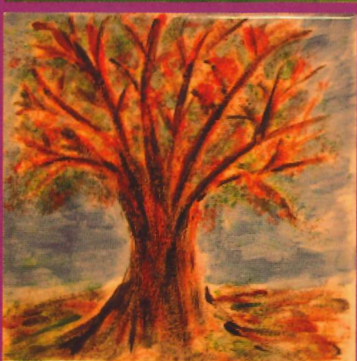
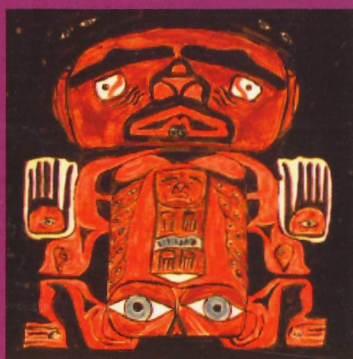


Vision for the Future

VCC Family Campaign



“Our vision for the future is bold and our plans are ambitious. VCC is growing in response to a mandate that is squarely focused on people and the economy. We are on an exciting journey, and we invite you to join us.”

*Dale Dorn
VCC President*



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The Challenge

We don't have enough space. It hampers our ability to meet the increasing demand for job-ready graduates. Our Broadway campus alone, for instance, serves more than 4,200 students in a facility designed for 1,800; it's the most heavily used campus in the province.

We are bursting at the seams. No one knows this better than the people who work at VCC – the faculty, staff and administrators who see this space crunch every day.

Giving Begins at Home

VCC's *Vision for the Future* campaign will reach individuals and organizations around the region, but it really begins at home – at VCC.

It's critical that the college demonstrate the importance of this project to potential donors, and the best way to do that is with support from the very people who know VCC's challenges better than anyone – its employees.

We need a strong show of support from VCC's family – from administrators, faculty and staff – to tell the community that we believe in VCC and its plans for the future.

You can help. Consider making VCC your philanthropic priority for the next three to five years. Your gift will help leave a legacy for VCC's future students.

A Lasting Legacy: the VCC Brick Program

VCC will honour the generosity of its board members and employees with a permanent installation of engraved bricks or similar materials at both campuses. Family Campaign donors who contribute \$1,500 or more – approximately \$12 a paycheque spread over five years – will have an opportunity to engrave a brick with their name or the name of a loved one they would like to honour. Watch for more details about the VCC brick program, which will come together as the project's architectural and renovation plans are developed.

Giving Made Easy

Giving has never been easier. Simply fill out a pledge form and forward it to the VCC Foundation and they'll do the rest. Some questions to consider:

Will others know I made a gift?

Your gift will be recognized – as the VCC Foundation does with all gifts received – unless you indicate otherwise on the pledge form.

How much should I donate?

How much to give is your decision. The more money we raise, the more we can do – it's as simple as that. We encourage you to consider a five-year pledge through payroll deduction. It's easier than you think, and your canvasser will have a host of details about the tax and recognition implications of various gifts; see the back of your pledge form for more information. Gifts of \$25 or more are eligible for a tax receipt.

What kind of payment option can I choose?

- Payroll deduction
- Earned/banked days (staff and administrators)
- Direct debit (monthly or annually)
- Visa, MasterCard or American Express (monthly, annually or one-time)
- Cheque
- Cash (please do not send cash through the mail)
- Securities (please contact Sheilah Henderson in the VCC Foundation at 604.871.7237 to make appropriate arrangements)

How will I be recognized?

- Donors whose annual gift meets minimum criteria* will be listed on the annual donor recognition wall for one year
- Donors whose cumulative gift meets minimum criteria* will be permanently listed on the cumulative donor recognition wall
- Family donors whose campaign gift is \$1,500 or more will have the opportunity to engrave a brick (or equivalent) with their name or the name of a loved one they would like to honour
- Other recognition opportunities may be available later in the campaign

* Currently under review

The Solution

The solution is simple. Expansion. It's the only way forward. Over the next 20 years VCC plans to add more than 680,000 square feet of new space – effectively tripling the size of the Broadway campus.

It's a multi-phase project, which has already begun its first stage with a \$48-million development plan and a \$33-million contribution from the provincial government. The remaining \$15 million is the focus of the *Vision for the Future* fundraising campaign. These funds will help VCC as follows:

- \$8 million towards a new 125,000 square foot building at the Broadway campus for the School of Health Sciences
- \$3 million for renovations: expanded space for Dental Sciences, an expanded library, a new bookstore and a renovated cafeteria
- \$2 million to complete renovations for the School of Hospitality and the B.C. Centre for Leadership and Innovation in Hospitality
- \$2 million for new or improved facilities for the Centre for Transportation Trades



What if I have questions about my gift?

Your canvasser can help. Contact the canvassers listed below for more information about the *VCC Vision for the Future* Family Campaign.

Sheilah Henderson local 7237

Family Campaign Chair

Des Dougan local 7525

Administrators Appeal Chair

Bob Aitken local 7505

Faculty Appeal Co-chair

Moreah Hamend local 8523

Faculty Appeal Co-chair

Jane Westheuser local 7147

Faculty Appeal Coordinator

Dennis Cumming local 7399

Staff Appeal Co-chair

Carey Stoneberg local 8314

Staff Appeal Co-chair

Rebecca Davey local 7148

Staff Appeal Coordinator

A Call to Action

This campaign is not just about bricks and mortar. It is about our students and their education. Giving them the classrooms, lecture theatres, labs, studios and study spaces will enhance their development of skills and knowledge needed in the workplace. It is this dual focus — on VCC students and on the region's economy — that makes this investment opportunity a unique and significant proposition.

— Thank you

