



The VCC Family Campaign team with the model of VCC's Broadway campus expansion plans, from left: Bob Aitken, Sheilah Henderson, Des Dougan, Carey Stoneberg, Moreah Hamend and Dennis Cumming.

Who should I call if I have questions about the campaign?

Your canvasser can help.
Contact your appeal chair
listed below or contact the

VCC Foundation for more
information about the VCC
Family Campaign.

Bob Aitken	Faculty Appeal Co-chair	local 7505
Dennis Cumming	Staff Appeal Co-chair	local 7399
Rebecca Davey	Family Campaign Coordinator	local 7148
Des Dougan	Administrators Appeal Chair	local 7525
Moreah Hamend	Faculty Appeal Co-chair	local 8523
Sheilah Henderson	Family Campaign Chair	local 7237
Carey Stoneberg	Staff Appeal Co-chair	local 8314

You can look forward to more updates about the Family Campaign as it progresses.

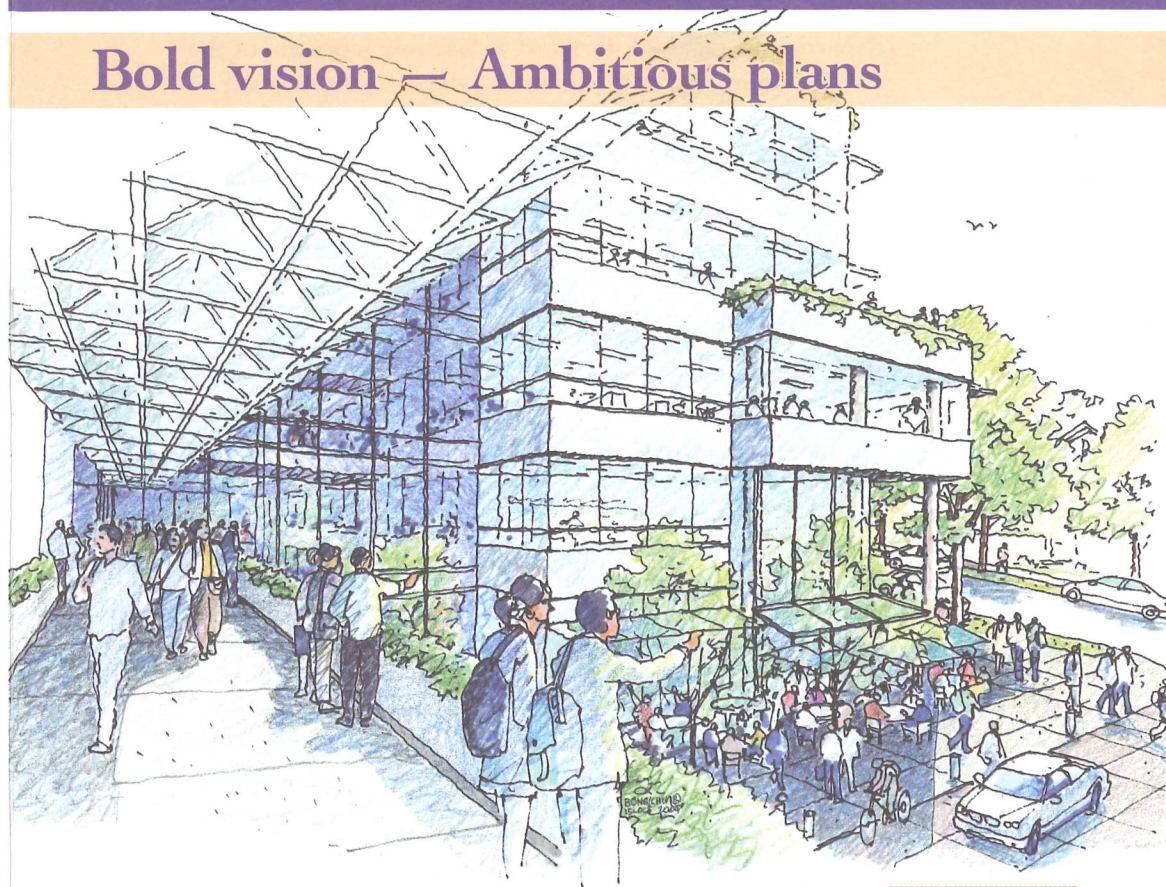
Vision for the Future

November 2005

VCC Family Campaign UPDATE



Bold vision — Ambitious plans



“Great progress has been made since the start of the family campaign in May – almost \$1.6 million in commitments have been received to date.”

- Sheilah Henderson, chair, VCC Family Campaign

Inside

FAQs and answers about the Family Campaign and how it has gone to date.



Campaign update

There has been a great deal of progress made since the start of the family campaign in May. Almost \$1.6 million in commitments have been received to date. In fact, the Board and Administrators Appeals are almost complete. The Administrators have surpassed both their fundraising and their percentage participation goal. Congratulations are in order for Des and his team.

Both the Staff and Faculty Appeals are now in progress and departments can look forward to learning more about the Family Campaign at an upcoming department meeting.

Frequently asked questions

In this issue of the Vision for the Future Family Campaign newsletter, we ask and answer some of the more common questions about VCC's Family Campaign:

Why do they call it a Family Campaign?

The phrase "Family Campaign" is a commonly-used term describing employee-focussed fundraising appeals within the larger context of a capital campaign. While the word family traditionally includes mother, father, sister, brother, in its broadest sense it can also mean a group of people who share something in common. In this case, it's the VCC family.

What happens to our donations if VCC does not go ahead with its expansion plans?

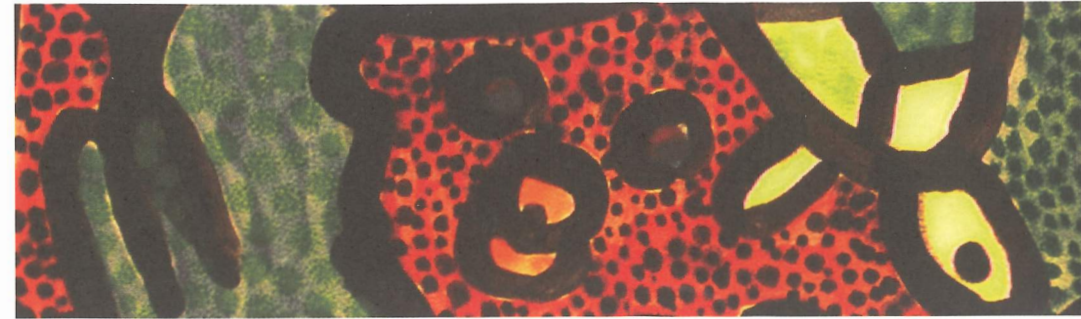
VCC Foundation subscribes to the Donor Bill of Rights which state that if a gift cannot be used as designated by the donor, then VCC Foundation is obligated to provide the donor with alternative designation options or return the funds.

What if I disagree with decisions being made by the current administration?

VCC has a 40+ year history of providing excellent programs and services and has remained strong through many different administrations. This campaign is about helping VCC meet the needs of our students today and in the future, long after the current administration has gone.

Why would I donate to my employer?

When people think of charities to support, VCC doesn't always spring to mind. Yet VCC does great things for the community and needs your support, just like any other worthwhile non-profit organization.



Why are public sector employees asked to give to their employer and in the private sector they are not?

Private sector employees are not asked to support their company's costs because those costs are passed on to their customers through increased prices and fees for service, and by creating new sources of revenue (i.e. new customers).

Instead of passing the costs on to its students, VCC has chosen to go to the community for support. A strong show of support internally will help encourage external donors to give generously.

Why should I make a gift when the campaign funding priorities do not affect my area?

This is Phase I of a 20 year, 685,000 square feet expansion that will benefit all students and all departments at VCC. Like all ambitious plans, we must begin with a first step. We are being asked to look beyond our own immediate needs and towards the long term future of the college and its students. An investment in the family campaign is an investment in their future.

Is it true that Langara received 100% of the funds needed to build their new library from the provincial government?

As per Langara's news release, the government has contributed \$29.3 million (74 percent) of the \$39.3 million needed for their new library and parking lot. The remaining \$10 million will be funded by Langara itself. We have been advised that these funds will be secured primarily through increased student tuitions and fees rather than through a fundraising campaign. In comparison, VCC received \$33 million (80 percent) of the funds needed for the Health Science building.

"For forty years, Vancouver Community College has been imparting knowledge to students - knowledge that has affected their careers and their lives. I can't think of a better place to put my charitable dollars than into improving the educational environment for VCC students."

*- Dennis Cumming
President, CUPE local 4627*