

Gratitude



Seneca

Thank you.

Cover: William Wong studies at Seneca's School of Information and Communication Technology. William is also taking part in a paid co-op placement in the College's Centre for Academic Excellence.



OUR PRESIDENT

I'm delighted to present the latest edition of *Gratitude*, Seneca's report on giving.

For many different reasons, it's a great time to be at Seneca. With new strategic and academic plans in place, we are now moving ahead with bold and exciting initiatives to strengthen the high-quality programs and support services we offer our students.

From expanding experiential learning to building new flexible options for learning, we are continually innovating to enrich our programs.

But for too many of our students, financial circumstances force them to put aside their academic goals and career ambitions. This roadblock can be devastating, and it is up to all of us to do what we can to provide greater access to learning opportunities.

We strongly believe that Seneca graduates possess unique qualities that set them apart. We hear that from our alumni and their employers. Our graduates are engaged in their communities and confident in their abilities. They are experienced, hardworking and dedicated. Most importantly, they are capable of addressing the global challenges that will continue to affect us all. Your investment in them is already showing strong returns.

As you will see in the pages of this report, Seneca's donors are compassionate, generous champions of education. You give our students the courage and support they need. Your role is critical, and you have the deepest appreciation of everyone within our community.

With gratitude,

A handwritten signature in black ink, appearing to read 'David Agnew'. The signature is fluid and cursive, with a large initial 'D'.

David Agnew
President

\$255,000

Amount CGA Ontario has donated to the School of Accounting and Financial Services and the Learning Centre at Seneca's Newnham Campus.

CERTIFIED GENERAL ACCOUNTANTS OF ONTARIO

Student success on the ledger

“Seneca students will benefit from this donation for years to come.”



CERTIFIED GENERAL ACCOUNTANTS OF ONTARIO (CGA Ontario) is providing Seneca's accounting and financial services students a space to call their own by establishing the *CGA Ontario Learning Centre* at the Newnham Campus.

The Centre officially opened in January 2013 and features a dedicated area for students in accounting courses to work on group projects and receive tutoring.

CGA Ontario's gift also includes funds for faculty training, a speakers' series, support from

CGA Ontario representatives and an outreach program to build awareness of the career pathways available to CGAs.

“This donation will help our students to succeed by providing initiatives that help motivate and support aspiring accounting professionals,” says President David Agnew. “Seneca students will benefit from this donation for years to come, thanks to CGA Ontario's commitment and generosity.”

CGA Ontario has also sponsored scholarships to the CGA program

for up to five Seneca accounting graduates annually.

“We're pleased to have the opportunity to offer funding to Seneca, one of Ontario's leading colleges,” says Doug Brooks, FCGA, CEO of CGA Ontario.

“The impact this type of partnership creates for both students and academics is significant. We're proud to be part of that.”

Celebrating the launch of the CGA Ontario Learning Centre (l to r), J.D. Clarke, Senior Vice President, Operations, CGA Ontario; Parminder Bhatthal, Manager, Seneca Learning Centres; Karen Murkar, Chair, School of Accounting and Financial Services; President David Agnew; CGA Ontario CEO Doug Brooks and Vice President, Academic Joy McKinnon.

36 Number of donors that supported the *Dean S. Ramdath Core Sales Inc. Award*.

GUESTLOGIX

In-flight experience for students

AS PART OF their classroom experience, Seneca's Flight Services students learn in a simulated in-flight environment that prepares them for a career in the air.

Now, thanks to GuestLogix, they will be the first students in Canada to use onboard retail devices found on most passenger planes.

GuestLogix, a leading provider of retail and payment solutions, has donated point-of-sale hardware and software to the College's School of Travel and Tourism. This technology will be used to train students in point-of-sale transactions for food and beverage

services and duty-free purchases.

"Seneca's program provides a superb pathway for those who have dreamed of becoming a flight attendant, preparing them to work alongside highly skilled professionals in the airline industry," says Brett Proud, GuestLogix's Executive Vice President of New Markets & Products. "Students leave Seneca with an insight into the industry and with an understanding of the sales technology they will likely encounter in their careers."

Flight Services students (l to r), Ratha Raveenkumar, Johnathan Banyamen and Catherine Radeschi.



DEAN S. RAMDATH CORE SALES INC. AWARD

An environment for learning

SURUJ DEAN RAMDATH was committed to delivering sustainable products. As a child, he suffered from rheumatic fever and the effects of this prevented him from completing high school. After struggling to find work, Dean started his own disposable product supply company, Core Sales Inc., from the basement of his family's townhouse.

Dean was introduced to disposable cups made from corn, an alternative to plastic and styrofoam. Today, Core Sales distributes biodegradable and compostable products across Canada.

After Dean passed away unexpectedly at age 56, his wife and daughters established the *Dean S. Ramdath Core Sales Inc. Award*. With the generous support of Dean's family, friends and colleagues, this award will support students in the Green Business Management graduate certificate program.

"We wanted to encourage education for students with a passion like our Dad's," say Cassandra and Katrina Ramdath. "He followed his dream to make this world a better place."

(L to r), Gail, Katrina and Cassandra Ramdath.



20

Percentage of gifts received in 2012/2013 from Seneca alumni and volunteers.

WINSTON STEWART

Sowing the seeds

Winston Stewart is an alumnus of Seneca's Law Enforcement program (now Police Foundations) and is the founder and Operations Director of Wincon Security. Since graduation, Winston has maintained a strong connection to the College. Recently, he established the Winston Stewart College Opportunities Bursary.

How did Seneca prepare you for your career in the private security industry?

Seneca taught me about the importance of networking. Looking back, I didn't realize I was networking, but speaking to professors and getting introduced to their industry contacts opened a lot of doors for me. Before I knew it, I had a list of law enforcement professionals that I could draw from to help me start my own company.

Why do you give to Seneca?

I believe in second chances. For me, everything fell into place at the right time. But it doesn't work that way for everyone. My hope

is that by investing in students' well-being, they will do the same for someone else in the future.

In my family, we use the saying "sowing the seeds." A farmer will sow one seed, which will result in crops for years to come. Making a difference begins with just one student. If we all had a farmer's mentality, we could promote education for thousands.

Why is it important for you to support students with financial need?

I want to support those who have a burning desire to learn but just don't have the resources to be in school. I am very impressed that the College Opportunities program helps people who have faced obstacles and want to get back on track. I truly believe that given the opportunity, they will soar.

In 2011, Winston Stewart was nominated for a Premier's Award, which recognizes outstanding college graduates.



“Making a difference begins with just one student.”

28

Number of Senecans of Distinction Awards given to individuals and organizations in recognition of their generosity and dedication to the College in 2012.

TRIUMPH EXPRESS

Bringing the world to Seneca's doorstep

TRIUMPH EXPRESS SERVICES CANADA INC. is an award-winning freight forwarder and customs broker. Founded in 1988 by Harvey Rei, Triumph started by providing services exclusively from Asia, and is now operating globally.

Harvey's children, Eddie and Helen, joined Triumph soon after graduating from university. Eddie focuses on business development, while Helen handles operations. Both are also keen philanthropists.

"We talked about the charities that we wanted to help," says Eddie. "Our executive committee suggested we support education

and after some research, we agreed on Seneca."

The *Triumph Express International Transportation and Customs Award* will go to first year students in the International Transportation and Customs program. Eligible students must be actively pursuing work in customs and freight forwarding.

"We wanted to give financial support and job opportunities to people who have an interest in our industry," says Eddie.

The leaders of Triumph's family enterprise, siblings Helen Rei and Eddie Rei. Triumph's investment will support the International Transportation and Customs program.



SENECANS OF DISTINCTION

Recognizing Seneca's invaluable contributors

EACH YEAR, Seneca honours its top alumni, donors, industry partners and volunteers with the Senecans of Distinction Award.

Father-daughter duo Anthony and Nicole Kemp were recognized for supporting the *Patricia Kemp Memorial Fund*. This bursary, named in honour of their wife and mother, benefits students in the College Opportunities program.

Last year, the Kemps met a student in the program and saw the difference financial aid makes. "In many worthy programs to which we contribute, we seldom hear about the benefits that really

accrue," says Anthony. "We look forward to hearing from future beneficiaries of this award."

Patricia Kemp was a guidance counsellor and an inspirational voice for many students, including former Seneca Board Member Denise Cole, who established the fund.

"We feel truly honoured to be recognized," says Nicole. "We shared the platform with such positive-thinking and creative people."

Nicole and Anthony Kemp address guests at a donor recognition event held in Anthony's urban garden.



\$246,000

Total gifts and pledges made by students, employees, alumni and retirees in 2012/2013.

CAMPAIGN FOR STUDENTS

Students inspire Seneca employees to give back

MORE THAN HALF of Seneca's student population has to take out a loan to pay for school. To help alleviate the financial burden they face, the College launched a fundraising drive in 2012, inviting the Seneca community to contribute to an endowment fund for students in need.

The 2013 Campaign for Students was an outstanding

success and featured twice as many events as last year.

The Advisory Committee served as the backbone of this six-week campaign. Each committee member, along with countless employees from across the College's campuses promoted giving to their colleagues and spearheaded many fundraising events. To propel



these acts of kindness, the Seneca Student Federation (SSF) matched every donation up to \$110,000.

“The SSF was pleased to contribute to the success of this campaign,” says 2012/2013 SSF President Usman Ansari, who joined President David Agnew as Campaign Co-Chair. “Thank you to all who donated

to this important initiative for students.”

Committee members, standing (l to r), James Walker; Dan Zaiantz; Michael Buzdon; Elaine Fenner; Allan Lewis; David Agnew; Usman Ansari; Justin Boudreau; Anthony Kalamut; Alex Cindric; Robert DaCosta; Ebhana Hardy-Henry; Maurice Platero; seated (l to r), Susan Horne; Abraham Wong; Beryl Walker; Jack Walters; Shivani Naidoo; Cintia Medeiros; Daniel Atlin; Katie Colvin. Absent: Carol Carruthers; Russ Chalmers; Leolyn Hendricks; Michelle Hutt; Puneet Luthra and Linda Stapleton.



\$485,416

Total funds added to the College's annual awards program in 2012/2013.

HEAVY CONSTRUCTION ASSOCIATION OF TORONTO

Engineering a future for the construction industry



HCAT representatives Eric Lewis and Daniel Alonzi.

“LET’S INVEST IN PEOPLE.” That was how Seneca grad Daniel Alonzi, Vice President of Bridgecon Construction, convinced his colleagues at the Heavy Construction Association of Toronto (HCAT) to give to Seneca.

A few years ago, Bridgecon created an award to encourage students to enter the field of welding.

“There is a skills gap concerning welding structural steel,” says Daniel. “The Welding program at Seneca is a great place to learn exactly what the industry needs.”

When Daniel approached HCAT about investing at Seneca, the scope broadened to include support for both welding and engineering technology students.

HCAT has established two funds at the College. The first will be used to renovate the welding shop at the King Campus. The second will support the *HCAT Endowed Scholarship*, which will go to an engineering technology or technician student who has completed two work-terms at an HCAT member organization, while maintaining strong grades.

“The benefit of this award is that it attracts people to careers in construction,” says Eric Lewis, HCAT’s Executive Director. “Our goal is to have a sustainable flow of college graduates from which to recruit.”

2011

The year the Confucius Institute opened at Seneca College.

DR. URSULA FRANKLIN

A unique gift of scholarship

SENECA STUDENTS AND STAFF are benefitting from the generosity of one of Canada's most respected scholars and activists.

Dr. Ursula Franklin has donated part of her academic library on Chinese art and civilization to the College's Confucius Institute.

"In this collection, you will find material on Chinese history by people who dug deep into the history of science and knowledge in China," says Dr. Franklin.

Dr. Franklin, a renowned research physicist and metallurgist, taught at the University of Toronto for nearly 50 years. She

is also known for her extensive work in archaeometry, feminist studies and theories of technology. She is a recipient of a Governor General's Award and the Pearson Peace Medal. As well, in 1995, a local high school was named in her honour.

"Of the 224 entries, there are many scarce and important books pertaining to Chinese culture and artifacts," says David Mason, an appraiser and collector of rare books. "They are of great value for students and researchers."

Ursula Franklin with Kathy Xiang, sharing tea at the Confucius Institute.

DIALOG

Sustained generosity for environmentally-minded students

YOU CAN SEE the fingerprints of the award-winning design firm DIALOG all over Seneca's campuses: The firm designed the new A+ Building at Newnham Campus and led the College's master planning projects. These plans recently received the Ontario Professional Planners Institute's Excellence in Planning award for urban/community design.

In 2012, the firm's partners established the *DIALOG Environmental Sustainability Award* for students enrolled in environmentally-focused programs, such as Environmental Landscape Management and

Green Business Management.

This year, three awards will be given to full-time students who demonstrate a distinct commitment to environmental sustainability through their studies.

"As an architectural and design firm committed to sustainability, we understand the importance of investing in students for the betterment of our collective future," says Craig Applegath, DIALOG Principal and Sustainability Lead.

The A+ Building at Newnham Campus is one of DIALOG's design projects at Seneca.



PHOTO: SENECA MARKETING AND ADVANCEMENT



PHOTO: DIALOG

96

Number of recipients of the University Women's Club Bursary since 1975.

UNIVERSITY WOMEN'S CLUB OF NORTH YORK

Supporting women in science and engineering

THE UNIVERSITY WOMEN'S CLUB OF NORTH YORK (UWCNY) has a 61-year history of advancing the status of women and girls through their scholarship programs. And Seneca students have benefitted from the organization's generosity for almost 40 years through a bursary fund.

"Students are the future of our community and country," says Janet Gordon, Chair of the scholarship fund. "Seneca is a great place to invest."

The bursary is awarded annually to three female students, including one from an Applied Science and Engineering Technology program. Funds come from annual member donations.

"We want to assist women that are entering fields with little female representation," says Diane Johns, UWCNY Vice President. "Seneca offers practical programming that helps bring these women into the workforce."

Denise Guerriero was the first recipient of the bursary in 1975,

when college tuition fees were only \$260.

"I would like to express my sincere appreciation to the generous women of the UWCNY," says Denise. "The bursary allowed me to focus on my studies rather than worry about finances."

(L to r), UWCNY members Diane Johns, Xiao Meng Xia (2012 award recipient), Nancy Sowards, Oksana Deacon, Denise Guerriero (1975 award recipient) and Janet Gordon.

WALKER WOOD FOUNDATION

A family committed to postsecondary education

NEIL WOOD came to Canada from the U.K. in 1954 and became president of Fidelity Trust. He later founded Camwood Properties Ltd., through which he purchased and retrofitted commercial buildings in Toronto.

The sale of Camwood allowed Neil and his wife, Susan, to establish the Walker Wood Foundation, which has been funding scholarships at Canadian universities and colleges since 2006. Recently, the Foundation established two annual awards for Seneca students.

Over the next few years, the *Walker Wood Foundation Early Childhood Education Award* will be given to two students enrolled in the Bachelor of Child Development program. As well, two students in the Social Service Worker – Gerontology program will receive the *Walker Wood Foundation Social Service Worker – Gerontology Award*.

"We have been amazed by some of the stories of students' lives, their hardships and various things that they have overcome," says Susan. "It is humbling to know that we are making a difference for people who are working hard to build a better future for themselves, regardless of their situation."



35 Number of corporations that supported Seneca in 2012/2013.

BUILDING YOUR FUTURE BURSARY

A group effort
for students in need

WHEN SENECA ALUMNA and employee Felisha Ali attended the 2012 Senecans of Distinction Award ceremony and heard stories of people making a difference in the lives of so many students, it got her thinking.

“I know that sometimes I spend my money on unnecessary things,” says Felisha. “Why can’t I help someone in need?”

The next day, Felisha pitched her idea of starting a bursary to a co-worker. Within a week, twelve of her colleagues came on board, and together, they made a five year pledge to the *Building Your Future Bursary* for a graduating

year student in financial need.

“We have so many students who simply can’t continue their studies because they run out of funds,” says Felisha. “It feels really good knowing that we can help somebody who is capable and has a desire to graduate.”

To contribute to this award, visit senecacollege.ca/donate

Felisha Ali is one of the 13 Seneca employees who started a new student bursary.



RICHMOND HILL AND CANTERBURY PLACE RETIREMENT RESIDENCES

Nothing but happy
stories about Seneca

ANNE HOWATT, a manager at the Richmond Hill Retirement Residence, talks about her personal links to Seneca with great pride.

Not only is she an alumna, but her son just completed the Real Property Administration diploma program, and her husband is studying accounting and finance.

These connections inspired Anne to help establish the *Richmond Hill and Canterbury Place Retirement Residences Award* for second-year students in the Social Service Worker – Gerontology (SSW-G) program.

“I have nothing but happy stories about Seneca,” says Anne.

“When we realized that there was a Gerontology program, it seemed like a perfect opportunity.”

SSW-G students also benefit from work placements at the residences, helping seniors with exercise programs and events.

“Working with seniors is so fulfilling,” says Anne. “Not only is it a ‘feel good’ occupation, but the SSW-G students have chosen a career where there’s tremendous need.”

Social Service Worker – Gerontology Student Cydney Lapsker and Seneca retiree Jean Hoult at the Richmond Hill Retirement Residence.



100

Percentage of Seneca board members that made a donation in 2012/2013.



Daniel Atlin and Krishan Mehta.

PUTTING STUDENTS FIRST

Your contributions to Seneca demonstrate a commitment to our students and the importance you place on education. Thank you for making a positive difference in the lives of our future leaders.

In 2012/2013, many individuals, organizations and employees supported our financial aid and academic programs. This includes an extraordinary contribution from the Seneca Student Federation (SSF). We have also begun planning a comprehensive fundraising campaign to bring much needed infrastructure expansion to our beautiful King Campus.

Seneca's second annual Campaign for Students was a great success, with a matching gift of \$110,000 from the SSF and more than \$20,000 raised through employee-led events.

We are also pleased to report a 36 per cent increase in the number of new awards established this fiscal year.

In 2013/2014, we will continue our work to provide more financial aid opportunities for students and support for programs, while fostering deeper relationships with our donors, alumni and volunteers.

Once again, thank you for your generosity.

Daniel Atlin
Vice President
Strategy and College Affairs

Krishan Mehta
Executive Director
Marketing and Advancement

49 Number of new awards established in 2012/2013.

NEW AWARDS

Expanding the roster of financial aid opportunities

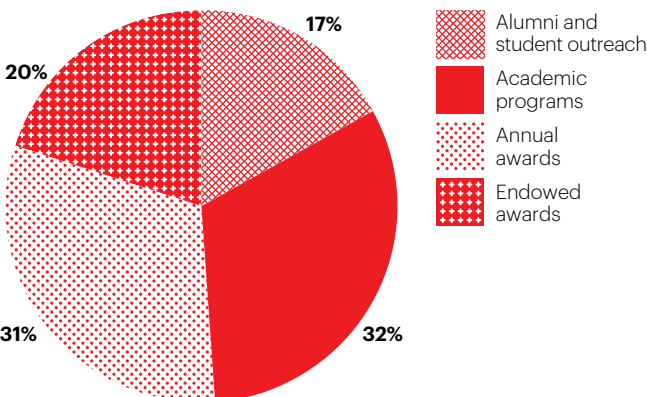
Adrian Van Odyk Memorial Award for Fire Protection Engineering Technician
 Adrian Van Odyk Memorial Award for Fire Protection Engineering Technology
 Advertising Club of Toronto "Connector of the Class" Award
 Anthony Van Odyk Fire Protection Engineering Technician Award
 Azizullah Yoosufani Memorial Award
 Bill Hogarth Award for Student Success
 Building Your Future Bursary
 Campaign for Students Endowed Bursaries
 CGA Ontario Scholarships
 Cindy Hazell Award for Non-Direct Full-Time Students
 Cindy Hazell Award for Non-Direct Part-Time Students
 Cogeco Data Services/Seneca Student Federation Award
 Co-operative Housing Federation of Toronto Diversity Scholarship
 Dean S. Ramdath Core Sales Inc./ Seneca Student Federation Award
 Derek Gruchy Fire Protection Excellence Scholarship

DIALOG Environmental Sustainability Award
 Gary Butler Financial Services Scholarship
 HCAT/Seneca Student Federation Endowed Scholarship
 IMA Achievement Award
 IRIS The Visual Group - Experience Better Vision Award
 Jarvis Michael Mascarenhas Memorial Award
 Jo Gomes Community Service Award
 Jordan and Lynne Elliott Family Community Service Award
 Leonard and Gabryela Osin Foundation Community Service Award
 Leonard and Gabryela Osin Foundation Early Childhood Education Award
 Leonard and Gabryela Osin Foundation Practical Nursing Award
 Leonard and Gabryela Osin Foundation Social Service Worker (Gerontology) Award
 Lloyd Cripps Memorial Award
 Mark and Joseph Climie-Elliott Award
 Mary James Dawson Memorial Bursary

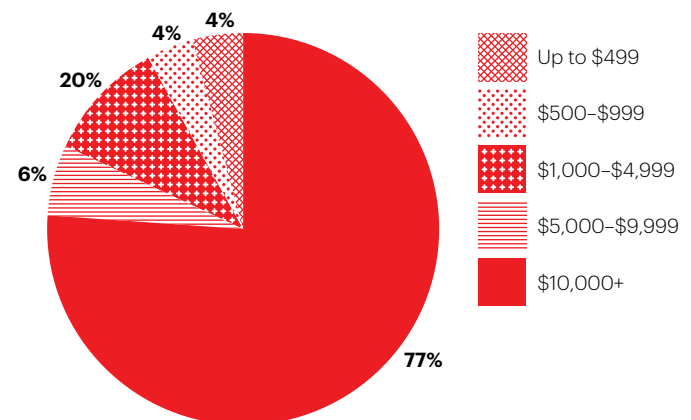
Ontario Municipal Tax and Revenue Association Scholarship
 Pari Beauty Award of Excellence
 Passion 4 Dreams College Opportunities Award
 Passion 4 Dreams Early Childhood Education Award
 Patricia Kemp Memorial Bursary
 Paul Sloggett Real Property Administration Scholarship
 Practical Nursing Award
 Richmond Hill and Canterbury Place Retirement Residences Award
 Scadding Court Community Centre Diversity Scholarship
 Seneca Retirees Association Student Bursary
 Seneca Alumni Association/OACETT Engineering Technology Endowed Bursary
 Seneca Student Federation International Student Bursaries
 Seneca Student Federation Student Support Bursaries
 Triumph Express International Transportation and Customs Award

TSN Radio/Seneca Student Federation Award
 Walker Wood Foundation Early Childhood Education Award
 Walker Wood Foundation Social Service Worker (Gerontology) Award
 Winston Stewart College Opportunities Bursary
 York Technology Alliance Endowed Bursary

DESIGNATION OF FUNDS



GIFT LEVELS





The quality or
feeling of
being grateful
or thankful.

Seneca College
Marketing and Advancement
8 The Seneca Way
Markham, ON L3R 5Y1
416-491-5050 ext. 77285
www.senecacollege.ca/support

Facebook: [SenecaCollege](https://www.facebook.com/SenecaCollege)
Twitter: [@SenecaCollege](https://twitter.com/SenecaCollege)

Seneca