



GIVING TUESDAY™

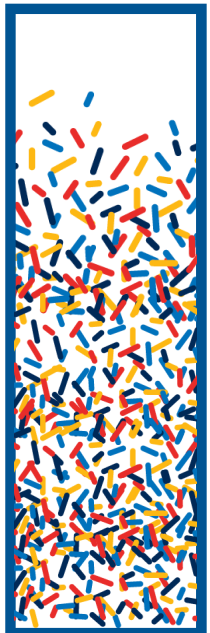
Giving Tuesday is a global celebration of philanthropy that inspires people to support their favourite causes in any way they can. At UVic, Giving Tuesday is where small acts of philanthropy add up to make a big difference to our campus, students and community - much like sprinkles being added to a cookie or cupcake.

On Tuesday, December 1st, 2020, the worldwide UVic community demonstrated their support for the university by giving back and paying it forward in *Project Add Sprinkles*.

Your generosity and engagement sprinkled impact right across campus, supporting over 20 critically important programs and initiatives, ranging from student supports, mental health and wellness programs, COVID-19 research and community outreach. Thank you for supporting Your UVic.



\$148,263



Dollars Raised



387 Alumni



1,395 Students



296 Employees

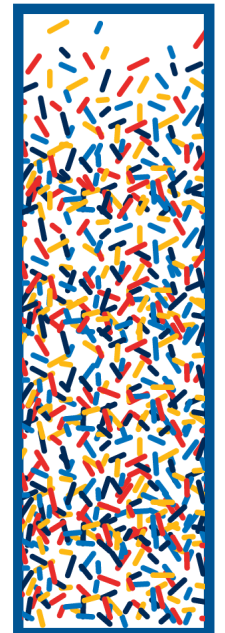


114 Alumni on Campus

Plus 1,893 other engaged community members.



4,085



Participants

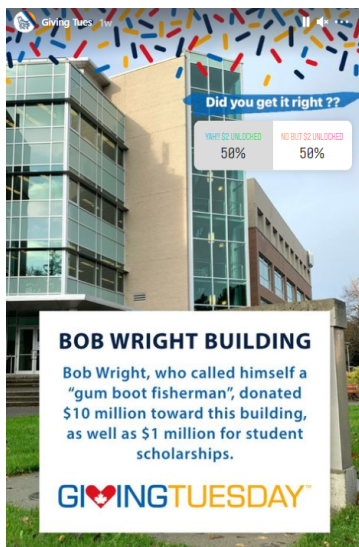
Giving Tuesday Highlights

The Giving Tuesday fun started with a fun Save the Date video that spread sprinkles - and a message of how important donations are to Uvic - that was shared online to help unlock \$1,000 from sponsors.



636 students played Campus Quest: RBC Temple of Generosity to unlock \$5,500 in treasure (donations) and designate them to the fund of their choice, while learning about the spirit of giving at Uvic from the famous Uvic alumni Dr. Phil Anthropist!

More than 350 virtual Giving Grams were sent to others, spreading cheer across campus and unlocking a total of \$1,000 for the UVSS Food Bank & Free Store thanks to the Mayfair Optometric Clinic.



The Sprinkles Edition of Angles and Perspectives on Instagram received more ore than 3,795 guesses to unlock \$3,000 from the Uvic Alumni Association.

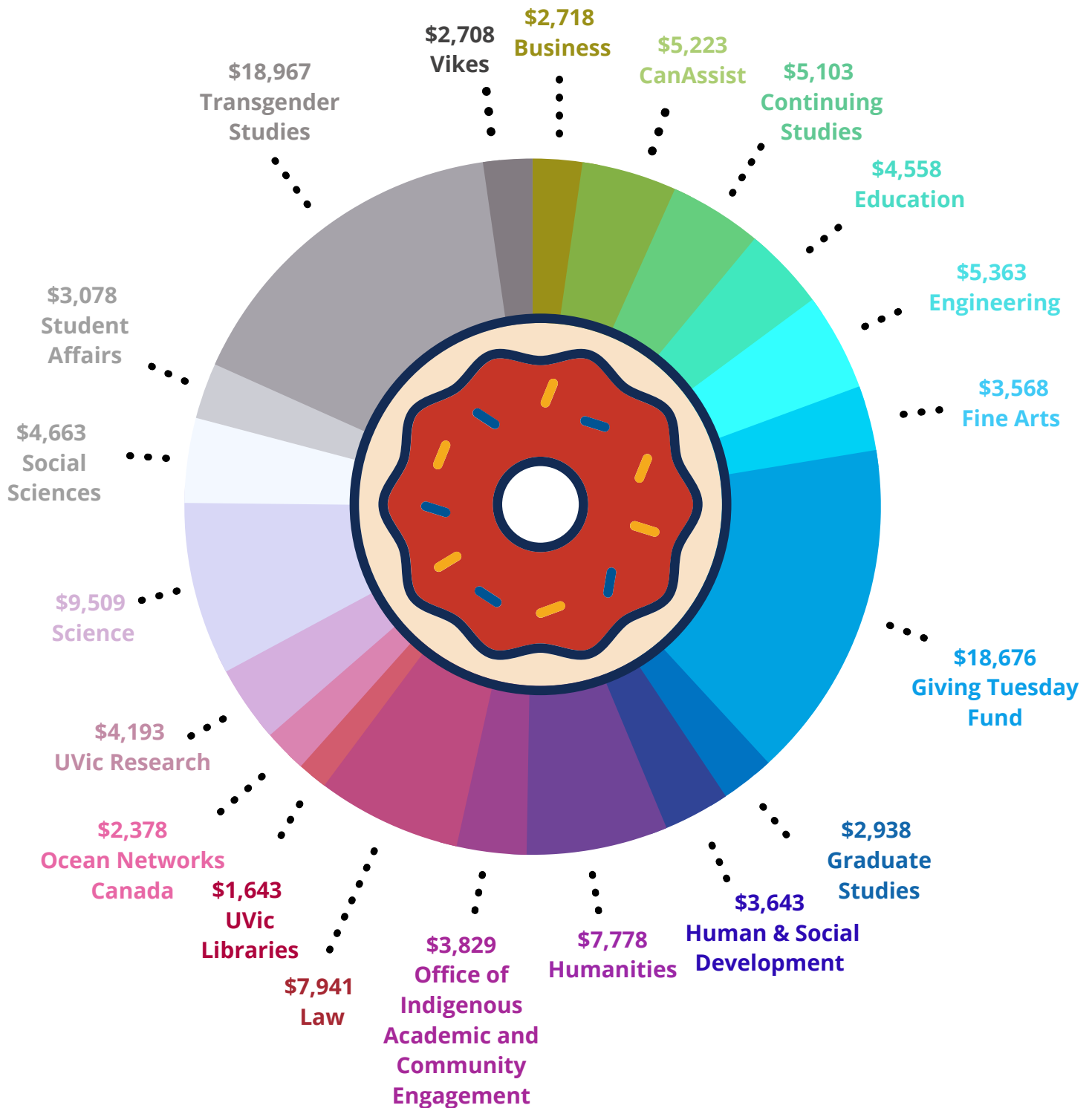


Priority Funds:

Donations:

Business: CSSI.....	\$2,718.15	19 Donors
CanAssist: TeenWork.....	\$5,223.15	15 Donors
Continuing Studies: University 101.....	\$5,103.15	33 Donors
Education: CORE.....	\$4,558.15	33 Donors
Engineering: Equity, Diversity and Inclusion Fund.....	\$5,363.15	36 Donors
Fine Arts: Student Community Impact Award.....	\$3,568.15	26 Donors
Giving Tuesday Fund.....	\$18,676.15	117 Donors
Graduate Studies: NGSA.....	\$2,938.15	7 Donors
Human & Social Development: Voices in Motion.....	\$3,643.15	38 Donors
Humanities: Christine Welsh Scholarship.....	\$7,778.15	49 Donors
Office of Indigenous Academic & Community Engagement: Elders Engagement fund.....	3,829.15	32 Donors
Law: Student Emergency Fund.....	\$7,941.15	29 Donors
UVic Libraries: Digital Initiatives Fund.....	\$1,643.15	11 Donors
Ocean Networks Canada: Solid Carbon.....	\$2,378.15	10 Donors
UVic Research: Research Accelerator Fund.....	\$4,193.15	16 Donors
Science: Women in Science.....	\$9,509.96	47 Donors
Social Sciences: Sellemah Scholarship.....	\$4,663.15	25 Donors
Student Affairs: Students with Lived Experience in Care.....	\$3,078.5	17 Donors
Transgender Studies: Chair in Transgender Studies.....	\$18,967.91	30 Donors
Vikes: Alumni Association Bursary for Active, Healthy Living..	\$2,708.15	15 Donors
Other Funds.....	\$29,782.01	89 Donors

Giving Tuesday Priority Funds



Gift Pyramid:

Gift Range	Gifts	Dollars
\$1 - 500	1088	\$ 74,781.77
\$501 - \$1000	23	\$ 22,320.00
\$1001 - \$2500	9	\$ 14,161.81
\$2501 - \$5000	5	\$ 21,000.00
\$5001 - \$10000	2	\$ 16,000.00
\$10001 - \$25000	0	\$ -
\$25001+	0	\$ -
TOTAL	1127	\$ 148,263.58



Gift Metrics:

Average Gift Size: \$131.44

Mode: \$50

Donor Metrics:

UVic Alumni Donors: 387

Faculty & Staff Donors: 296

New Donors: 182

Participation:

Initiative	Participation
Donors & Sponsors	691
Giving Gram Recipients	205
Coffee Sales	280
Campus Quest- RBC Temple of Generosity	636
Save the Date Cookie Video	1390
Instagram Angles & Perspectives	759
#AddSprinklesUVic	78
Committee Members	33
Campus Partners	13
TOTAL	4085



A note from the Honuorary Chair...

Dear friends,

I've always known that participation is the biggest factor in the success of Giving Tuesday (that's the idea behind the sprinkles!), but this year the UVic community took it to the next level. Thanks to over 4,085 people taking part, \$50,000 from our generous matching donors and sponsors was unlocked, helping double the impact of all donations.

In just 24 hours the worldwide community helped us raise over \$148,260 by coming together for a common goal. This will support over 20 critically important programs and initiatives, ranging from student supports, mental health and wellness programs, COVID-19 research and community outreach.

On Giving Tuesday, we sprinkled impact right across campus, even in the president's office! [In this video, Dr. Kevin Hall expresses his thanks to everyone who took part.](#)

Below are some of the highlights from the day...

636 students played Campus Quest: RBC Temple of Generosity to unlock \$5,500 in treasure (donations) and designate them to the fund of their choice, while learning about the spirit of giving at UVic from the famous UVic alumni Dr. Phil Anthropist!

This year, 352 virtual Giving Grams were sent to others, spreading cheer across campus and unlocking a total of \$1,000 from sponsor Mayfair Optometric Clinic to the UVSS Food Bank & Free Store.

We also want to thank all those who shared #AddSprinklesUVic on social media to unlock \$2,000 from the UVic Alumni Association!

During a challenging year, the UVic community—students, faculty, staff, alumni and friends—came together to support the causes you care about.

We're so grateful for everyone who took part in Giving Tuesday to make Project Add Sprinkles a success!

Sincerely,

Jim Dunsdon
Giving Tuesday Chair
Associate Vice-President Student Affairs Division of
Student Affairs

Thank you to our Sponsors and Campus Partners



- CFUV radio
- Facilities Management
- Graduate Students Society
- the Torch
- the University Club
- the Ring
- Food Services
- Distribution Services
- University Systems
- Blink
- ONECard
- the Bookstore
- Phoenix Theatre
- VIKES