

**McMaster Philanthropy
Multimedia Festival (MPMF)
TOPICS AND DETAILS**

DRAFT – January 28, 2014

Notes on topic selection:

- The following list outlines information connected to a number of suggested topics related to philanthropy at McMaster.
- Submissions to the MPMF do not need to incorporate all of the information provided on the topic and entrants may add additional information as desired as long as it remains on topic and accurate. (The selection committee will attempt to verify any new facts or stories that are included. If the committee cannot verify the accuracy of the new information, the submission will not be considered.)
- Entrants may select a philanthropy-related topic that is not on this list, but all information will need to be verified and the committee will judge both the quality of the submission and the suitability of the subject.

TOPICS:

Facilities

- More McMaster buildings were made possible by donors than most people probably realize:
 - Hamilton Hall was named for the local Hamilton donors who contributed to the campaign to bring McMaster University from Toronto to Hamilton in 1930.
 - Mills Memorial Library was funded by a donation by the Davella Mills Foundation in the memory of David B. Mills.
 - Moulton Hall is named for Susan Moulton McMaster, the wife of Senator William McMaster and a driving force in the creation of McMaster University.
 - Edwards Hall was named for John C. Edwards, the father of Gordon C. Edwards who was a member of the McMaster University Board of Governors and a significant McMaster donor. He made the gift that helped build Edwards Hall.
 - Alumni Memorial Hall is named both in honour of the McMaster alumni who died in the World Wars (the members of the McMaster Honour Roll) and the alumni donors who gave the majority of the \$100,000 raised in the a 1940's campaign to build the building which opened in 1951.
 - The DeGroot School of Business is named in honour of Michael G. DeGroot who not only gave a multi-million dollar gift in 1987 to the

School of Business project, but helped raise additional funds as well. The building opened in 1992.

- The McMaster University Student Centre, opened in 2002, is named in honour of the generation of McMaster students which contributed to the project through a student levy beginning in 1987. By the conclusion of their commitment, they had contributed \$24 million to the project.
- The Michael G. DeGroot Centre for Learning and Discovery, which opened in 2005, is named in honour of Michael G. DeGroot who contributed to the construction of the centre with part of his historic \$105 million gift of December 2003.
- The David Braley Athletic Centre, opened in 2006, was named for David Braley, Hamilton businessman and CFL franchise owner, after he made a gift of \$5 million to the building. He also contributed \$1 million to the David Braley Sport Medicine & Rehabilitation Centre located inside DBAC.
- The 6,000-seat Ron Joyce Stadium, opened in 2008, is named for Ron Joyce, the co-founder of Tim Hortons, in honour of his \$10 million gift to the project.
- The Ron Joyce Centre, opened in 2010, is the Burlington campus of the DeGroot School of Business and is the home of McMaster's MBA and executive education programs. The Centre is named in honour of Ron Joyce for his gift of \$10 million to the project.
- L. R. Wilson Hall, currently under construction to the south of the Sterling Street entrance to campus, will be the home of liberal arts beginning in 2015. The building is named in honour of Lynton "Red" Wilson '62 who served as McMaster's chancellor from 2007-2013 and made a \$10 million gift to the project in 2007.

Donors by the Numbers

- In 2012, McMaster raised \$30,347,804 in charitable gifts.
- By percentage of dollars received:
 - 51% of giving went to support research,
 - 22% towards capital expenditures including equipment, construction and operations,
 - 12% to student awards,
 - 15% to community service programs, Athletics, Libraries, academic faculties/departments, and the University's greatest needs.
- 12,986 alumni made gifts, totalling \$15,026,143.
- High-profile gifts of 2012-2013 include:
 - Suzanne Labarge '67 giving \$10 million to create a multi-disciplinary research and educational program related to optimal aging
 - Robert Fitzhenry '54 giving \$3 million (the largest-ever gift to fine arts at McMaster) for the renewal of art studio space
 - The Boris Family giving \$30 million to support the creation of a new clinic for complex care along with the founding of the Boris Family Centre in

Human Stem Cell Therapies and a significant investment in the commercial development of research

- Gifts from Gerald Hatch (\$2 million), Doug Barber (\$1.5 million), Walter Booth '62 '65 (\$1 million), Kurt Strobele '73 (\$500,000) and Hatch Ltd. (\$500,000) for the Engineering Centre for Experiential Learning (ExCEL)
- A 48-hour social media campaign inspired more than 1,000 donors to give \$312,533 to create the 125 Bursary for students in financial need
- An anonymous gift created the \$15,000 A.A. Payne Research Fellowship for Economics students

The McMaster University Student Centre

- In 1987, to help inspire and fund a student centre project, McMaster's undergraduate students voted to support a \$15 levy. By the time the levy was complete, it provided \$24 million in centre funding.
- Dozens of corporations, foundations, individual alumni and alumni families contributed to MUSC, but four gifts in particular helped make it happen:
 - \$500,000 from the McMaster Association of Part-time Students
 - \$600,000 from the McMaster Alumni Association
 - \$1 million from the Donaldson Family
 - \$4 million from the DeGroot Family

The Story of Senator McMaster's Founding Gift

- Senator William McMaster, an entrepreneur and the first president of the Bank of Commerce, was a supporter of higher education.
- He and his wife, Susan Moulton McMaster, financed the construction of McMaster Hall on Bloor Street in Toronto to house Toronto Baptist College.
- In his will, Senator McMaster left \$900,000 to found McMaster University.
- Depending on how you calculate the present value of that contribution, it's no less than \$22 million, more likely \$208 million, and depending on the methodology, much more.
- McMaster is one of the very few Canadian universities founded by the generosity of a single donor.

Moving to Hamilton

- McMaster University began its life in 1887 on Bloor Street in Toronto.
- In 1930, the University moved to its current location, with the generosity of the City of Hamilton and the Hamilton community making that possible.
- The city donated 75 acres of land in Westdale.
- Hamiltonians raised \$500,000 to help pay for the move and the money was designated to help build the original science building, Hamilton Hall. The building was named in honour of the community and donors who made it possible.

The Harry Lyman Hooker Bequest

- The largest bequest (a gift given in a will) in McMaster's history came from Dr. Harry Lyman Hooker, an American who grew up in Hamilton and worked as the physician at the Waldorf Astoria hotel in New York City from 1942 to 1959.
- He died September 10, 1979 a wealthy man after making a shrewd early investment in International Business Machines (IBM).
- During his life, he corresponded with a number of prominent figures including Herbert Hoover, J. Edgar Hoover, William Lyon Mackenzie King and Edward, the Duke of Windsor.
- His \$25 million bequest dramatically remade the University, helping to found the Arts & Science Program, create the Hooker Distinguished Visiting Professorship, the Harry Lyman Hooker Senior Fellowships (graduate scholarship), and the Dr. Harry Lyman Hooker Scholarships (in-course undergraduate scholarships).
- This year, the in-course scholarship alone will provide funds to more than 160 McMaster students.

Research Chairs

- In 1998, at the start of the Changing Tomorrow Today Campaign, McMaster University had no privately endowed chairs.
- Endowed chairs are prestigious faculty positions that attract and retain the best professors, usually as determined by research excellence. The endowment means that there is a fund that will exist in perpetuity and the annual proceeds of the fund support the position.
- McMaster now has more than 80 such chairs.
- Chairs have been supported by private donors (Beamish Family, David Braley and Nancy Gordon, Charles and Margaret Juravinski, Michael DeGroot, Morgan Firestone, Suzanne Labarge, Doug Barber, Don Pether, Joe Ng, Walter Booth, Lynton Wilson, Teresa Cascioli, Wayne C. Fox, Michael Lee-Chin, Stephen Jarislowsky and many others).
- Chairs have been supported by corporate donors (BMO Financial Group, CIBC, Mackenzie Financial, Amgen Canada, US Steel, Gennum, ArcelorMittal Dofasco, Eli Lilly Canada, Scotiabank, Global Television Network and many others).
- Chairs have been supported by organization/foundation donors (Population Health Institute, McLaughlin Foundation, Heart and Stroke Foundation, Class of '62 Mechanical Engineering and others)
- Chairs focus their work on a wide range of topics including Neuroscience, Health Care Ethics, Breast Cancer Research, Family Medicine, Digestive Health Research, Urology, Early Childhood Development, Cardiovascular Nursing, Surgery, Aging, Medical Education, Advanced Manufacturing, Information Technology, Data Communications, Masonry Design, Entrepreneurship, Strategic Business Studies, Financial Markets, Business Innovation, Investment and Portfolio Management, Mathematics, Communications, Environment and Health, and Physics.

Bursaries and Student Awards:

- Donors at McMaster have a long history of supporting bursaries and student awards. In fact, the Rand Memorial Prize of the Class of 1898 is still presented today.
- Bursaries are for students in financial need. Awards are based on achievement.
- Many awards and bursaries bear the name(s) of the donors who created them through their philanthropy. In fact, there are more than 525 bursaries funded by individual, corporate or organizational donors with many of those bursaries being awarded to multiple students every year. Many are named for individual alumni, faculty or staff who were looking for ways to support McMaster students in perpetuity.
- There are more than 30 donor-named entrance scholarships/awards (many providing numerous awards each year) and more than 500 named in-course awards and scholarships.
- Many groups of alumni have created awards and/or bursaries including the Classes of 1935, '46, '47, '49, '51, '52, '53, '54, '56, '57, '58, '59, '60, '63, Arts & Science '97, and CAPE '76, just to name a few examples.
- In honour of McMaster's 125th Anniversary in 2012, the 125 Bursary Challenge raised \$312,533 for bursaries from more than 1,000 donors in just 48 hours.
- McMaster's fundraising campaigns for student financial aid has been among its most successful. In 1996, with its first fundraising campaign dedicated specifically to bursaries, the University set a goal of \$2.5 million, but ended up raising \$13.97 million for student financial aid.