

Seneca PARTNERS

A Donor Newsletter from the Advancement Office

Spring 2010

SENECANS STEP UP TO SUPPORT THEIR OWN

Seneca College has received unprecedented support for its student scholarship and bursary fund — from our own students, employees and graduates.

In response to the recent economic crisis and its impact on our endowment funds, the Seneca Student Federation has contributed \$100,000 towards the Emergency Appeal for Student Financial Aid. Thanks to this wonderful gift, many scholarships and bursaries that would have otherwise not been possible this year will now be funded.

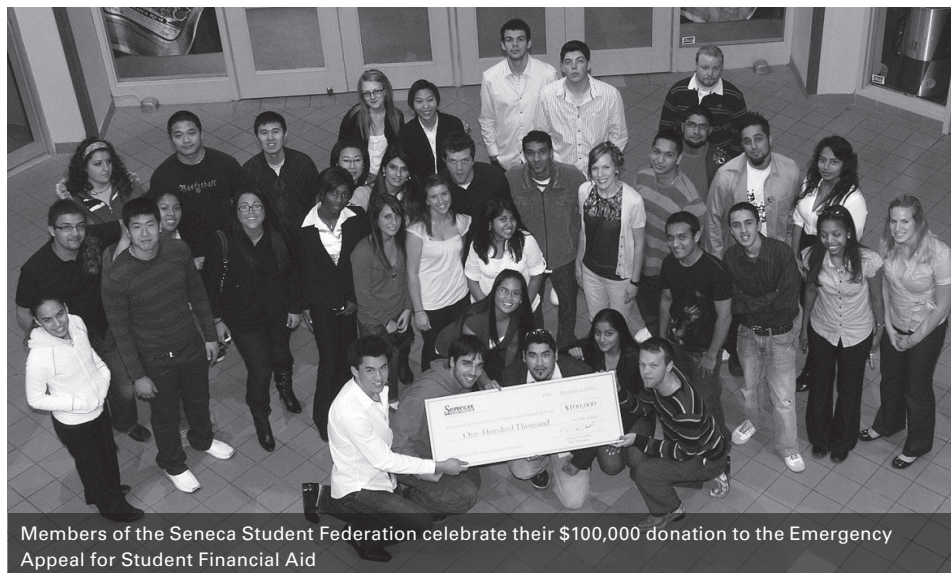
On the heels of the SSF's donation, Seneca Alumni contributed \$8,000 to the Appeal. These gifts, combined with those of Seneca employees, retirees and donors, bring the total amount raised for the appeal to more than \$300,000.

"On behalf of all Senecans, I want to thank the Student Federation, Seneca Alumni and the entire Seneca community for their extraordinary generosity," said Seneca President David Agnew. "It could not come at a better time and is a great boost to student success."

Like every college and university, Seneca's permanent endowment was hit hard during the global market downturn. The endowment did not generate the necessary interest to support financial awards, making this appeal necessary, and gifts like the SSF's and Alumni Association's essential.

"The Seneca Student Federation was proud to participate in this fundraiser because we feel that it's important to support our fellow students and the Seneca community," said Oscar A.

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Members of the Seneca Student Federation celebrate their \$100,000 donation to the Emergency Appeal for Student Financial Aid

Bobadilla, President, Seneca Student Federation Inc. "We are aware of the current economic situation and have decided to give back for this reason. All of us are extremely proud to be Seneca students and hope that with this donation we are leading by example."

The Emergency Appeal for Student Financial Aid was launched last August to support the 400 scholarships and bursaries Seneca awards to students annually. Along with the generous gifts from alumni and students, three times as many staff members gave five times as much, compared to previous appeals. Many departments developed creative fund raising efforts to support Seneca students, including providing tuition for a student for a semester, Metropass donations and contributions to the fund in the names of visiting guest speakers, to name a few.

If you haven't already, please consider a contribution. Gifts of any size make a positive difference in a student's life. You can give at our secure, online donation site (www.senecac.on.ca/senecadonations/index.jsp), or by calling 416.491.5050 x6812.

All donations are tax-deductible.

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Seneca establishes memorial Fund in honour of outstanding Alumna

Victoria George (BAM 2008) was an exemplary Seneca student, loving mother and wife and successful professional. While studying in Seneca's Marketing program, she excelled academically, participated in competitions, won numerous awards and served as valedictorian for her graduating class.

"Victoria was a special student who made Seneca and the Marketing program better," said Marianne Marando, Acting Chair, School of International Business. "Her leadership and involvement, both inside and outside of the classroom, will have a long-lasting impact on students and faculty. She could always be counted on to spark a lively



Victoria George

and intelligent conversation on the issues of the day. She taught us all — faculty and students — so much."

Victoria's trademark was her vibrant smile. Her energetic and positive outlook affected everyone she met through her studies and work as a tutor and student ambassador. As a volunteer at New Student orientations, Victoria was a natural at helping new students feel welcome and accepted.

Outstanding students and role models like Victoria George make Seneca thrive. Her successes illustrate the hopes for all Seneca's students: academic achievement, a full family life and a commitment to giving back to the community.

In May, when Victoria passed away, tragically, due to an asthma attack she suffered while in Mexico, the Seneca community lost one of its brightest stars. Victoria was only 29-years-old.

To honour Victoria's memory, the College has established a scholarship in her name. This award will be given annually to a student from the Faculty of Business,

who demonstrates the special qualities Victoria exhibited: a strong academic record, combined, with engagement in the Seneca community and a dedication to helping others.

You can lend your support to this special appeal. The funds raised will be matched dollar-for-dollar by the provincial government's Ontario Trust for Student Support. The goal is to raise at least \$10,000; this will allow the College to award a \$500 scholarship each year.

To date, we have raised over \$6,000 in support of Victoria's Endowment, thanks to matching funds from the Ontario Trust for Student Support.

Donations can be made in person, by mail, telephone or online at www.senecac.on.ca; click on "Donate." If you prefer, you can pledge your donation over five years to make a larger donation with greater impact.

For more information, please contact Rob Tonus, Senior Development Officer: rob.tonus@senecac.on.ca or 416.491.5050 x6812.

Free the Children co-founders Craig and Marc Kielburger receive honorary degrees from Seneca

In 1995, 12 year-old Craig Kielburger read a newspaper article about a Pakistani boy his age, who had escaped bonded labour and was murdered for his role in the movement against child slavery. That year Craig and his brother Marc Kielburger co-founded Free The Children, a unique international development and youth empowerment network of children helping children through education.

Since then the Thornhill natives have dedicated their lives to the betterment, engagement and education of youth.

Seneca presented Craig Kielburger and Marc Kielburger with honorary Bachelor of Applied Studies degrees at Seneca College's fall convocation.

Free The Children has built more than 500 schools throughout Asia, Africa and Latin America. Through its Adopt a Village development model, it has established more than 23,500 alternative income projects to assist women and their families in achieving sustainable incomes.

"Craig and Marc Kielburger have shown a commitment to changing the lives of youth through education and by giving them the tools to change the world for others," said



Craig and Marc Kielburger, receive honorary bachelor of applied studies degrees from (l to r): Cindy Hazell, Senior Vice-President; David Agnew, Seneca President; Patricia Barbato, Vice-Chair, Seneca Board of Governors; and Susan Zimmerman, Dean, Management and Administrative Studies.

Seneca President David Agnew. "At Seneca we believe that lives can be transformed through education and are proud to present an honorary degree to individuals who not only share, but embody that belief."

The Kielburgers also founded Me to We, a social enterprise designed to help support the work of Free The Children. Half of its annual profits are given to Free The Children with the other half reinvested to sustain the growth of the enterprise. Me to We encourages ethical living and social responsibility.

Craig Kielburger has also been awarded the Roosevelt Freedom Medal and the World Children's Prize for the Rights of the Child, while Marc was selected by the World Economic Forum as one of the 250 Young Global Leaders. They are both recipients of the Order of Canada.

To help support the Kielburgers' current initiatives in Haiti and around the world, visit www.freethechildren.com or www.metowe.com.

Crossing Borders and changing lives in Jamaica and at Seneca



Senecan Colette Daley pitching in to revitalize the community in Riverton City, Jamaica.

In 2005, a group of Seneca Early Childhood Education (ECE) students, faculty, alumni and staff members began travelling to Kingston, Jamaica on a bi-annual, volunteering expedition, called "Students Crossing Borders." This delegation has since expanded to include representatives from numerous areas of the College, including nursing, business, human resources, broadcasting, legal & public administration, travel & tourism, continuing education and others.

The primary focus of the Senecans' work in Jamaica is development, early education and teacher training. Volunteers call upon their unique skill sets to provide workshops for adults and programs for children in Riverton City, a community built on an active landfill site outside of Kingston. As well, ECE students and professors conduct professional development training for more than 500 teachers in three different school zones in Kingston.

The need for this kind of support in Kingston is crucial.

Jamaica's capital city has a population of 650,000, and 200,000 of these people

live in ghettos. Kingston has the third highest murder rate in the world, the drug trade is flourishing, and inter-gang fighting is especially brutal. Unemployment is common, literacy levels are low, and children with disabilities are often abandoned, as parents are unable to care for them.

Participants in Seneca's Kingston expedition work in the city's most impoverished areas: schools in a shanty community; an orphanage for children with HIV; an institution for children with special needs; and a home for teenage mothers, to mention a few. Senecans have also donated teaching materials and provided training for nurses and caregivers. Other projects include house building, field trips for seniors and helping build new schools.

Concern about the plights of those in Kingston is high in Canada, as ties to Jamaica are strong. In combating poverty, one of the country's most reliable sources of support is the money sent back by the thousands of Jamaicans who've immigrated to Canada. Most have settled in the Toronto area. The 2001 census shows that 3.5 per cent of Toronto's population was born in Jamaica — about 88,000 people.

These close ties to Jamaica exist at Seneca too, and have been the catalyst for "Students Crossing Borders."

Senecans are involved in planning their projects before each trip to Jamaica and financing flights and living expenses. Often students take on extra work to make the experience possible.

This past year, Seneca Alumni helped finance the trip for Seneca Alumna Colette

Daley (RTVR 2008) and, as the program continues to gain exposure, more funding sources have been developed to alleviate the travel costs for Senecans and help with their various development projects.

"The Alumni Association is proud to sponsor Alumni who are driven to give back to their College, and their community," said Paul Sloggett, President, Seneca Alumni. "Colette put a great deal of thought and effort into her sponsorship request and the goals that she wished to pursue on behalf of the College."

Seneca's volunteer delegation to Kingston helps to nourish an impoverished community and improve learning and living conditions for children, educators and caregivers. For Seneca's students, it provides an invaluable life experience and the opportunity to serve and expand upon the skills they develop during their careers at the College.

"This trip has a profound effect on the people who take part. Often, on their return to Canada, they will revise their previous conceptions about life and poverty," said Lynn Caruso, ECE professor and coordinator of the Students Crossing Borders program. "Every participant begins to reflect upon their role as a citizen of the world and acts in a more thoughtful and ethical manner. It is our hope that, as more people become involved in experiences like the Students Crossing Borders trip, we will create a kinder, gentler world."

The next Seneca voyage to Jamaica takes place on July 3. To help support the delegation, contact Lynn Caruso at 416.491.5050 x2161 or lynn.caruso@senecac.on.ca.

Knowledge Infrastructure Program at Seneca

New building to be constructed at Newnham Campus

Funding from the provincial and federal governments' Knowledge Infrastructure Program was announced in May, 2009. Seneca received \$24.7 million to expand the Newnham Campus and accommodate an additional 1,000 students. The funding is in response to an expected surge in post-secondary participation.

"This is an exciting project for all of us at Seneca," said President David Agnew. "Even though this is our largest campus, it needs to grow in order to provide more state-of-the-art teaching and learning areas for our students."

After examining different locations, it was decided to build on the site of the Newnham Campus Annex, which would allow for greater utilization of that space. As the project evolved, Seneca decided to expand its original plans and create a 150,000-square-foot building that includes classrooms and faculty space, as well as a new multipurpose room. The room will have a flexible design that can serve as a single classroom, be divided into multiple teaching spaces or host Seneca functions. The building will be open for students September 2011.

"This building will be a main feature of the Campus," said President Agnew. "It will help to tie together other buildings, improve access throughout and create a new main entrance — a front door if you will — to welcome everyone who visits Newnham Campus."

The building is being designed by architects at Cohos Evamy Integrated Design, which has worked on projects such as the McMaster University Electron Microscopy Facility, the Lethbridge College Instructional Building, the International Arrivals Hall at the Calgary International Airport and the national

Inspiring by Example: Rudy and Rita Koehler

At the age of 12, Seneca donor Rudy Koehler would sneak out of the house into the cold German night to cut down trees for firewood. It was forbidden to do so, but his family needed heat.

"I was never the best one for playing by the rules," said Mr. Koehler.

Most innovators do not play by rules, whether it is out of necessity or vision. Mr. Koehler is an example of both.

As an orphaned boy, he grew up knowing extreme hardship, often going to bed hungry and losing two brothers to war. A lover of all kinds of sports, including sailboat racing, he recalls playing soccer barefoot as shoes were considered a luxury. Innovation was a necessity.

As a young man, he brought his spirit of innovation to Canada, leaving post-war Germany with his young bride, Rita, a 14-month-old-son and a five-year plan to succeed in a country full of opportunity. He was an avid reader and dedicated student of mechanical engineering, with the drive to challenge conventional thinking, improve business practices and focus on developing quality products: Innovation through vision.

"I was always challenged to find a better way, and that still exists within me," said Mr. Koehler. "Now, I believe there must be a better way to improve lives."

Today, at Seneca, Mr. and Mrs. Koehler innovate to improve lives daily. They are responsible for the \$250,000 "Koehler Grandchildren Endowed Bursary Fund" for Seneca students in the School of Business Management and the Social

Services Worker and Nursing programs, which has been matched by the Ontario Trust for Student Support, brining the total contribution to over \$500,000.

The Koehlers' connection to Seneca comes through their granddaughters, both of whom are graduates, but their generosity extends past the College, as the couple supports charities across Canada.

"My granddaughters were the catalyst to do something for Seneca College," said Mr. Koehler. "Now, my goal is to encourage others to give. Often, I preach to friends about giving. Some think I am nuts, but many others are helping to make a difference with their generous charitable activities."

Leading by example has been a trademark for the Koehler's. They were two of Seneca's original donors. Mr. Koehler recollects how, after a story was publicized about their initial gift to the College, \$700,000 in donations quickly followed — another example of Koehler innovation.

With his career successes, including building and developing some of Canada's most successful companies, and the ongoing dedication to help those in need, Mr. Koehler looks back and is thankful he and Rita took the chance to build a life in Canada.

"I didn't want to be 50 and say, 'I wish I had gone [to Canada],'" he said. "I was focused. I came from nothing. Because of that, Rita and I believe in giving. There is no better feeling."

Mr. Koehler is quick to praise Rita for her support throughout their life together and her steadfast dedication to helping others.



Rudy and Rita Koehler

"Without my wife, I could not have accomplished what I have," he said. "She is a wonderful partner. It is so important to have someone on whom you can depend. She has such a big heart."

And what does the life-long innovator have to say to the students he and his wife help to support?

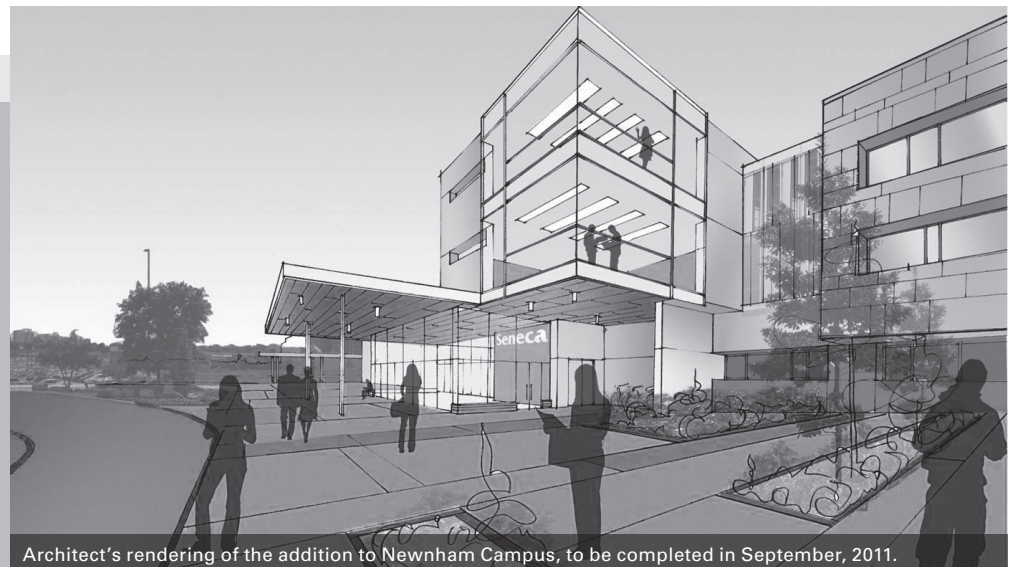
"You have to really be focused in all of your activities. Try not to be sidetracked, and look at the future of your undertaking," said Mr. Koehler. "Concentrate on doing an excellent job, be a driver of innovation and the desired results will be there."

If you are interested in following the Koehlers' example and wish to establish an endowment in support of Seneca students, please contact Rob Tonus, Senior Development Officer: 416.491.5050 x6812 or rob.tonus@senecac.on.ca.

headquarters of the Canadian Security Intelligence Service.

The construction manager for the building is Ellis Don, one of the largest building contractors in Canada. Ellis Don has previously worked on Seneca construction projects like the TEL Building at our Seneca@York Campus.

Real-time updates of the construction project can be found at www.senecac.on.ca.



Architect's rendering of the addition to Newnham Campus, to be completed in September, 2011.

Donors List 2009

Seneca thanks all the donors who help keep students learning, improving and reaching their academic and career goals. Your contributions create a learning environment where students thrive and achieve their dreams. We take every step to ensure all donors receive proper recognition. If you have made a contribution to the College and your name is not included on this list, please let us know: 416.491.5050 x6939.

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New vice president emphasizes relationship building and student success

Seneca lends helping hand to Haiti Interactive fundraising events held across Seneca campuses

The Seneca College community came together to raise funds for relief efforts in the aftermath of Haiti's devastating earthquake. A number of largely student-run events were held at the Seneca@York and King campuses in January. Funds from each of these initiatives will be matched by government funding, bringing the amount raised to over \$58,000.

The Seneca@York Campus hosted ((AfterShock,)) a day-long event of music, entertainment and fundraising. The event included live performances from Seneca Independent Music Production students, a silent auction, a hypnotist and a "bucket brigade" that accepted donations in classrooms and in the hallways. This event was held with the support of staff, faculty and students — in particular, students of the Independent Music Production, Broadcasting — Radio and Television, Corporate Media Production and Creative Advertising programs, all of whom helped with organization, media coverage and promotion. All proceeds raised from ((AfterShock)) went to Doctors Without Borders.

At the King Campus, Seneca's Social Service Worker – Immigrant and Refugee program presented "Rebuilding Haiti," in support of the Haitian community. The event included a fashion show, art display, auction, games and a special guest performance from Dreams Brown.

As well, throughout the month of January, Seneca's SMILE mentoring program collected donations for the Haiti Relief Fund.

"In just more than a week, the Seneca community created events that raised much needed funds for Haiti," said President David Agnew. "These events not only showcased the talents of Seneca students, but the humanitarian spirit of the staff, faculty and students at the College."



Daniel Atlin

Last October, Seneca strengthened the leadership and experience of its senior executive team with the addition of Daniel Atlin as Vice President, Strategy and College Affairs.

Daniel's portfolio focuses on some of Seneca's key strategic relationships. His mandate includes fundraising at Seneca, as well as marketing and communications, Board of Governors support, strategic planning, alumni and government relations.

Daniel joins Seneca from the University of Toronto, where he served as assistant vice president of government, institutional and community relations. He is excited to be at Seneca at a time when Ontario's colleges are front and centre in helping to retool our economies, locally and globally.

"Seneca is a microcosm of Toronto and of the world," he said. "It is set apart by its breadth and depth of programs, faculty and students, and strong connections with local industries and communities."

Daniel has held a number of positions across the public and private sectors, including policy adviser to the Ontario minister of intergovernmental affairs, strategy consultant for the Toronto-based think tank, Digital 4Sight, and vice president (corporate services) and corporate secretary with Credit Union Central of Ontario.

"Daniel's diverse background in government, consulting and financial services, as well as his knowledge of the postsecondary education sector, will be a strong complement to the team," said President David Agnew.

Coming from the university system, and specifically the University of Toronto where a culture of philanthropy is well established, Daniel has seen fundraising mature, especially in the past two decades. He is optimistic about the opportunities to enhance philanthropy at the College level and believes Seneca is well positioned to explore various approaches and build upon its history, geography and talent.

"Philanthropy at colleges is still in its early days," he said. "It takes a long time to build a foundation positioned to succeed."

For Daniel, the key to fundraising success is expanding Seneca's strong reputation for academic quality, cultivating beneficial relationships and finding what roles the College can play effectively.

"It is necessary to position Seneca as a relevant partner in stakeholders' efforts, be they industry, community or government," Daniel said. "We must deliver value and understand each other better to solve mutual issues. This is an ongoing process, where we will continually earn support and cultivate those relationships."

Doing so, he says, means communicating across all possible media what sets Seneca apart from every other college, such as our programs, our academic quality, our geographic footprint, and also focusing on student successes that resonate with the College's supporters.

"It's the challenge of the age to penetrate the noise and tell our unique story," Daniel said. "That requires communicating using every means at your disposal and defining your message as clearly as possible."

As he settles into his new role, Daniel has discovered Seneca's passion for education and College employees' collective dedication to student success.

"Seneca is a hive of activity," he said. "Students are everywhere and at the forefront."

Vice President Atlin is looking forward to engaging with the College's many partners in the coming weeks and months, and he can be reached at daniel.atlin@senecac.on.ca, or 416.491.5050 x7007.

Seneca PARTNERS

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