

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 ATHLETICS PRIORITY

THE PRIDE AND SPIRIT OF UPEI ATHLETICS TRANSCENDS CAMPUS—IT'S ALIVE IN OUR COMMUNITY!

FUNDING GOAL \$4M  
FUNDED \$100K  
TO BE RAISED \$3.9M

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

### GOALS

The Athletics priority seeks to build upon our great tradition of Panther pride to enhance the UPEI student athlete experience. We will attract talented students with additional scholarships and awards; provide challenging competitive opportunities; upgrade and replace equipment; and renew and revitalize playing facilities and fields. These improvements will provide our student athletes and the PEI community with world-class athletic venues and experiences. Our student athletes will recognize that the University and the community strongly support their academic and athletic endeavours.

### FUNDING OPPORTUNITIES

The establishment of a \$4M athletics endowment fund will create additional annual athletic awards and scholarships; fund improvements to the artificial turf field, clubhouse, and gym; upgrade equipment; and provide competitive training opportunities. A detailed list of resource requirements is available upon request.



UNIVERSITY  
of Prince Edward  
ISLAND

THE INSPIRE! CAMPAIGN  
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Cole MacMillan, Fourth-year Arts, Panther athlete (soccer and hockey)

Mike O'Brien, SDU'63, BCom, CA, SDU Saints athlete (football and hockey)

# PRIDE TEAMWORK COMMUNITY



*Student athletes understand the power of teamwork, and appreciate the support we get from the Island community. When we know the community is behind us, we put in that extra effort. We have no problem fundraising for our teams, but on our own we can't raise the amount of money needed. Support from community and donors is crucial.*

**Cole MacMillan, Fourth-year Arts (Sociology) and Panther athlete (soccer and hockey)**



*THE INSPIRE! CAMPAIGN will enhance UPEI's programs and facilities, and increase public awareness of the University's role in the community. That role includes building community pride—a positive outcome of competitive varsity sport. It's great to see UPEI dedicate this level of attention to athletics. It encourages former and current players and coaches, fans, and the community to support the mission of Panther Sport. This campaign will also provide additional athletic scholarships and access to competitive training opportunities for student athletes.*

**Mike O'Brien, SDU'63, BCom, CA**  
Former deputy provincial treasurer and deputy minister of development and technology, board leader and community volunteer, treasurer of Friends of Panther Hockey, member of the UPEI Athletics Advisory Board, and former SDU Saints athlete (football and hockey)

In the 2014–15 season, 80 of UPEI's 175 varsity athletes were named CIS Academic All-Canadians for maintaining an academic standing of 80 per cent or higher. That means that 45.7 per cent of our Panthers achieved this honour—one of the highest percentages of accomplishment of any university in Canada. Go Panthers Go!



# THE INSPIRE! CAMPAIGN CABINET

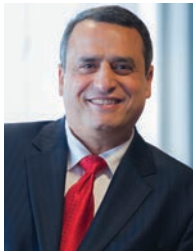
THE INSPIRE! CAMPAIGN for the University of Prince Edward Island is led by a campaign cabinet chaired by Mr. J. Gordon MacKay.



*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 Horrelt  
Vice-Chair,  
Athletics

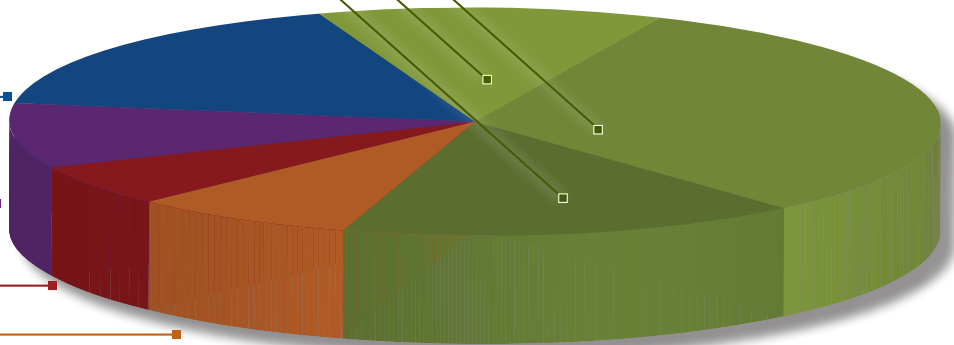
## REVENUE MODEL\*

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

▶ FUNDED \$30 MILLION	60%
PROVINCIAL GOVERNMENT \$16M	32%
FEDERAL GOVERNMENT \$6M <i>(Centre of Engineering Design and Industry Partnerships)</i>	12%
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**  
of Prince Edward  
**ISLAND**

# 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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ENGINEERING



EXPERIENTIAL AND  
GLOBAL LEARNING



VETERINARY MEDICINE



ATHLETICS

[UPEI.CA/INSPIRE](http://UPEI.CA/INSPIRE)

