

Thank You to Our Donors

The following is a list of the donors that have made a financial contribution of \$100 or more to Seneca College between January 1, 2007 and June 30, 2007. We are grateful for these leadership gifts in support of a legacy of learning: changing the world one student at a time.

THE PRESIDENT'S CIRCLE (\$1,000+)

Individuals

David S. Cooke*
Shirlene B. Courtis*
Ireneusz Gyda
Patricia Harper
Barbara J. Hejduk
Elvis Isaacs
Donald K. Johnson
Ashley Kelly+
Brian D. Labatte*
Henry Labatte
Alnashir Lakha
Jean Anne McLeod*
Elizabeth F. Mills*
Katherine Susan Mueller
David & Joanne Shier+
Robert & Jane Visentin
Linda Warren

Organizations

ACL & Associates Ltd.
Air Canada
Aramark Canada Ltd
Association of Municipal Tax Collectors of Ontario
Bank of Montreal
Basics Office Products
Genworth Financial Canada
GFG Secure Transport Inc.
Industrial Alliance Insurance & Financial Services Inc.
IPM Hose & Fittings
Miller Paving Limited
Nursing & Homemakers Inc.
PCMA Canada East Chapter
Pearson Canada Inc.
Sci-Tech Ontario Inc.
Society of Fire Protection Engineers - Southern Ont. Chapter
Stringer Brisbin Humphrey Management Lawyers
TD Bank Financial Group
The Greater Toronto Hotel Association
The McLean Foundation
Tokmakjian Inc.
Town of Richmond Hill

FRIENDS OF SENECA

Individuals

Irshaad Ahmad
Emmanuel Ritual America
Roxanne Archibald
Tibor I Barsony
Sergio Carbone+
Don Chapman
Gayle Christie
Anthony Colangelo
Peter Constantinou*
James F.G. Cresswell+
Sandra Dawber
John De Caro
Jocelyn Elaine Dekter+
Sonya Dennis
Dorothy H. Dudek
Hyacinth Dunstan
Wanda M. Forsythe
Lisa Marie Gagliardi+
Bharat Gajria
Alison Gibson+
Carol Guinane+
Philip Douglas Gunn+
Kapil Gupta
Birgitte Hansen
Leona Harvie
Cindy Hazell
Leolyn D. Hendricks
Jeffrey A. Hill+
Janet Louise Hilts+
Peter Jurksaitis
Susan Kerswill
Paul H. Kevill
Pamela Laughton-Turner
A. Douglas Lee*
S. Leung
Jane MacDonald
Sylvia Mackuch
Kourtney Madelay
Andrew John McDonald+
Velma J. McNulty
Karen Murkar
Darlene Nantarath
Phoungrack Nanterath
Sandra Noble
Denise Olah*+
Michael Oschefski
John Otter
Lisa Pierce
Angela Raheb
Suzanne Michele Raheb
William J. Riddell+
Patricia Robertson
Denise Naomi Ropp+
Danny Homer Roy
Stephen Rushworth
Laurel Schollen
Gloria Schwartzenruber
Serge Silvestri

Rodney Sine+
Jennifer Singh+
Bernice M. Skleryk
Paul Sloggett
Tina Solly
Sharon D. Stibbard
Graham Stoddart
Stanley Talesnick
Dominic Totino*
Diane Tyszka+
Anthony Van Odyk*
Anny Verhovsek*
Max Weis
Chris Wilkens
Robert J. Wilson
Sourianh Yeh

Organizations

824503 Ontario Inc.
Abacus Mortgages Inc.
Appraisal Institute of Canada
Bausch & Lomb Canada Inc.
Bloordale MS General
BZ Sales
Canadian Academy of Floral Art
Canadian Federation of University Women (Aurora-Newmarket)
CHUM Limited
CooperVision Canada Corp.
Creative Display Inc.
Diamond Mortgage Inc.
Festival Management Committee
Flowers Canada Toronto Chapter
Jesscor Mechanical Systems Ltd.
Johnson & Johnson Medical Products
L.H. Lind Realty Inc.
Mortgage Intelligence Inc.
Nikon Optical Canada Inc.
Ontario Opticians Association
Premier Bus Lines Inc.
S.C. Focus Agencies Inc.
Skyline-Yorkgate Mall Inc.
Smithers - Oasis Canada Ltd.
Speachtree Inc.
Synergy Employment
Temkin Canada, Corp.
The Academy of Ophthalmic Education
The Altus Group
The Toskan Casale Foundation
Township of King
Tree of Life Beauty Spa Inc.
Yellow Pages Group Co.
York Catholic District School Board

(*) indicates a multi-year pledge
(+) indicates Seneca Alumni

The Office of Resource Development makes every attempt to ensure the accuracy of our listings. To report an error or omission, please call Lisa Mills at 416.491.5050 x6414.

Building Relations to Support Our Students

A MESSAGE FROM THE VICE PRESIDENT, RESOURCE DEVELOPMENT



Shirlene B. Courtis, CFRE,
Vice President, Resource Development

While the first months of 2007 pass rapidly by, it is important to take a moment and reflect on the accomplishments we have achieved together with an ever-expanding network of alumni and friends dedicated to the future and prosperity of the students at Seneca College.

As Seneca prepares to mark its 40th anniversary, it is amazing to contemplate that when the College opened in 1967, the full and part-time student enrollment was fewer than 2000 students. Now Seneca is one of the largest colleges in Canada, with over 100,000. Our goal in Resource Development is to help secure the resources and funding necessary for Seneca to continue to grow and provide our students with the world-class level of education and training they require for successful careers.

Doing so means continuing to establish and foster relationships with donors, business leaders, alumni, government and volunteers. Through our "Leading Through Excellence" initiative, we are striving to meet our ambitious goal of \$100 million in support over 10 years. Three years in, we are well on our way with over \$17 million secured. This includes 35 new endowed funds valued at over \$1.5 million, which are dedicated to generating revenue for student financial aid.

Over the past year a number of Seneca's friends stepped forward with generous support. These gifts are made even more significant because a portion of the funds has been matched dollar-for-dollar by the provincial government's Ontario Trust for Student Support (OTSS).

Seneca awarded over \$600,000 in student financial aid last year, much of which came from the many individuals, foundations and corporate partners that generously supported scholarships and bursaries across the College.

Along with these gifts from corporate and community donors, Seneca continues to receive support from its alumni in various ways, including volunteerism and personal donations. Revenue generated through the Alumni "Affinity" programs and other initiatives has also provided funding towards financial aid.

As a result of the generosity and hard work of the College's many friends, the

financial support Seneca can offer its students continues to increase, and our priority projects—the Markham Campus, Centre for the Built Environment, School of Animal Health Sciences and the Centre for Financial Services—are moving forward. We will continue to build the relationships and generate the revenue necessary to help Seneca maintain its reputation as the premier college in Canada.

But we can't do it without you.

Remember, donations to the College can be designated to scholarships, bursary funds, permanent endowments or to specific capital or program areas. Gifts can be made through bequests, life insurance or stock, and you can honour the memory of a student, faculty member, colleague or loved one. If you have questions regarding our fundraising programs, your donations or ways you can volunteer, please give me a call.

Together, we're supporting the academic careers of our students. Their successes are yours as well.

Thank you for your continued generosity.

Shirlene B. Courtis, CFRE,
Vice President, Resource Development
416.491.5050 x2034
shirlene.courtis@senecac.on.ca

your belief **their future** your bequest

ESTABLISH A LEGACY OF LEARNING THROUGH TOMORROW'S GIFT
Contact Seneca's Office of Resource Development to find out how you can make a lasting gift to support Seneca College and our students.

Shirlene Courtis, CFRE
Vice President Resource Development
shirlene.courtis@senecac.on.ca
416.491.5050 x2034

Seneca
OFFICE OF RESOURCE DEVELOPMENT



Seneca PARTNERS

A Donor Newsletter from the Office of Resource Development

Spring/Summer 2007



Andrew Crow delivers a tribute address at Seneca's February convocation ceremony held at the Toronto Centre for the Arts.

In This Issue

Congratulations to Our Distinguished Alumni

Seneca Joins Forces in Landmark Study

Capital Appeal Bolstered by Markham Business Leaders

Thank You to Our Donors

Published by:
The Office of Resource Development
Seneca College
1750 Finch Avenue East
Toronto, ON M2J 2X5
resources@senecac.on.ca

The Office of Resource Development adheres to codes of ethics and accountability of the Association of Fundraising Professionals and Imagine Canada.

We do not sell, trade or otherwise share our donor list. Information is gathered in accordance with Canadian Revenue Agency guidelines for the purpose of receipting, communication and recognition.

If you wish to be removed from this or any other mailing, contact Lisa Mills, CFRE, Executive Director, Office of Resource Development, 416.491.5050 x6414 or lisa.mills@senecac.on.ca

Charitable Registration No. 10796 7168 RR0001

Alumnus' Prestigious Honour Leads to \$10,000 Endowment

ANDREW CROW BECOMES SEVENTH SENECA TO WIN PREMIER'S AWARD

Andrew Crow, a 1988 graduate of Seneca's Biotechnology Technologist Research program, was one of six Ontario college graduates to receive the 2006 Premier's Award — a prestigious honour bestowed upon graduates that have demonstrated exceptional accomplishments in their careers and a dedication to community service and model citizenship.

"I was shocked to get the nomination for the Premier's Award, let alone receive the award," said Andrew. "To know the college that trained me is proud of my work and nominated me for this award is very flattering."

With this honour, a permanent endowment has been established at Seneca to inspire the next generation of Seneca's science students. The \$10,000 Andrew R. Crow Achievement Award will be given yearly to students of biological science and applied chemistry. This endowment is the result of the \$5,000 bursary given to Seneca in Andrew's name and dollar-for-dollar matching funds from the Ontario Trust for Student Support.

Andrew is a Senior Research Assistant and Lab Manager for Canadian Blood Services at St. Michael's Hospital and has been researching a little known autoimmune disease called immune thrombocytopenic purpura (ITP). Left untreated, ITP destroys blood platelets, the tiny cells that seal minor cuts and wounds and form blood clots.

After 10 years of research, Andrew and his team have discovered a new replacement therapy for blood platelets that shows promise in laboratory testing. For Andrew, the best part of this accomplishment is seeing that his research is improving people's lives.

"If I can help just one person get better," he said, "then I have done my job."

For information about the Andrew R. Crow Achievement Award and other financial aid possibilities at Seneca, visit senecac.on.ca/register/financialaid/



Andrew Crow (2nd from left), is acknowledged for winning the Premier's Award at the 2006 Seneca Distinguished Alumni Awards Dinner in March. He is accompanied by (L-R) Seneca's Board of Governors Chair, Jean Anne McLeod, Seneca's President Dr. Rick Miner and Seneca Alumni Board President, Sergio Carbone.

Town of Markham Donates \$500,000 to New Campus

MARKS LARGEST SINGLE CONTRIBUTION TO "LEADING THROUGH EXCELLENCE" CAPITAL APPEAL



(L-R) Former Markham Mayor and Markham Cabinet Honorary Co-Chair Don Cousens; Seneca Board of Governors Chair Jean Anne McLeod; Seneca President Rick Miner and Honorary Co-Chair, Markham Cabinet, David Tsubouchi at last November's ceremony to mark the naming of "The Markham Atrium."

In 2005, Seneca responded to the need for a post-secondary educational institution in Markham by opening its new Markham Campus. Located in the former Allstate Insurance headquarters at highways 404 and 7, the Campus offers programs and facilities that provide new educational opportunities for students and training and research possibilities for faculty, students and employers.

With the opening of the Markham Campus, Seneca launched its \$10 million "Leading Through Excellence" Markham Campus capital appeal to support renovation and equipment costs. The Town of Markham showed its support with a tremendous commitment of \$500,000, comprised of cash and the in-kind services to build and maintain a public soccer pitch on the Campus grounds.

In acknowledgement of the Town of Markham's contribution, Seneca has officially named the Campus's main cafeteria and lounge, "The Markham Atrium." The garden-level Atrium is a gathering place for students and will also be used as a venue for corporate and community functions.

The Town of Markham's \$500,000 pledge is the largest contribution to the Markham Campus Capital Appeal to date. Over \$1.2 million has been committed, with pledges established by companies such as Avaya Canada, Parmalat and Miller Paving.

Congratulations to Our 2006 Distinguished Alumni

On March 29, Seneca honoured six of its brightest stars at the fourth annual Distinguished Alumni Awards Dinner and Silent Auction. More than 300 guests gathered at the Sheraton Parkway Toronto North to celebrate these individuals' outstanding career accomplishments and contributions to their communities. Since 2000, Seneca has honoured 43 alumni. This event has raised almost \$70,000 in support of the Alumni Endowed Bursary fund.



Celebrating Seneca's 2006 Distinguished Alumni are: Second row (L-R): Seneca Board of Governors Chair Jean Anne McLeod; Seneca President Dr. Rick Miner; Distinguished Alumni Chief Armand LaBarge and Paul Sloggett; Johnson Inc. Consultant Darren Desmarais; and Seneca Alumni President Sergio Carbone. First row (L-R): Distinguished Alumni Robert Barsony; Josée Dykun; Jennifer Singh; and David Shier.

2006 Distinguished Alumni Award Winners

Robert Barsony, Broadcasting – Radio and Television, 1986
Supervisor, Audiovisual Unit
United Nations' International Criminal Tribunal

Josée Dykun, Human Resources Management, 1993
Vice President, Human Resources
Yellow Pages Group

Armand LaBarge, Applied Management Techniques, 1985, Investigative Science and Police Studies, 1986
Chief
York Regional Police Force

David Shier, General Business, and Computer Programming and Operations, 1983
Senior Vice President
Blueprint Software Inc.

Jennifer Singh, Library Techniques, 1971
Chair, International Business and the Centre for Human Resources
Seneca College

Paul Sloggett, Municipal Administration, 1972
Coordinator and Professor, Real Property Administration and Financial Services
Underwriting Programs
Seneca College

The 2006 Distinguished Alumni Awards Dinner & Silent Auction



York Regional Police Force Chief **Armand LaBarge** was one of the honoured alumni and also delivered the keynote address.



A-Channel News Anchor and Seneca alumna **Kathy Mueller** donated her time and served as the evening's master of ceremonies.



One of the prizes up for bid at the silent auction was a weekend rental of a SMART car, courtesy of **Mercedes-Benz Markham**.



Trainees from the National Ballet School led guests, including Distinguished Alumnus **David Shier**, to the dance floor after the awards ceremony and danced the night away to the classic rock sounds of the Peter Occhipinti band.

PRESENTING SPONSOR
Johnson Insurance Inc.

EVENT SPONSORS
Convocation Flowers
Golden Productions
Manulife Financial
MBNA Canada
Sheraton Parkway Toronto North

SILENT AUCTION DONORS
Robert Barsony
Baskits
Benjamin Moore & Co., Limited
Big Coat Productions
Crystallize It! Inc.
Eaton Hall Inn & Conference Centre
Elizabeth Milan Hotel Spa
Elmwood Spa
The Fairmont Royal York
Golfink Tours
High Fields Country Inn & Spa
Johnson Inc.
Ashley Kelly
Armand La Barge
Landscape Ontario
LCBO Retail Store
Legends Estate Winery
Lynn Johnston Productions Inc.
Maple Leaf Sports & Entertainment Ltd.
Mercedes-Benz Markham
Lisa Mills
Mother Parker's Tea & Coffee Inc.
National Car Rental (Canada) Inc.
Niagara-on-the-Lake Vintage Hotels
Office Star Products, Canada
Porter Airlines Inc.
Pulse of Light
Red Planet Studios
reds Bistro
Bill Riddell & Mary Finlay
Seneca ACE Students
Shaw Festival
Sheraton Parkway North Hotel
Sheridan Nurseries North York
The Snowman Factory
Steam Whistle Brewing
Taboo Resort, Golf & Spa
Toronto Symphony Orchestra
Toronto Tours Ltd.
Yellow Pages Group

Seneca Joins Forces to Improve Student Success

CANADA MILLENNIUM FOUNDATION AND MTCU SPONSOR STUDY TO COMBAT DROPOUT RATES

Currently in Ontario, 40 per cent of college students do not graduate. At some colleges, one in two students drops out. The factors for this high rate of attrition are many: low comprehension levels in math and English, a lack of necessary funds, adverse family issues, undiagnosed learning disabilities, concerns about failure and a lack of career direction.

Seneca realizes the seriousness of these statistics and is working to address them. Along with Confederation and Mohawk colleges, Seneca is leading a landmark research project examining the effects of various support mechanisms on improving student success.

This study, called "Foundations for Success", will focus on determining what results are achieved when students in danger of dropping out receive combinations of academic mentoring, career support, college integration and financial aid.

This initiative has been made possible through funding from the Canada Millennium Scholarship Foundation and the Ministry of Training, Colleges and Universities and a \$2 million in-kind contribution from the three participating colleges. The Millennium Foundation has contributed \$6.2 million for the study and the Ministry of Training, Colleges and Universities has provided \$500,000.

In May, Seneca hosted a ceremony at the Newnham Campus Learning Centre to announce the funding for "Foundations for Success." The College was pleased to welcome many distinguished guests to the announcement, including Norman Riddell, Executive Director & CEO of the Canada Millennium Scholarship Foundation; Ontario's Minister for Training, Colleges and Universities Chris Bentley; President of Mohawk College Mary Lynn West-Moynes; and S. Brenda Small, Dean, Negahneewin College of Academic and Community Development at Confederation College.

"We are pleased that Confederation and Mohawk colleges have joined Seneca in this ground-breaking study," said Seneca's Executive Vice President Cindy Hazell. "Together, with the support of the Canada Millennium Scholarship Foundation and the Ministry of Training, Colleges and Universities, we will investigate ways to enhance student success to the benefit of all Canadians."

"Foundations for Success" will begin in September 2007 and continue through May 2009. The program will include 2,700 at-risk students starting two-year programs at Confederation, Mohawk and Seneca. Mohawk and Seneca College will each have 1,050 students in the study, and 600 Confederation students will participate.



Ontario MTCU Minister Chris Bentley (2nd from left), announces funding for "Foundations for Success" at the Newnham Campus on May 17. He is flanked (L to R) by Norman Riddell, Executive Director and CEO of the Canada Millennium Scholarship Foundation; President of Mohawk College Mary Lynn West-Moynes; Seneca's Senior Vice President Cindy Hazell; and students from Seneca's mentoring program.



Capital Appeal Bolstered by Markham's Business Leaders

A group of Markham-area business leaders has come together to lend a hand to "Leading Through Excellence," Seneca's \$10 million capital appeal in support of the new Markham Campus.

With David Tsubouchi, counsel with Fraser Milner Casgrain LLP, and former Markham Mayor Donald Cousens serving as Co-Honorary chairs, the Markham Fundraising Cabinet will look to strengthen and expand the College's partnerships with businesses in Markham and York Region. Members of the Cabinet include:

- **Randy Barber**, Consultant, Canadian Gaming Commission
- **Mario Belanger**, President, Avaya Canada Corporation

- **Shirlene Courtis**, CFRE, Vice President, Resource Development, Seneca College
- **Larry Keating**, President and CEO, Keating Technologies
- **Danny Leung**, President, DSL Travel Enterprises
- **Baron Manett**, Vice President, Segal Communications
- **Ted Manziaris**, Co-Founder & President, Turtle Island Recycling Company
- **Dr. Rick Miner**, President, Seneca College
- **Eric Moss**, Eric Moss Consulting
- **Kevin Thistle**, President, Angus Glen Golf Club and Conference Centre
- **Luc Villeneuve**, Vice President Sales, Central Region, Sun Microsystems of Canada



For more information about the Markham Campus and the "Leading Through Excellence" campaign, please contact Shirlene B. Courtis, CFRE, Vice President, Resource Development, 416.491.5050 x2034, shirlene.courtis@senecac.on.ca.