

Gratitude



Seneca

Thank you.

Cover: Social Service Worker
- Immigrant and Refugee
student Jasmine Richardson is
a past recipient of the *Koehler
Grandchildren Scholarship*
and a member of the Seneca
Student Federation.



OUR PRESIDENT

Welcome to the 2016 edition of *Gratitude*, Seneca's report on giving.

Since we opened our doors in 1967, Seneca's programs have included a foundation of broader general education subjects and a learning focus on "soft" skills, including how to collaborate well in teams.

Seneca thrives on the partnerships we develop in support of our students. The positive results from these collaborations come in many forms—financial aid for those in need, industry expertise informing our programs and connections to career opportunities for graduates.

For example, our partnership with Siemens Canada led to the launch of Ontario's first Mechatronics Simulation and Demonstration Centre. Thanks to the support of the Ontario government, the Centre will help to address the skills gap in Canadian manufacturing.

In this year's *Gratitude*, you'll also read about collaborations in areas ranging from nursing and applied research to mental health and energy conservation.

Thanks to you, more students than ever before are getting the help they need to finance their studies. The support they receive inspires them to achieve their best. It also inspires all of us at Seneca to do everything we can to see them through to graduation and onto successful careers. Our work is ongoing and always fulfilling.

With gratitude,

David Agnew
President

1/5

Number of Canadians who experience a mental health or addiction problem annually.

EXPERIENTIAL LEARNING

Championing mental health and wellness

“A forum for community agencies to discuss trends in mental health care.”



THROUGHOUT CANADA, Royal Bank of Canada (RBC) has made an ongoing commitment to supporting initiatives focusing on mental health services for young people and their families.

When Seneca became aware of this priority, conversations began about a project that could leverage the new mental health programming at King Campus.

Now, thanks to RBC's generosity, the RBC Mental Health Symposium at Seneca will be

held bi-annually over the next five years. As well, RBC's gift will establish the RBC Mental Health Community Outreach program for students in the Mental Health Intervention graduate certificate program.

“This symposium will be organized by Seneca students and provides a forum for community agencies to discuss trends in mental health care for children and adults,” says Biljana Bruce, Chair, School of

Community Services. “It will also showcase Seneca's role in advancing mental health research, theory and practice.”

The theme for the 2016 symposium is “trauma and practice across the life span,” and it will focus on topics like recovery and resilience, compassion fatigue, skills development and best practices.

“As many as two million Canadian youth struggle with mental health issues or

addiction, but only one in five receive specialized treatment,” says Rina Pillitteri, Regional Vice-President, Vaughan and King Township, RBC. “With this donation, we hope to do our part in our communities and enable conversations to help break down any barriers between needing help and getting help.”

RBC Mental Health Symposium student organizers (l to r): Shoshannah Charad, Birinder Randhawa, Danielle McNeil and Chantale Ali-Moses.

\$100K

Amount of the Seneca Student Federation's matching gift to the 2016 Campaign for Students.

STUDENT AWARDS AND CO-OPS

Partnering to promote careers in building operations

"A SMART BUILDING needs smart building operators to run it," notes Michele Walkau, GWL Realty Advisors' Senior Vice President, Corporate Services.

Hiring well-trained building operators is a priority for GWL Realty Advisors (GWLRA), a real estate investment advisor and developer with more than \$17 billion in assets under management.

With a looming talent shortage in advanced building operations, Michele's team researched colleges and found that Seneca's Building Systems Engineering Technician (BTS) program offered a perfect fit.

"We wanted to partner with a school that had a good mix of theory and hands-on experience," says Michele. "We had employees that have gone to Seneca or taught there, so it was a logical link."

This partnership includes the *GWL Realty Advisors Building Operator Award* for outstanding BTS students, and a co-op placement where students gain experience operating buildings within GWLRA's portfolio.

Michele Walkau oversees HR, marketing and sustainability for GWLRA and knows the value of a skilled building operator.



EMPLOYEE GIVING

Celebrating five years of employees' generosity

SENECA EMPLOYEES know firsthand the financial hardships many students face. The Campaign for Students, Seneca's annual faculty and staff giving initiative, provides an opportunity for them to support students across the College's faculties.

"Every day, in so many ways, I'm reminded of all of the incredible things our faculty, staff and administrators do for our students," says President David Agnew.

2016 marked the fifth annual Campaign for Students. This year, \$231,127 was raised for student financial aid and other

College initiatives—including a landmark \$100,000 gift from the Seneca Student Federation. An anonymous donor also gave \$21,557 to match first-time donations and gifts for King Campus.

"I would like to express my sincere thanks to all who contributed to the Campaign for Students," says Nursing student Mulki Abdi. "Receiving the Campaign for Students bursary made me feel like I am being supported by the College community and that I am not alone."

Campaign Advisory Committee members (l to r) Elaine Fenner, Justin Boudreau and Kate Collins.



\$651K

Investment from the Ontario government to provide new equipment for the Seneca Mechatronics Simulation and Demonstration Centre.

PRIVATE-PUBLIC PARTNERSHIPS

Ontario's first Mechatronics Simulation and Demonstration Centre



WITH HELP FROM Siemens Canada and the Ontario government, Seneca has opened Ontario's first Mechatronics Simulation and Demonstration Centre at Newnham Campus.

This facility will serve as the training ground for students to pursue the Siemens Mechatronics Systems certification as part of the Electronics Engineering Technology and Technician programs. "Mechatronics" is

the combination of computer technologies, mechanical and electrical engineering, as well as control and systems theory.

Industries that benefit from a mechatronics system include aerospace, materials processing, machine building, automotive, transportation, building technologies and mining.

The opening of this lab builds on the partnership established between Seneca and Siemens

Canada in February 2015 that focused on program development, research and teaching. Ontario government funding followed in April 2015, which allowed Seneca to invest in state-of-the-art equipment and curriculum development for the centre.

"Siemens is a global leader in advanced manufacturing and industry, and it's an honour to partner with them," says

President David Agnew. "Our thanks go as well to the government of Ontario for its significant investment in this sophisticated teaching and learning environment."

Dr. Reza Moridi, Minister, Training, Colleges and Universities (left) with President David Agnew and Seneca student Aggie Stopka at the opening of Seneca's Mechatronics Simulation and Demonstration Centre.

849 Number of donors who generously supported the College in 2015/16.

ON-CAMPUS RESOURCES

Smart monitoring of energy consumption

POWERSTREAM UNDERSTANDS the importance of education related to energy conservation. The community-owned energy company is responsible for providing power and related services to 375,000+ residents and business owners north of Toronto and in central Ontario.

At Seneca, PowerStream will be helping to fund a energy-monitoring dashboard for students in the Centre for the Built Environment.

The *PowerStream Energy Conservation Dashboard* includes integrated water, gas and electricity monitoring systems.

“PowerStream is pleased to lend our support to the many Seneca students who are dedicated to building a greener future in Ontario,” says Maurizio Bevilacqua, PowerStream Board Chair and Mayor, City of Vaughan. “Their expertise will be critical as we leverage new technologies to achieve greater energy efficiency in homes and businesses throughout our service territory.”

Professor Filimon Tsionas (right) explores the PowerStream Dashboard with students.



COMMUNITY ENGAGEMENT

Welcoming newcomers to the Seneca community

SENECA IS COMMITTED to fostering an environment that develops not only successful professionals, but also compassionate global citizens. Students and staff have accepted this shared responsibility to help those in need and are doing their part to resettle Syrian refugees in Canada.

Seneca faculty and administrators from the School of Arts and Science have joined the Ryerson Lifeline Syria Initiative to respond to the humanitarian crisis there. Each team must raise \$30,000 to support a refugee family for one year.

The group continues to raise funds through personal donations and fundraising events.

Last September, President David Agnew also announced that Seneca will fund full-tuition for 10 Syrian refugees. The announcement was made at the Make a Difference fundraising event, a cross-disciplinary collaboration among faculty and students, which took place at Seneca@York and included various activities in support of Syrian refugees.

The Seneca sponsorship team: (l to r) Jamie Zeppa, Camille Soucie, Laura Adams and Melissa Blackie.



\$300K+

Funds raised from the Seneca Golf Tournament since 2013, in support of student financial aid and United Way.

APPLIED RESEARCH

Innovative new products through **research partnerships**

A KEY PRIORITY for the Mozilla Foundation is universal web literacy and accessibility. To help achieve its goal of empowering individuals online, Mozilla has collaborated with Seneca's Centre for Development of Open Technology (CDOT) to revamp "Thimble," a user-focused online code editor that makes it easy to create web pages while learning HTML, CSS and JavaScript.

Software Development degree alumnus Gideon Thomas was one of the co-op students at CDOT chosen by Professor David Humphrey to work on this two-year project. The

students added new features to Thimble, including themes, tutorials and a mobile mode. After graduating in 2015, Gideon was hired by Mozilla to continue developing the product for the global market.

"Thimble is an amazing product that helps web users express themselves through content," says Gideon. "Applied research partnerships are really important because they motivate students and let them know that Seneca cares about their careers, not just their education."

Alumnus Gideon Thomas now works for the Mozilla Foundation.

EVENT-BASED FUNDRAISING

Strengthening relations and fundraising on the links

IN 2013, Seneca's Chief Information Officer Roy Hart was immersed in the biggest technology implementation project in the College's history, called "i3" (short for Information, Integration and Innovation).

This complicated project required the tireless efforts of Seneca's Information Technology Services experts, in collaboration with consultants and vendors. At its peak, Roy felt that it would be beneficial to host an event that could help everyone get to know each other better, have fun and support a good cause.

Just like that, the Seneca Golf Tournament was born. Now in its fourth year, it has become the College's signature fundraising event, having raised more than \$300,000 for Seneca's Campaign for Students and United Way.

"Positive engagement among employees and our business partners is really important," says Roy. "Plus, it feels great to raise money for important causes like student financial aid."

The 2015 tournament raised \$128,000. For sponsorship opportunities, contact Cynthia Luey at 416.491.5050 ext. 77100.



PHOTO: SENECA COLLEGE

107

Number of students who will benefit annually from the awards established in 2015/16.

TRIBUTE GIFTS

Honouring lives, supporting students

TRIBUTE GIVING at Seneca is a way to reward a student's hard work, while celebrating the achievements and impact of cherished people in our lives. Many Seneca employees have honoured family, friends and colleagues by establishing scholarships or bursaries in their names.

For example, the *Olga Decock and Laurie Landy Award* was created by faculty in the School of Early Childhood Education to mark Laurie's and Olga's retirement and acknowledge these professors' commitment to students in their school.

"Olga and Laurie have had such a positive impact on the Seneca community," says Professor Laila Shah, who worked alongside both professors and will be continuing to fund this award. "Now, their support of Seneca students will continue."

Special Projects Coordinator Dan Zaiontz, along with his sisters and father, decided to celebrate their late mother and wife and her passion for nursing with the *Lucy Zaiontz Memorial Award*. This award is given to a mature nursing student, with strong work ethic and academic performance—qualities that Lucy possessed as a Seneca student.

"My mom believed in the power of education to transform lives and create opportunities

for people to succeed," says Dan. "By supporting Seneca students financially, our family has the chance to ensure her beliefs live on in the success of others."

To learn more about how you can establish your own award, contact Katie Colvin at 416.491.5050 ext. 77285.

Those honoured with new tribute awards in 2015/16:

Daniel Atlin
Marc Caira
Alice Costantino
Olga Decock
Larry DeFlorio
Toolia George
Leolyn Hendricks
The Iaboni Family
Laurie Landy
Sid Leon
Yu Ling
Jim Streeter
Lucy Zaiontz

Laila Shah and Dan Zaiontz are two of many Seneca employees who have honoured cherished colleagues and loved ones with named awards.



\$300M

Value of publicly listed securities that were donated to public charities the first 10 months after they became exempt from capital gains tax in 2006.

MEMORIAL AWARDS

Remembering a mentor in aviation

WHEN REFLECTING on his time at Seneca, Aviation and Flight Technology alumnus Joe Zigrossi credits professor Robert Froebel for having the biggest impact on his success.

“Robert was an excellent teacher, but he was tough,” says Joe. “If we didn’t answer a question perfectly, we got zero. Perfection was his main message because as future pilots, we had people’s lives in our hands.”

Robert was an accomplished aviation professional and worked as a navigator for the Royal Canadian Air Force before beginning his 20-year career at Seneca

as an instructor, then program chair. He also built his own airplane, a Thorp T-18, which he flew across North America.

Robert passed away in 2013. In his memory, Joe established the *Robert Froebel Memorial Scholarship* for third-year Aviation Technology students.

“Robert was not just an instructor, but a mentor to all of us,” says Joe. “I hope that this award inspires fellow alumni to set up a bursary in memory of the many excellent professors that we had at Seneca.”



Alumnus and donor Joe Zigrossi is also a recipient of the College's Distinguished Alumni award.

ESTATE PLANNING

Tips for leaving your legacy

DID YOU KNOW that you can invest in the education of future generations and create a lasting legacy, while substantially reducing taxes payable by your estate?

When planning your retirement, you can consider donating your RRSPs or the income from your RRIF to a charity of your choice, and you can receive a tax credit for this donation. You can also designate the charity as the beneficiary of your RRSP or RRIF. This designation can be made on the plan or through your will.

The value of your RRSP or RRIF will be included in your income on your final tax return and will be fully subject to taxation. The charitable donation tax credit that you receive by designating the charity as your beneficiary can fully offset the taxes payable on your RRSP or RRIF at death.

Tina Tehranchian, MA, CFP, CLU, CHFC, is a Senior Financial Planner at Assante Capital Management Ltd. To learn about planned giving at Seneca, contact Tan-Ling Yeung: 416.491.5050 ext. 77191



27 Percentage of gifts received from Seneca alumni and volunteers.

ALUMNI DONORS

“Brand Hero” pays tribute to entrepreneurial roots



Alumnus Mike Leon found the right mix of theory and practice in the Seneca/York Broadcasting program. After building a career in television production, Mike started his own business, Brand Heroes. He recently established the Sid Leon/Brand Heroes Career Creator Award to pay tribute to his father.

Did you always want to own a business? Absolutely not. I went to Seneca wanting to be on air. I quickly realized that it wasn't for me. My goal then was to produce TV shows and rise into management, which was tough for a producer. So I did an MBA and eventually started my own company.

What was the genesis of Brand Heroes? I liked comic books as a child, and one of my favorites was *Superman*. With Superman, you never saw him when things were good. He came in and righted the wrongs and removed himself. That's what Brand Heroes is about. We help with video production, social media

and branding—swooping in when there's an issue and swooping out when clients are in a better spot.

Why did you choose Seneca's Small Business–Entrepreneurship program for your award?

Because of my dad, Sid. He was an entrepreneur: the owner of Irving's Famous Clothes in Hamilton. Irving was my grandfather, and he started the store after immigrating in the 30s. My dad worked there as a young boy and took over when my grandfather died suddenly at the age of 66.

Dad always regretted that he never had the opportunity to pursue higher education and was so proud of my sister and me when we did. He died suddenly, too, at age 67. He always said, “Everything good in life can be unlocked by education.” Supporting Seneca in his name was a natural decision.

Mike Leon has taken the experience he gained at Seneca, and during his career, to help companies tell their own stories.

“Everything good in life can be unlocked by education.”

870

Number of students enrolled each year in Seneca's four financial service planning credentials.

DONOR-FUNDED PROGRAMS

TD Bank Group invests in Seneca students



AT AN INCREASING RATE, baby boomers and their families are looking for advisory practices that incorporate both financial planning and eldercare expertise. Financial institutions like TD Bank Group are well aware of this trend, which is why TD is supporting the development of elder planning learning resources for students in Seneca's School of Accounting and Financial Services.

"Elder financial planning will be a central component of financial service practices in the years to come," said Karen Murkar, Chair, School of Accounting and Financial Services. "TD's support will help us provide Seneca graduates with the skills to serve this growing demographic."

The *TD Bank Group Elder Financial Planning Program* will include a suite of resources for financial services students that

focus on elder financial planning, including an online training module, speaker series and student awards.

"Advisors with expertise in finances for seniors are in growing demand, and we are pleased to help students get a step closer to their career goals," says Rina DeGrazia, Vice-President Central Market, TD Bank Group. "We're excited to support this innovative and

timely elder financial planning initiative and provide our communities with resources to make strong financial decisions."

TD Bank Group's gift also includes capital funding for the King Campus infrastructure expansion, slated to begin in September.

TD Bank Group Financial Planner Shelley Smith answers Seneca students' questions about elder financial planning.

PHOTO: RICARDO BERNARDINO

\$20M

Community fundraising goal for Seneca's Campaign for King Campus.

FOUNDATIONS

A fitting tribute to Lady Flora Eaton



Lady Flora Eaton spent her retirement years living at Eaton Hall, now a heritage building at King Campus.

SENECA'S SCHOOL OF NURSING is housed at King Campus—on the grounds of the former Eaton Estate that Lady Flora Eaton generously provided as a military hospital during World War II. Lady Eaton was a nurse by training. She served at Rotherham House, where she met a patient named John Craig Eaton, who would become her husband.

To honour Lady Eaton and her devotion to nursing, three Eaton family foundations have established the *Lady Eaton Endowed Scholarship for Nurses*. This scholarship will be awarded to Seneca's top nursing students, who are excelling in their studies and making a positive difference within the community.

"The Eaton Foundations' support of Seneca's nursing students is greatly appreciated and comes at a critical time for the profession," says Maria May, Acting Dean, Faculty of Applied Arts and Health Sciences. "There is a shortage of nurses in Ontario and nationally, and we need to do all we can to support those devoted to pursuing careers in patient care."

The *Lady Eaton Endowed Scholarship for Nurses* will help offset tuition costs for students with exceptional grades and who contribute through volunteerism and mentorship.

CAMPAIGN GIVING

King Campus expansion taking shape, gaining support

OVER THE PAST FEW MONTHS, the \$100+ million infrastructure expansion at King Campus has begun to take shape. Pre-construction work on the new academic building is underway, and the College is working with government and local stakeholders to see the project to completion.

Seneca is also working to raise funds in support of the expansion through the \$20 million Campaign for King Campus.

Donors are stepping forward to support this project, including Wawanesa Mutual Insurance. Located in North York, with its

head office in Winnipeg, the company supports local education at various levels. Last year, Seneca was the fortunate recipient of a contribution towards the King expansion.

"Wawanesa is committed to the communities in which we work and live," says Tim Greer, Vice President, Regional Insurance Operations. "We are pleased to assist Seneca in renewing its King Campus."

The Early Childhood Education program is one of many that will benefit from expanded facilities at King Campus.



\$20.7M

Current value of Seneca's
endowment fund.**DONOR LIST 2015/2016**

Thank you to the generous donors and sponsors who support Seneca students. This list recognizes contributions of \$100 and above made from April 1, 2015 to March 31, 2016.

\$100,000+

Hal Jackman Foundation
Rita & Rudy Koehler
PowerStream
RBC Foundation
Scotiabank
Seneca College
Alumni Association
Seneca Student
Federation
TD Bank Financial Group
The W. Garfield
Weston Foundation
Anonymous (1)

\$25,000 - \$99,999

The Catherine and
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Anonymous (1)

\$500 - \$ 999

104.5 CHUM-FM
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Elaine Fenner*
Tanis Fink*
Linda Florio*

82

Percentage of Seneca students who work at least part-time hours during their studies.

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: 416.491.5050 ext. 77285 or katie.colvin@senecacollege.ca.

Wanda Forsythe†
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LEGEND

† = Seneca employee or member,
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 * = Seneca alumni



The quality or feeling of being grateful or thankful.

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