

THE INSPIRE! CAMPAIGN for the University of Prince Edward Island is about creating opportunities for people—especially for students—to achieve their full potential. The campaign will expand programming; offer opportunities for international exposure, community engagement, and research; and provide state-of-the-art facilities and equipment. With a \$50M goal—\$30M already funded—the campaign is focused on four priorities: Engineering, Experiential and Global Learning, Veterinary Medicine, and Athletics.

# THE inspire! CAMPAIGN THE ENGINEERING PRIORITY

WE ARE ABOUT TO CREATE A UNIQUE BREED OF ENGINEER!

FUNDING GOAL \$33M\*

FUNDED \$24.4M

TO BE RAISED \$8.6M

\*\$23M will be directed to the new School of Sustainable Design Engineering and the four-year Bachelor of Science in Engineering (Sustainable Design Engineering) program, and \$10M to the Centre of Engineering Design and Industry Partnerships.

*Naming opportunities are available, and gifts may be directed toward a specific priority or priorities.*

## GOALS

- » Develop the new School of Sustainable Design Engineering and its differentiated four-year Engineering degree program—enhancing academic offerings and attracting additional talented students and faculty. The program is unique in Canada and will develop engineers with exceptional design skills, who are also broadly capable, globally aware, creative, and entrepreneurial—prepared upon graduation to meet the challenges of today's world.
- » Establish the Centre of Engineering Design and Industry Partnerships—home to industrial centres of excellence in robotics and industrial automation, sustainable and alternative energy, bio and food processing, and aerospace/advanced manufacturing. These centres will allow students and faculty to liaise with onsite industrial partners on a wide range of pilot-scale, industrial R&D projects.

## FUNDING OPPORTUNITIES

The campaign will ensure that our students have access to advanced infrastructure, technology, and equipment, and the opportunity to work collaboratively with industry in areas that include metal additive manufacturing (e.g. aerospace), analytics, computer simulation, sustainable and alternate energy, robotics, and smart building technologies. A detailed list of resource requirements is available upon request.



UNIVERSITY  
of Prince Edward  
ISLAND

## THE INSPIRE! CAMPAIGN

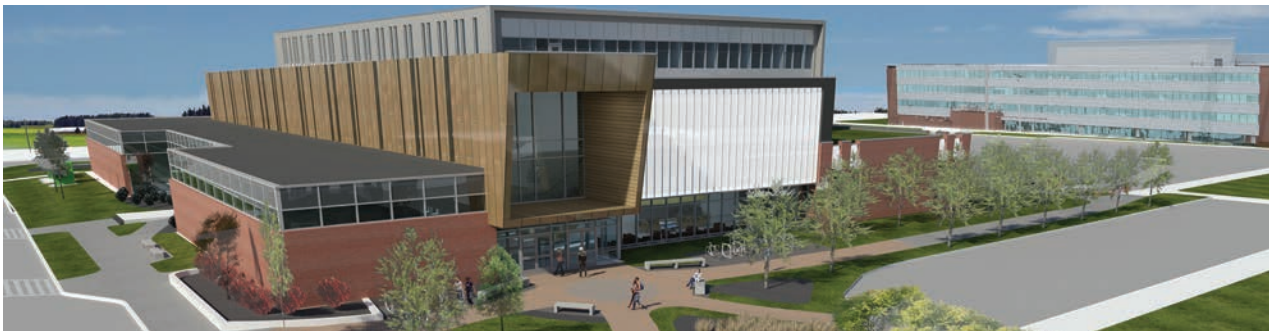
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Andrew Simmons, Third-year Engineering  
Larry McQuaid, P. Eng.

# CREATIVITY INNOVATION COLLABORATION



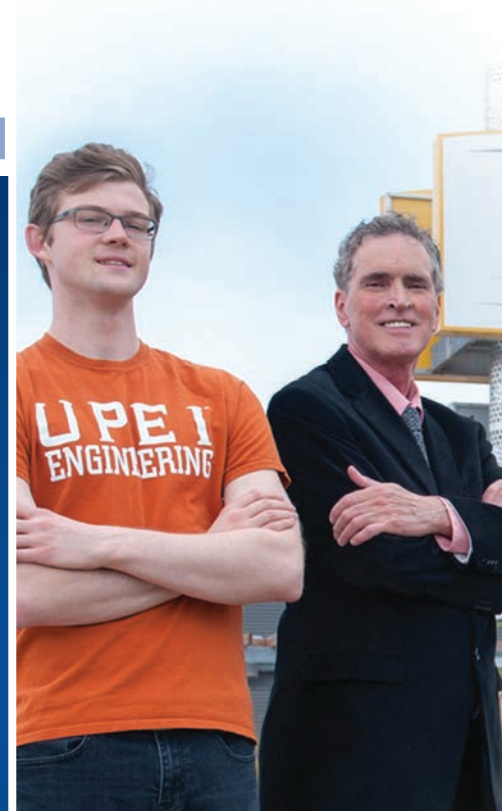
*Word will spread quickly. Once employers learn that graduates will be industry-ready right away to design sustainable processes, products, and solutions, it will be a distinct advantage for us.*

**Andrew Simmons,  
Third-year Engineering**

*UPEI's School of Sustainable Design Engineering and its four-year degree program are positive initiatives for our province and region. The unique focus on an interdisciplinary design process will create*

*exciting and varied career opportunities for UPEI engineering graduates. THE INSPIRE! CAMPAIGN will assist the University in this major undertaking by funding the latest technology and equipment for the School. This is a great opportunity for industry collaboration, innovation, and community involvement!*

**Larry McQuaid, P.Eng.  
UPEI graduate and former member of the Board of Governors;  
Senior Project Engineer, WSP Global Inc.**



**Projected economic impact of the School of Sustainable Design Engineering and Centre of Engineering Design and Industry Partnerships by full ramp-up in 2021–2022—GDP \$20.6M per year, 198 FTE jobs, \$4.6M annual tax revenue to governments.**

*—The University of Prince Edward Island Economic Impact Assessment, January 2015*

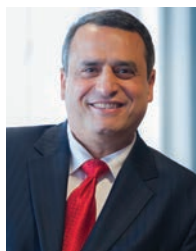
## THE INSPIRE! CAMPAIGN CABINET

THE INSPIRE! CAMPAIGN for the University of Prince Edward Island is led by a campaign cabinet chaired by Mr. J. Gordon MacKay.

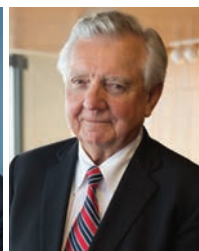


*I am delighted to serve as chair of THE INSPIRE! CAMPAIGN in support of the important goals of the University of Prince Edward Island. I look forward to working with the University and an outstanding team of community volunteers to advance UPEI's leadership role in the education and success of future generations of students.*

Mr. J. Gordon MacKay  
Chair, THE INSPIRE! CAMPAIGN



Dr. Alaa Abd-El-Aziz  
President and  
Vice-Chancellor



Dr. Don McDougall  
Chancellor



Mr. Dana Kenny  
President,  
UPEI Student Union



Mr. Blair MacLauchlan  
Vice-Chair,  
Engineering



Mr. Ray Keenan  
Vice-Chair,  
Experiential  
and Global Learning



Ms. Donna Hassard  
Vice-Chair,  
Veterinary Medicine



Mr. John Horrell  
Vice-Chair,  
Athletics

## REVENUE MODEL\*

### THE INSPIRE! CAMPAIGN \$50 MILLION GOAL

► FUNDED \$30 MILLION 60%

PROVINCIAL GOVERNMENT \$16M 32%

FEDERAL GOVERNMENT \$6M 12%  
(Centre of Engineering Design  
and Industry Partnerships)

PRIVATE DONORS \$8M 16%

► TO BE RAISED \$20 MILLION 40%

ENGINEERING \$8.6M 17.2%

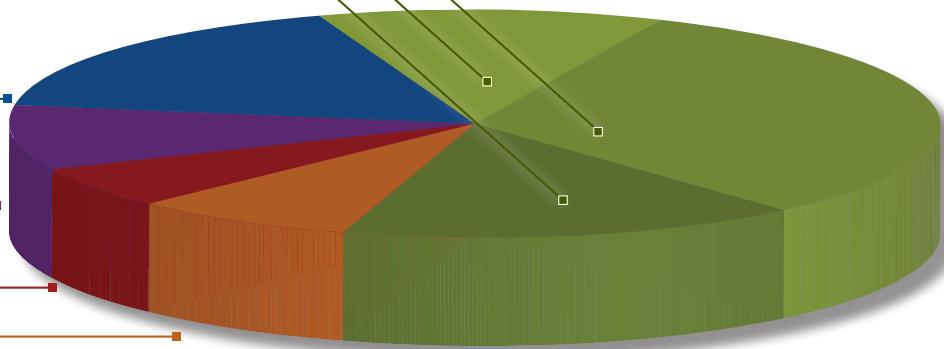
EXPERIENTIAL  
AND GLOBAL  
LEARNING \$4.5M 9%

VETERINARY  
MEDICINE \$3M 6%

ATHLETICS \$3.9M 7.8%

THE  
inspire!  
CAMPAIGN

We have a sense of URGENCY, a strong PLAN, and an ambitious GOAL to raise \$50 MILLION. Of this goal, \$30 million has already been achieved!



\*As of THE INSPIRE! CAMPAIGN launch—October 2, 2015



UNIVERSITY  
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# THE inspire!

## CAMPAIGN

Located in Charlottetown, Prince Edward Island, Canada, the University of Prince Edward Island has a long and proud history of academic excellence, research innovation, community engagement, and service. Consistently ranked as one of Canada's top ten primarily undergraduate universities, and home to a talented community of educators and researchers including six 3M National Teaching Award winners and 10 funded research chairs, UPEI offers a wide range of programs and degrees to over 4,300 undergraduate and graduate students from more than 60 countries. By investing in the success of our students, UPEI drives progress in our province, region, and world.

Building upon UPEI's legacy of academic excellence and accomplishment, the University has embarked upon a major friend- and fund-raising campaign. THE INSPIRE! CAMPAIGN's four areas of priority—Engineering, Experiential and Global Learning, Veterinary Medicine, and Athletics—will expand programming, transform the student experience, showcase expertise, and build Panther pride!

### PLEASE JOIN US IN SUPPORTING THE INSPIRE! CAMPAIGN

Your involvement will inspire our students as they learn and excel in our classrooms and research labs, on our Panther teams, and in collaboration with partners and organizations in our community and around the world. Share our excitement as we work together to inspire a culture of opportunity and success at UPEI!

For more information, or to contribute to THE INSPIRE! CAMPAIGN, please visit [upei.ca/inspire](http://upei.ca/inspire), email [inspire@upei.ca](mailto:inspire@upei.ca), or call 902-566-0415.

### THE INSPIRE! CAMPAIGN

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