Dare To
THE CAMPAIGN FOR MEMORIAL UNIVERSITY
2007 – 2013
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We started by issuing a challenge. You exceeded our expectations. Every student, donor, alumni and member of our faculty and staff is an ambassador of our great university. We share the same pride of place and passion for education. The power of optimism and transformation begin when inspired people like you lead the way towards an even bigger and brighter future for Memorial and for Newfoundland and Labrador. Our common vision is stronger than any challenge we may face. By generously giving of your time, expertise and resources, you are supporting tomorrow’s innovators, dreamers, critical thinkers, and researchers. You are helping us attract and retain the best and brightest minds the world has to offer – and giving them space to dare and to dream. Thank you.

Dr. Gary Kachanoski
President and vice-chancellor, Memorial University

General Rick Hillier (ret’d)
Campaign chair and former chancellor, Memorial University

Our first move was the launch of Dare To, the largest private sector fundraising campaign in our province’s history. You countered by giving. And now, together, we’ve embarked on a great adventure. Reaching this fundraising goal has landed us on firm ground, a declaration of shared purpose for Memorial University. We keep moving forward. Memorial is fostering creativity, innovation and excellence in teaching and learning, research and scholarship. Our students and faculty are continuing to work to advance our communities, evolve and broaden our economic base, and conduct valuable research of local and global significance. You are helping us attract and retain the best and brightest minds the world has to offer – and giving them space to dare and to dream. Thank you.

We started by issuing a challenge. You exceeded our expectations. Every student, donor, alumni and member of our faculty and staff is an ambassador of our great university. We share the same pride of place and passion for education. The power of optimism and transformation begin when inspired people like you lead the way towards an even bigger and brighter future for Memorial and for Newfoundland and Labrador. Our common vision is stronger than any challenge we may face. By generously giving of your time, expertise and resources, you are supporting tomorrow’s innovators, dreamers, critical thinkers, and researchers. You are all leaders – and you are making a winning difference in our university, our province and our country. Thank you.

Dr. Gary Kachanoski
President and vice-chancellor, Memorial University

General Rick Hillier (ret’d)
Campaign chair and former chancellor, Memorial University
Because you dared, students and researchers now have more capacity to explore their interests with renewed focus, and we are building a world-class university that is ready to take its place on the global stage.

We are now able to support students at record levels, through scholarships, bursaries and awards. Some of our students travelled to far and distant lands, others stayed close to home, but the one thing they all discovered was their potential.

Exciting research in a variety of key areas has been invigorated with new research funds, chairs and fellowships and is garnering international attention.

Our students and faculty are being equipped with first-rate infrastructure, including equipment, labs and research centres across various disciplines, and across all campuses.

You are helping Memorial respond to local and global challenges with insight, innovation and expertise. You have dared to make a difference in the lives of our students, faculty, staff and the communities we serve. You are shaping Memorial’s future and because of you we are achieving greatness. We are proud to share that we have exceeded our original goal of $50 million, and with the help of people like you, we reached $67,218,444.

Because you dared, we thank you.
During the planning process for Dare To, three priorities were identified as critical to support Memorial’s vision and strategic planning frameworks.

Those investment priorities include: student financial support, academic excellence and physical infrastructure.

Thanks to you, our expectations for each of those categories were exceeded and together we have allowed our university to continue building a first-rate, world-class learning and research environment.

Meeting these priorities translates into major investments in scholarship and bursary funding, research chairs, professorships and fellowships, and significant improvements to the quality of our facilities.

### Student Support
- $34,811,622

### Academic Excellence
- $26,591,643

### Physical Infrastructure
- $4,102,027

### Future Designations*
- $1,713,151

*Future designations represent those donations that have yet to be allocated to one of the three priority areas noted above. Some category allocations may be subject to change based on new funding considerations, future projects and donor intentions.

The generosity of passionate individuals, progressive corporate citizens and forward thinking foundations have made Dare To a resounding success.

That first step signals the start of something new. We are extremely grateful to those who supported Memorial for the first time in this campaign – you have made an exciting connection with our university. At the same time, we credit our old friends for empowering those new relationships, leading by example in their commitment to our university.

#### Regional giving statistics

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<th>Region</th>
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#### First-time donors

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<td>Individual donors (excluding estates)</td>
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<tr>
<td>First-time individual donors</td>
<td>4,530</td>
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<tr>
<td>Organization donors</td>
<td>997</td>
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<tr>
<td>First-time Organization donors</td>
<td>655</td>
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</table>
Because you dared…we have increased the number and value of our scholarships, bursaries and awards, and created new co-operative education and international study programs. Your generosity has directly extended more financial support to our students, helping them reach their academic goals and achieve excellence.
It’s the first time I ever experienced my dad crying over anything. It was something amazing.

Sometimes life can be crystallized into tiny moments that become the stuff of lasting memories. For Scott Tobin it was seeing his father cry.

His parents just found out that he was awarded the Poole Family Scholarship in 2009. “It’s the first time I ever experienced my dad crying over anything. It was something amazing,” said Scott.

The Poole Family Scholarship, valued at $5,000 a year, was awarded to Scott each year of his four-year undergraduate degree in French, totaling $20,000. Awarded to a full-time undergraduate student entering his or her first year at Memorial, the renewable scholarship is given to candidates who have graduated from a high school in western Newfoundland.

For Scott, the experience went well beyond the comfort afforded from such a monetary award. It opened doors to new and far-reaching life experiences. This scholarship allowed the Kippons, NL, native to spend nine months studying abroad on the French Riviera.

“It’s fantastic,” he said. “This scholarship has removed so many financial barriers for me and allowed me to travel throughout Europe. I am so thankful. Because of the Poole family’s support, I was able to see the world, I became bilingual, and I feel that I have a lot to show for my undergraduate degree.”

After Scott’s first semester, he was confronted with a tragic turn of events. His father, who was his greatest supporter, passed away at Christmas. “It was a really difficult time for my family. After that, I felt I couldn’t leave St. John’s. As soon as I was accepted into Memorial’s program in France in my second year, I called my mom. We decided that, if you’re offered an opportunity like that, you need to take it.”

Scott’s family is incredibly proud of his resilience, his drive for academic success and his international experience. “I think my dad would have been very, very proud too. He was one of those people who couldn’t stop talking about his sons. I think he would have been living life vicariously through me. He would have been proud. I know he is proud.”

Scott Tobin
Recipient of the Poole Family Scholarship
Makamum Mahmood is studying the snow.

By gathering snow data and providing a thorough analysis, Makamum is focusing on the ability to accurately forecast some of winter’s harshest weather. He is hoping his research will eventually improve weather prediction in Canada.

Now a graduate of Memorial’s civil engineering program with a master of engineering degree, during his studies Makamum was awarded the TD Bank Financial Group Graduate Bursary for Environmental Study.

This bursary, part of a $400,000 contribution from TD Bank Financial Group, is aimed at enabling Memorial to advance its teaching and research strengths in environment-related disciplines.

When he learned that he was being awarded the bursary, Makamum felt an added boost of encouragement. “Someone is appreciating me for what I’m doing and working on. That means a lot.”

Bursaries have a way of encouraging young researchers to dig deeper and dream bigger. “There are two types of support associated with a bursary,” he said. “One is motivation and the other is financial. When you receive a scholarship or bursary, you feel motivated in your work. It is recognition of your work, so it’s an inspiring thing.”

The financial support also means something equally as important as the confidence boost. “Often, when you are at the point when you are submitting your thesis, you have very little or no funding left to cover your living and research costs, so at this point in your studies, this funding helps a lot. I want to thank TD Bank, as I really appreciate this support.”

Makamum Mahmood
Recipient of the TD Bank Financial Group Graduate Bursary for Environmental Study
Dr. Aidan Maloney has spent nearly five decades working in the fishery.

It’s a career that started with a job at John Penney and Sons Ltd. in Ramea, and eventually led to an illustrious government portfolio as the deputy minister of the province’s Department of Fisheries.

During those formative years, Dr. Maloney witnessed the tumultuous and catastrophic changes that occurred in the fishing industry in this province. He became an integral force in his work to help the industry redefine itself through innovation and growth.

With this unique perspective in mind, he established the Dr. Aidan Maloney Scholarship in Fisheries (Resource Management) at Memorial’s Marine Institute.

“The main reason I established this scholarship was that most of my career has been in fisheries in the private sector and the public sector, both provincially and federally,” he said. “All of my working lifetime has been in the fishery, so I guess that is what inspired me.”

Dr. Maloney believes the future of the fishery rests in the hopes, dreams and adaptability of our young people. “There still remains a lot to be uncovered in the whole area of fisheries, and I like to see young people with an interest in it, and inspired to go to work in fisheries, and to learn about it and contribute to it in whatever way they can.”

This scholarship is awarded annually to a graduate student enrolled full-time in the master of marine studies (fisheries resources management) program at the Marine Institute.

“I think Memorial has done a great deal in promoting this very important industry for Newfoundland, and I think they have shown great leadership, and continuing interest in it, and have done a lot of good work for young people entering the field. So, I was happy to help in any small way that I could, and I decided to make a contribution in the form of a scholarship.”

“I was happy to help in any small way that I could.”
Because you dared, our students and faculty are making innovative discoveries, establishing new programs, and undertaking ground-breaking research in areas of local and global importance – and they are doing so in state-of-the-art facilities. Your support is helping us foster a community where research excellence is valued and promoted.
In 2012, Dr. Bridget Fernandez and a team of researchers made a startling discovery: three Newfoundland families affected with pulmonary fibrosis had a similar gene mutation.

“Pulmonary fibrosis is a chronic disease that causes swelling and scarring of the lungs. The scar tissue replaces healthy tissue and causes inflammation, causing lungs to stiffen and making breathing difficult. There isn’t really very good medical therapy for pulmonary fibrosis, and the only curative therapy is lung transplantation. We were hoping that, if we could identify genes that are mutated in familial cases, this might eventually lead to more effective medical therapy,” said Dr. Fernandez, associate professor and chair, Discipline of Genetics, Faculty of Medicine.

“We have an explanation for three of the 28 families studied, but for the remaining 25 families, it looks as though there is a mutation in one important gene, but so far we haven’t identified the gene. We’re hoping that, in the next year or so, we may identify other genes.”

Dr. Fernandez and her team are continuing to identify families with a history of pulmonary fibrosis, in the hope that they will locate more mutated genes. Detection of the mutated gene is important for managing the disease. “The one thing that is clear from the research is that people who smoke really do increase their chances of developing pulmonary fibrosis – especially those who have the mutated gene. There are lifestyle changes that people can make.”

A gift from Elaine Dobbin to Memorial’s Faculty of Medicine helped to fund this leading-edge research. Mrs. Dobbin’s donation, made in the name of her late husband Dr. Craig L. Dobbin, will support undergraduate student bursaries, graduate student scholarships, post-doctoral fellowships, and a research fund.

This might eventually lead to more effective medical therapy.”

Dr. Bridget Fernandez
Associate professor and chair
Discipline of Genetics
Faculty of Medicine
Dr. Francesca Kerton has created a new molecule – one that could radically change our reliance on petroleum-based fuels and consumer products.

An associate professor with Memorial’s Department of Chemistry, Dr. Kerton has received a significant boost of support for her work thanks to the Hebron Diversity Research Fund.

Valued at $40,000, the grant aims to support research in math, science and engineering that is led by a female faculty member, a member of an Aboriginal group, a visible minority, or an individual with an identified disability.

“I think Memorial does well in terms of diversity in recruitment, but this funding can only help. I was very excited to hear about the award and to receive it,” said Dr. Kerton.

“At the moment, in science and engineering, women and minorities are underrepresented, so this funding encourages women and minorities to act as role models for the next generation.”

Dr. Kerton’s team of researchers are putting this funding to good use. They recently determined how to make a new molecule from sugars obtained from fishery waste, such as shrimp, lobster and crab shells. “We have discovered a way to make renewable chemicals using starting materials that are not from petroleum,” said Dr. Kerton.

“We want to look at this new molecule we’ve made and see if we can use it as a building block for new compounds that have medicinal properties, or new materials, plastics, and so on. It is early days, so we don’t know exactly what we might discover as the next steps.”

“Oil and coal were prepared millions of years ago, and will eventually run out. If we use plants or other starting materials now, we can hopefully make our oil reserves last longer by combining these renewable feed stocks with non-renewable ones.”

The Hebron Diversity Research Fund has allowed Dr. Kerton to double the size of her research team of graduate and undergraduate students. “Clever students and clever ideas make all the difference in terms of taking the next step,” said Dr. Kerton.

Clever students and clever ideas make all the difference.

Dr. Francesca Kerton
Associate professor
Department of Chemistry

LEADING THE WAY
DARING TO IMAGINE:
Innovative infrastructure

Building a distinguished university starts with laying a strong foundation. From there, a future is built brick by brick, dream by dream. It takes time. And funding. Vision and foresight. Memorial is undergoing many upgrades and expansions as the university's student body and faculties grow and change. Because you dared, we are taking the necessary actions to meet the needs of our thriving academic community.
INFRASTRUCTURE PROJECTS

Thanks to you, we have been busy building from the ground up and making a number of modern upgrades and improvements to existing facilities. Here are snapshots of the tremendous and vital infrastructure initiatives being undertaken at Memorial University.

White Trading Lab

The Faculty of Business Administration’s White Lab is a state-of-the-art trading lab that provides students and faculty with the unique ability to interact with the global financial community in a real-time setting. The financial and research trading lab was made possible by a generous donation from Mr. Brad White. A Memorial commerce alumnus, Mr. White is the co-founder, CEO and CIO of Toronto-based EdgeHill Partners. Fellow commerce alumnus Mr. Josh Quinton, an equity derivatives specialist at Bloomberg in New York City, helped negotiate a deal with Bloomberg for the purchase of operating software and several pieces of equipment for the lab and has also co-ordinated training for students and faculty.

The White Trading Lab was initially created to attract commerce students and prepare future graduates for work in global investment, but the terminals have the technology and capacity to provide current and historical information on major markets, companies, and industries, therefore providing teaching and research opportunities that go beyond the disciplines of finance and economics to include health care, public policy, journalism, just to name a few.

Boreal Ecosystem Research Facility

Canada’s boreal ecosystem is one of the largest intact ecosystems in the world. It exists as a massive tract, stretching from Newfoundland and Labrador all the way to the far northern Yukon. How we manage and understand this ecosystem has far-reaching implications for aboriginal peoples, climate change, resource and wildlife conservation, industry and economies.

The new Boreal Ecosystem Research Facility at Memorial’s Grenfell Campus will be a catalyst for research and teaching in areas related to the boreal ecosystem, with a focus on forestry, agriculture and the environment.

Officially opened in March 2014, construction of the $8.1 million facility was made possible by a $5 million investment from Memorial University, $2 million from the Atlantic Canada Opportunities Agency and $1 million from the Government of Newfoundland and Labrador. An important $100,000 donation from the McCain Foundation will be leveraged by the facility to help equip three interconnected analytical research laboratories.

This facility will be an invaluable asset to the agriculture and forestry industries in Newfoundland and Labrador. Research will address key questions related to soil nutrition and composition, water analysis, health of farm animals and vegetation, and environmental impacts on the industries.

The Boreal Ecosystem Research Facility will house five new research professors, including an agronomist, soil scientist, plant/crop specialist, agriculture/forestry resource economist and hydrologist. The facility will build on Grenfell’s existing strong reputation in these fields and create new expertise in strategic sectors – while also developing innovative graduate programs and attracting new students.

Grenfell Campus is also partnering with Memorial University’s Botanical Garden through the Office of Public Engagement to create research and outreach opportunities for agriculture scientists working at the Boreal Ecosystem Research Facility. Sharing resources and expertise across campuses will create new possibilities for agricultural research, teaching and community outreach throughout the province.

Enhanced Oil Recovery Lab

The Hibernia Management and Development Company Ltd. (HMDC) and The Research & Development Corporation of Newfoundland and Labrador (RDC) invested $1.635 and $1.7 million respectively for the creation of an enhanced oil recovery research facility at Memorial University’s St. John’s campus. The investment from HMDC is in addition to their investment of more than $11 million to fund the purchase of laboratory equipment and research into enhanced oil recovery announced in December 2012.

This investment will create a world-class research laboratory in Memorial University’s Bruneau Centre for Research and Innovation and represents an important and continuing collaborative partnership between government, academic researchers and industry. Research efforts in the new laboratory will focus on enhanced oil recovery, which is utilized to increase the amount of crude oil extracted from an oil field and extend the field life.
Newfoundland and Labrador’s booming oil and gas sector has shown a tremendous amount of support for Memorial for many years and during this campaign was no different.

Research chairs, many new funds for scholarships, bursaries and awards, and new programs focused on diversity, science, technology, engineering and math have been created with investment from this industry.

This support is helping Memorial to develop talent in key academic disciplines, foster research capacity, increase community engagement and build relationships critical to the global workforce.

Thank you for your support.
The province’s financial sector showed tremendous support for Memorial throughout the Dare To campaign.

Significant funding for undergraduate and graduate students through scholarships, bursaries, awards and international exchange program support, and a new fresh water research program have been bolstered by investments from the banking sector.

You, our donors and supporters, are helping Memorial to address the ever-evolving needs of our students, our faculty, and our province. You are helping us build future prosperity.

Thank you.

HIGHLIGHTS

**TD Bank Financial Group** committed $400,000 toward graduate-level environmental research at Memorial. This contribution is enabling Memorial to advance its teaching and research strengths in multiple environment-related disciplines.

**Scotiabank** pledged $500,000 to the International Exchange Student Support Program in Memorial’s Faculty of Business Administration. This investment is strengthening Memorial’s international outreach efforts by encouraging more students to develop international business competence. Through the faculty’s International Programs Office, business students are able to spend a semester abroad at one of the partner institutions in countries where Scotiabank operates.

**RBC Foundation** invested $800,000 from the RBC Blue Water Project to The Leslie Harris Centre’s RBC Water Research Fund at Memorial. This donation is supporting research and regional targeted workshops on issues relating to municipal drinking water needs in rural and remote communities. This project is helping Memorial to strengthen its role as a leader in sustainable initiatives, and to increase research opportunities for faculty and students through the Leslie Harris Centre of Regional Policy and Development.

A $500,000 commitment from **BMO Financial Group** established the BMO Financial Group Graduate Scholarship in Memorial’s Faculty of Business Administration. This scholarship is helping Memorial to continue to attract talented PhD students.

**CIBC** contributed $500,000 to create the CIBC Bursary Program in the Faculty of Business Administration. Each year, for 10 years, the CIBC Bursary Program will assist students in the Faculty of Business Administration through bursaries, thereby helping to alleviate student financial stress for many years to come.
Because you dared,
we thank you.
The success of this multi-year capital campaign was intimately tied to the many volunteers who gave selflessly of their energy, time and talent. It is impossible to list every staff member, faculty member, community leader and partner in what is truly a shared accomplishment. The value of their collective contribution is priceless. We sincerely appreciate the invaluable work of all our volunteers and thank them for a job well done.

Dr. Gary Kachanoski
President and Vice-Chancellor

Dr. David Wardlaw
Former Provost and Vice-President (Academic)

Mark Dobbin
Deputy Chair

Dr. Angus Bruneau
Honorary Co-Chair

Dr. Jean Bruneau
Honorary Co-Chair

Special Advisors to the Cabinet:
A sincere thank-you to those individuals who were special advisors to the cabinet.

Dr. Axel Meisen, Former President and Vice-Chancellor

Dr. Eddy Campbell, Former Acting President and Vice-Chancellor

Dr. Ray Gosine, Vice-President (Research) Pro Tempore

Dr. Christopher Loomis, Former Vice-President (Research), Former President and Vice-Chancellor Pro Tempore

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