



# **GIVING**

## **AN ANNUAL REPORT FOR THE FOUNDATION**





## INDIGENOUS LAND ACKNOWLEDGEMENT

We acknowledge the lands of the Ojibway, Cree, Algonquin and Metis Peoples that our campuses occupy. The First Nation communities now located on these lands include Beaverhouse, Flying Post, Wahgoshig, Taykwa Tagamou, Mattagami, Matachewan, Temagami, Timiskaming, Moose Cree, Fort Albany, Kashechewan, Attawapiskat and Weenusk.

# YEAR IN REVIEW

## A MESSAGE FROM THE FOUNDATION

What an unusual year it has been. Despite the disruption of a global pandemic, the Foundation at Northern College continued reaching out to students, alumni, and the community, making an impact as much as possible.

With a dedicated staff of one, this small and mighty department of the College saw growth in both the number as well as the amounts of Scholarships, Bursaries, and Awards given to students over the past year. This happened in the midst of a global pandemic that also hit close to home, and its first full year of becoming a formal External Relations arm of the organization.

While Northern College recognizing greater support needed for students, many businesses just could not give in their usual ways when the pandemic first hit. For the first time in College history, Northern funded scholarships that donors had established, some decades ago, but just could not do so with the closure of their businesses. Many times, these awards represented the love for a well-regarded family member, or had been set up for a friend, or long-held business dream made reality.

A year later, with COVID-19 continuing to devastate many small local operations, those donors, even when going through the toughest time in their lives, reached deep and still wanted to give, renewing their commitment to us after we were there

for them, with the students benefitting, particularly in these tough times. This speaks to the purposeful nature of the Foundation's and the College's work: to allow those who experience the greatest financial barriers in completion – that is, students struggling to find enough support to study at the post-secondary level, to continue on and make a substantial impact on society.

Not everyone has parents or family members who can support them in meeting their financial obligations and contribute to the studies of their children. Recognizing this, the College and Foundation staff began formalized talks with NEOFACS in January to extend a hand to children and youth in care, including those who have aged out of the foster care system, to attend Northern College and make their dreams come true. At Northern, we are family, and that is exactly what the Foundation and the College aims to make systemic: the importance of belonging and connection. To do so, creating true access despite barriers, resulting in an education that can end cycles of poverty with a new and rewarding career and life earning enough to support oneself will now be possible, the impacts of which will be felt across our College and communities.

New donations this year have also been heart-warming – honouring those who have passed on while leaving a legacy on the

people who knew and admired them. Jenn Landry and David Ramsay are two such examples of legacy makers, with donors coming together to make student support happen in their names while saying goodbye to these much-loved friends and family members. You can read more about these two special individuals on the following pages.

Several new and continued community partnerships have further strengthened and renewed our faith in community and giving, with the Foundation, working alongside the College, sponsoring several events that kept Northeastern Ontario towns and people strong, hopeful and sustainable.

Most scholarships given to students were doubled this past year, increasing our overall average of awards given out from half a million to an impressive \$618,000 over the past year. With approximately 1,500 students total at Northern's four campuses, this total exceeds many of the post-secondary disbursements at public colleges provincially, demonstrating how Northern supports students.

Another way in which we see this support was in the generous decision to double the College's entrance Board of Governors Entrance Scholarships – both in number and in value. After their successful 2016 Leaders of Tomorrow fundraising campaign, the Board's Entrance Scholarship fund is now generously funded in perpetuity and continues to make a substantial impact. Given to high school students in

Northeastern Ontario who plan to attend Northern College for post-secondary education, the Board of Governors Entrance Award increased from a \$500 to \$1,000 value for the second year in a row, with 37 students from 18 regional high schools who demonstrated community involvement and achieved the highest academic standing saying 'yes!' to Northern and with it, agreeing to accept this prestigious and generous scholarship.

All year long, social justice continues to inspire the Foundation staff, and we hope to grow the activities as we focus on the future with renewed hope despite the difficulties of COVID-19 on many community and regional donors.

With a refreshed logo and brand developed over the past year for both the Foundation as well as the Alumni Association here at Northern College, this marks a new beginning for ever greater amounts of work and focus in this area of the College. There is no end in sight of the impact we can have and are having with the dedication to improving the lives of students and society in the many ways it is possible to give.

Thanks for reading and for your ongoing support – you will see here how your gifts make a tremendous impact on the lives of students and the dreams they hold in their hearts.

**Susan Hunter**

*Director, Marketing,  
Communications  
and External Relations*

**Nicole Gingras**

*Development Officer*

## GIVING: THE PRIMARY FOCUS OF THE NORTHERN COLLEGE FOUNDATION

Northern College commits itself to being a post-secondary institution that does everything in its power to support its students throughout their educational journey. This includes student supports like advising, accessibility and peer support systems in addition to a committed and robust suite of bursaries made available to students.

In the latter half of 2020, Northern College issued **382** separate bursaries, amounting to **\$340,000** dollars out of a grand total of **\$618,000** for the year in financial support for students.

This monumental amount is made possible through a variety of avenues including Northern's own funding model alongside the tremendous generosity of local donors, some of whom continue to give to the College despite the significant financial challenges of the pandemic on their businesses and families.

Beyond this, all Northern College students remain eligible to apply for third party provincial and national bursaries; a number of whom received national recognition for their efforts both as students and as campus citizens, further cementing their commitment to leaving a lasting and profound impression on the institution they chose to study with.

Northern applauds the efforts of each one of its students, it is no small feat to graduate

from a post-secondary institution and their commitment to making the most of their time with this College will always be worth celebrating.

## PERFORMANCE OF INVESTMENTS

This year saw increases across the board on the performance of both Trust Funds and Endowment Funds.

The majority of the total bursaries awarded, including flow-thru monies was \$618,000, an increase of 6%, or \$33,000. Bursaries paid from Trust Funds amounted to \$581,000, a substantial increase of 12%, or \$64,000.

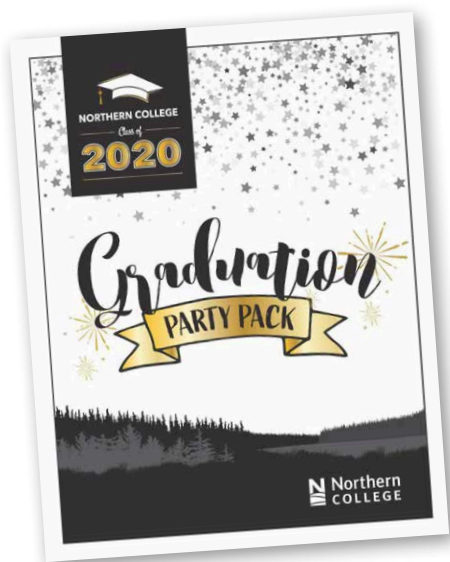
**Investment returns earned totaled over \$1.4M dollars for the year, a 6% increase over an already exceptional performance year in 2019-2020.**

The only decrease seen was in bursaries paid out from the Tuition Set Aside funds due to fewer students being on campus using the on-site services supported by these monies.

This past year, 94% of the total bursaries awarded were paid from Trust Funds, which represented an increase of 6%.

As of March 31, 2021, an overall increase in endowed funds was achieved by \$143,000, due to the efforts of the College's Development Officer who set up the funds and engaged members of the community, industry and associations who were inspired to give to the College in support of students and their studies.





### COMING TO A MAILBOX NEAR YOU: CELEBRATING GRADUATES WITH A PARTY PACK

In an effort to compliment the move to a digital convocation ceremony, Northern College's Foundation, in tandem with the Alumni Association and the Marketing, Communications and External Relations Department, created a 'grad party pack' designed to promote participation and a sense of togetherness despite the digital setting.

The booklet, which included recipes, celebratory themed crafts and social media content, was issued to each graduate along with a mortar board and a letter from the Foundation congratulating them on the herculean effort of completing their studies under such abnormal and difficult conditions.

### GENEROUS KIRKLAND LAKE COUPLE BEQUEATHS LONG-LASTING GIFT TO STUDENTS

In 1971, Dr. George and Elisabeth Charlewood, a prominent Kirkland Lake couple, bequeathed \$895,000 to Northern College. Their generous donation was

then matched dollar-for-dollar by the Ontario Government as part of the Student Opportunity Trust Fund, resulting in substantial growth over the decades.

Last fall, nearly \$300,000 was distributed to 300 current students studying at Northern, with nearly half of that amount, over \$140,000, provided in \$1,000 individual awards to students through the Charlewood Foundation.

### RECOGNIZING DONORS OF THE COLLEGE

Advertising purchases were made with publications in campus communities recognizing donors and scholarship, bursary and award recipients. This promotion was supported by website and social media posts. Further advertising highlighted the significant O.E. Walli Foundation's contributions that make such a difference to students.

### FOUNDATION SUPPORTING SCHOOLS IN THE COMMUNITY

Northern College partnered with École Publique Renaissance for the high school's 2020 graduation, providing three canopies that signalled the College's commitment to supporting one of its home communities and their high school graduates.

Nicole Gingras, Northern College Development Officer, attended the graduation event, taking photos of recipients of the Haunted Trail event entrance scholarships as well as the Board of Governors entrance scholarships given to local high school graduates.

Moose FM also attended to do a LIVE Facebook segment to promote Northern College and Renaissance.

## COVID-19 HAUNTED TRAIL FUNDRAISER

Just one year after the inaugural Haunted Trail Fundraiser, Northern College and Algoma University were forced to cancel the much anticipated second act due to health and safety concerns related to the COVID-19 Pandemic.

The first event, which took place in October of 2019 exceeded all expectations, attracting 3,500 visitors in just five hours, raising \$20,000 in proceeds, that contributed directly to the creation of 21 entrance scholarships for students in Timmins.

Graduates from area schools that participated in the 2019 event were eligible for the entrance bursaries including, O’Gorman High School, Ecole Secondaire Catholique Theriault, Ecole Publique Renaissance and Roland Michener Secondary School.

Grads from all four of these local high schools enrolled in a wide array of courses at Northern, including Welding Engineering Technology, Mechanical Technician – Welder Fitter, Motive Power Technician – Automotive Service, Bachelor of Science in Nursing, Electrical Engineering Technology and Social Service Worker.

Despite the cancellation of the 2020 edition of the Haunted Trail fundraiser, the impact of the bursaries it created are still being felt by Northern College students, and the community at large.

## COLLEGE STUDENTS WIN COLLEGES AND INSTITUTES CANADA’S (CICAN) PAUL AND GERRI CHARETTE BURSARY

In 2019 and 2020, two Northern College students studying at its Haileybury Campus were awarded \$5,000 from the Colleges and Institutes Canada (CICan) Paul and Gerri Charette Bursary, each respectively one of twenty recipients from across the country.

In 2019, Social Service Work student Jessica Gilbert received the bursary, saying it would make a considerable impact on her ability to continue her studies. Gilbert credits the support of Northern College’s Foundation and bursaries like this as playing a crucial role in her ability to balance a full-time job with her studies.

In 2020, another Haileybury Campus Law Clerk student, Kafa ‘Kathy’ Khattab received the bursary. Khattab expressed sincere thanks having been selected for the bursary, citing the difference it made in her life and how crucial the funds were in allowing her to continue her studies with Northern.

The Paul and Gerri Charette Bursary is one of dozens of bursaries that have made an incredible impact on students at Northern College. Funds like these, set aside to benefit students attending colleges in remote or rural communities play a critical role in the success of students, and Northern College is grateful to donors like Paul and Gerri Charette for their commitment to aiding in the success of the next generation of working professionals.

## DONORS CREATE NEW AWARD TO HONOUR LEGACY OF TEMISKAMING LEADER

A memorial bursary was created in honour of David Ramsay who passed away in July of 2020. David was an MPP for 25 years and held four cabinet posts. A total of \$22,000 was raised by a group of dedicated friends, constituents and co-workers who knew David and held him in the highest regard.



The funds raised were used to establish the David Ramsay Memorial Leadership Bursary. Interest generated will allow the College to give two awards annually to full-time students at the Haileybury and Kirkland Lake campuses as part of our Winter Awards who have met criteria that David embodied, including being a demonstrated student leader/ambassador, acting as a great role model, inspiring others to work collaboratively and creatively, demonstrating initiative, and promoting a work environment that is respectful, collegial and supportive.



**ONTARIO PROVINCIAL POLICE ASSOCIATION**

**Constable  
Jennifer Landry**

"The Board of Directors of the Ontario Provincial Police Association are saddened by the tragic death of Temiskaming Shores Detachment Constable Jennifer Landry. Condolences to Jennifer's family, friends & colleagues. Her years of distinguished service will always be remembered."

President Rob Jamieson

## DONORS MEMORIALIZE INSPIRATIONAL LEADER

The world stopped for many in the Northeastern region of the province when word came that beloved OPP officer, Jennifer Landry, an Indigenous graduate of the College, role model and much-loved former College employee at the Kirkland Lake campus, had passed away. The mother of a ten-year-old daughter, Jenn was positive and motivating, and had the power to move people with her smile. Donors both internal and external to the College responded immediately to this loss, anonymously giving a total of \$7,000 to establish a memorial award that recognized her impact. She will continue to be remembered for decades to come because of her presence in the world.

## ESTABLISHMENT OF INTERNATIONAL STUDENT AWARDS

Foundation Staff Member and Development Officer, Nicole Gingras, led the team on the creation of the College's first International awards. Working with the Financial Aid Officers of the College, and seeking the



support of the Registrar and International departments, a total of \$33,000 of in-year funding was made available to current international students for the first time in the winter of 2021 with a planned annual disbursement moving forward of \$23,000.

## PRESIDENT EMERITUS LEAVES A GENEROUS AND PRESTIGIOUS ESTABLISHED SCHOLARSHIP



A new prestigious award has been created by Dr. Fred Gibbons, immediate past President of the College and his wife Jean. After a successful and lengthy career at Northern College, Gibbons was recognized by the Board of Governors for his

contributions to the organization as well as the communities where there are Northern College campuses.

Gibbons continues with his significant positive impact by giving a \$10,000 donation to students this year. The award will be presented by Dr. Gibbons at the respective graduation ceremony of the fortunate recipient.

## NORTHERN HITS THE JACKPOT WITH PARTNERSHIP



Northern College is very thankful for its partnership with the Timmins Charitable Gaming Association at Jackpot City Timmins and OLG. The funds raised in 2020 have allowed

us to provide a total of \$23,400 in bursaries to 40 recipients across our campuses. This support makes a big difference in the lives of our students and their academic success.

## FIGHTING HUNGER TOGETHER

Lead Sponsor again this year for the Anti-Hunger Coalition's Coldest Night of the Year (CNOY) in February of 2021, resulted in the College giving a \$5,000 contribution towards the event, swag for 150 bags to increase the profile of the College for grassroots events to end hunger and cycles of poverty, and paid to get NC branded cookies for the goodie bags. Northern College also put a team of staff from across the organization who got together on a cold Saturday morning at Hersey Lake to show their support for this great cause in a physically distanced event.



## FIND YOUR NORTHERN FAMILY

With external relations always strengthening communities as well as our organization, Northern College has joined forces with the North Eastern Ontario and Family Children's (NEOFACS) who is an integrated agency providing services to children, youth and their families in the Districts of Cochrane and Temiskaming. The College has begun more formalized discussions to explore ways to support youth in care, including those who have aged out of the system, now and into the future, with pursuing a post-secondary education. Working with recruitment on ways to build and nurture those relationships, this aspect of surrounding students in seamless supports will build community and enhance the lives of those who have had significant barriers facing them in society, creating an even more caring College.

## THE FACE OF SCHOLARSHIPS GET A REFRESH

The Scholarships, Bursaries and Awards (SBA) division of the College completed a re-branding exercise this past year. A tool kit was developed with the required assets and purchased for all campuses to have aligned and on-brand collateral into the future



for the hosting of these events, including stationary supplies, tablecloths, retractable banners, and backdrops. This will enhance both the professionalism and the profile of this important aspect of the organization, as many photos are taken at these events and are kept by recipients, donors, and their proud families and supporters.

## LOGOS LAUNCH NEW ERA OF GIVING AND OUTREACH

New logos were developed for both the Foundation and Alumni Association of Northern College over the past year. The designs were completed internally by the College's graphic designer, Danielle Bonnah. A branding tool kit was also developed for these two sub-brands, including assets such as tablecloths, retractable banners, stationary, and digital templates.





## MAKING CONVOCATION ALL IT CAN BE

Digital Convocation was put together with various speakers and a listing of all graduates for the class of 2020 with links to view the various messages and information on our website with social media support.

Grad Party Kits that were developed for all graduates, with an accompanying thank you letter, were sent out to all staff, as well, in recognition of all their efforts and contributions to helping graduate our students during these unprecedented times.

Valedictorian plaques were made for both Haileybury recipients, Jessica Houlachan (morning session), and Samantha Kirton (afternoon event), to honour the process that had begun before the pandemic hit.

Jessica Houlachan was also awarded the 2020 Governor General Award for her high academic achievement in her studies at Northern.



## NAVIGATING NORTHERN HIGHLIGHTS IMPORTANCE AND PROCESS OF APPLYING TO AWARDS

The College's staff participated in the Navigating Northern Series to discuss bursary offerings and financial aid in August of 2020, and held a how to apply for online bursaries live via this initiative in September, 2020 and January, 2021. In this way, students were able to see the importance and ease of applying for additional funds to help with the expenses of their studies.

## WEBSITE ENHANCEMENTS MADE TO AWARDS PAGES

New copy was developed and integrated into the bursaries section of the College website to provide greater clarity for students looking to apply to them. Simplified, direct language helped reinforce messages of instruction on how to apply. The webpages were also enhanced with recipient testimonials who described how these monies assisted in their post-secondary learning success.

## HIGHLY SUCCESSFUL PIVOT FROM ON-SITE AWARDS CEREMONIES

Fall 2020 student awards were sent to all recipients along with an interactive mail out. Recipients were asked to send in words of thanks via video or text with fun cut outs they were provided. A very touching video was created with all the submissions and shared with the College's internal and external communities. Full page ads were also





purchased in each of our communities to recognize the recipients and thank our donors.

A second interactive mailout for winter SBA was also sent to recipients on in March of 2021. This mail out was supported by a social media campaign, full page ads in local newspapers to announce the recipients and to thank the donors. Another appealing thank you video to donors was developed from the submissions.

## DONATIONS

### EMERGENCY RESPONSE AREA RECEIVES NEW WHEELS

An Ambulance donation from Cochrane District Social Services Administration Board (CDSSAB) will help students reenact real scenarios, while learning about the important work that they do with those who need them most. First responders will mimic emergency situations where an ambulance is needed while using this newly donated vehicle, supporting students in their learning in this critical field.

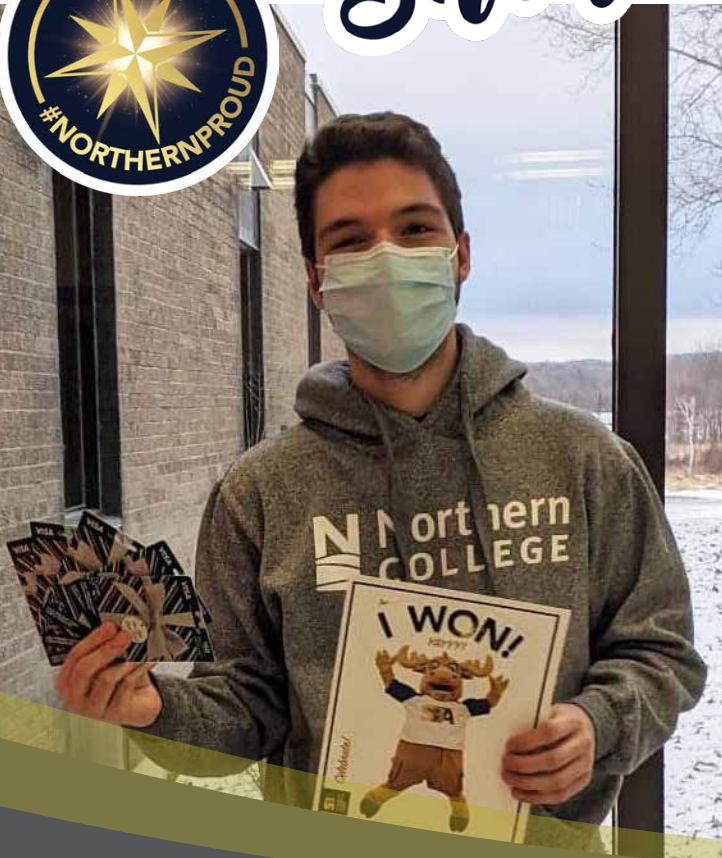
### COVID RELIEF WELCOMED BY JAMES BAY COAST STUDENTS

The Walkerwood Foundation reached out in early September to set up a COVID relief fund of \$5,000 for our students. This donation allowed us to establish the Walkerwood Foundation Spirit Award that was awarded to every single student starting the paramedic program via access centres in January across the northern communities who at the time were enrolled in the Academic Upgrading program. Each student received \$275 and there were 18 of them. These funds were provided as a one-time Covid relief fund.

### ENDOWMENT FUND INCREASED BY \$20,000

The College has strengthened their relationship with OACETT over the past few years resulting in a \$5,000 investment by the College into the existing OACETT Engineering Technology Bursary endowment that supports bursaries for students in the trades and technology programs across all campuses. This investment was generously matched individually by Charles

# Shine



Boulet, local Chapter Chair President and subsequently matched 2/1 by the Fletcher Foundation resulting in a \$20,000 increase to this worthwhile partnership bringing the endowment fund to \$72,000.

## MASONS SUPPORT COLLEGE STUDENTS

A \$25,000 donation was received from the Masonic Foundation of Ontario to set up an entrance scholarship that will be awarded for the first time in September 2022. Funds were received in March 2021, and will continue to support the studies of students who are in need to financial assistance to succeed.

## SPONSORSHIPS AND COMMUNITY INVOLVEMENT

### PROUD COMMUNITY PARTNER THROUGH EVENTS, SPONSORSHIPS, AND DEDICATIONS

- Presented at municipal council meetings in each community with a campus.
- Sponsored the Timmins Chamber of Commerce Golf tournament and entered a team of four.
- Sponsored the State of Mining Address hosted by the Timmins Chamber featuring Canada Nickel.
- Other sponsorships included the Chamber's Mayor's State of the City, in partnership with the Timmins Chamber of Commerce.
- Nova 2021 Sponsorship
- Northern College sponsored two sleighs that are being created for use in the community at the Timmins Community Park Association



- Sponsored the Discover Fitness Winter Warrior Event
- Sponsored PI Day 2021 event with prizes for each campus staff event.
- Delivered fun packs to finalists of the Camp Nova 2020 event. Nicole Gingras and Sumit Swami represented Northern College and hand delivered these goodies working in partnership with the Timmins Chamber of Commerce.
- Led the Academic Plan mail out to all staff late August 2020
- Sponsored the State of Mining Address hosted by the Timmins Chamber featuring Canada Nickel.

### BOARD OF GOVERNORS DOUBLE ENTRANCE SCHOLARSHIPS

For the second year in a row, in order to give a greater number of students' financial assistance in times of need and also to help increase domestic recruitment, the College doubled the number and doubled the value of the Board of Governors Entrance Scholarships to high schools across our catchment area. Originally valued at \$500, these scholarships were increased to \$1,000 and were offered to 18 schools in total. The awards are greatly appreciated by high schools and their graduates. Thirty-seven recipients received a total of \$37,000 in total over the past year, distributed to high school graduates planning to attend Northern College for their post-secondary studies.



## CONCLUSION

What a year it has been. Despite the challenges facing us, the Foundation continued to seek support for students and community organizations throughout the extended COVID-19 pandemic.

This year, we welcomed Dr. Fred and Jean Gibbons as new donors, redirected funds to Moosonee students with the Walkerwood Spirit of the North award that the Foundation named and disbursed, and saw so many other firsts.

There are so many good news stories to tell that are both heart-warming and inspiring and it felt good to share some of them with you.

We are grateful to all those who give to the College's Foundation and see the value in supporting both students and graduates as they make their way in a changed world that needs them now more than ever.

In the spirit of giving, we will continue to work for students with the College and the wider community to grow our students and thereby, grow the region, as we know the deep and lasting impact this work and support is having on many. There is a ripple effect to giving, and we are very much aware that the work done in this renewed area of the College will continue to impact graduates and their families for decades to come.

**Thank you for being a part of it.**









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**FOUNDATION**

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