATHERINE AND MAXWELL MEIGHEN FOUNDATION

Mapping a route to college success

“THE PATH TO postsecondary education can be challenging for some youth,” says Leolyn Hendricks, Seneca’s Chair of Workforce Skills Development. “While the desire may be strong, the lack of a basic academic foundation can present a barrier.”

Determined to remove this barrier, Leolyn and her colleagues have developed the Youth to Postsecondary Education program, providing academic upgrading opportunities and essential life skills to support a successful transition for youth into school and work environments.

The Catherine and Maxwell Meighen Foundation is one of the first donors to this program. Foundation President Vanessa Morgan feels it is important to support an initiative that helps participants attend college.

“Education is the first step to solving issues like poverty and social inequality,” says Vanessa. “It also provides the ability to make new contacts—both peers and mentors—and enhances young peoples’ self-confidence.”

Meighen Foundation leadership (l to r): Jonathan A. Morgan, Executive Vice President, Charlene Storozuk, Corporate Secretary and Vanessa Morgan, President.



151

Number of Seneca employees who made a donation through payroll deduction in 2014/2015.

DONOR LIST 2014/2015

Thank you to the generous donors and sponsors who are committed to supporting Seneca students. This list recognizes contributions of \$100 and above made from April 1, 2014 to March 31, 2015.

\$100,000+

Hal Jackman Foundation
Rita & Rudy Koehler
Anonymous (1)

\$25,000 - \$99,999

Chartered Professional Accountants of Ontario
Hyatt Family Foundation
Seneca Alumni Association
Seneca Student Federation
Mike Shaver
Solidwear Enterprises Limited
Tides Canada Foundation
Anonymous (1)

\$10,000 - \$24,999

Aramark Canada Ltd.
The Catherine and Maxwell Meighen Foundation
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Tina Di Simone†
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HATCH Ltd.
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Karen & Ross Mason**
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RBC Foundation
The Sixty Three Foundation

\$5,000 - \$9,999

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Anonymous (2)

\$1,000 - \$4,999

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Winnhart Inc.
Worldwide Aircraft Ferrying Ltd.
Anonymous (1)

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Richmond Hill Retirement Residence
Shapiro Family

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Additional students will benefit from the awards established in 2014/15.

The accuracy of this list is important to us. If you notice any omissions or errors, please contact Katie Colvin, Annual Fund and Stewardship Officer, at 416-491-5050 ext. 77285 or katie.colvin@senecacollege.ca.

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 Maureen Szeto*
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 Clare Vozza*†
 Beryl Walker†
 Samantha Wan†
 Carolyn Webster†
 Ron & Eileen Weese†
 Donna Wells†
 Stanley White†
 Angela Williams*†
 Denise Williams†
 Joseph Williams
 Matthew Wood*†
 Phillip Woolf†
 Tan-Ling Yeung†
 Daniel Zaiontz†
 Jamie Zeppa†
 Anonymous (2)

LEGEND

† = Seneca employee or member, Seneca Retirees Association
 * = Seneca alumni



The quality or
feeling of
being grateful
or thankful.

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