

Thank you for helping us to do **MORE**



The inaugural class of Honours Bachelor of Science – Nursing degree students, Owen Sound Campus, September 2022.

Through the *Frontline Support: Health-care Heroes Closer to Home* campaign, Georgian is creating pathways for future nurses to study, work and thrive close to home. Thanks to the generous support of our donors, and the confidence of our government and community partners, we have taken a monumental step forward in this journey.

The landscape of health care is changing with each passing day. In emergency rooms, hospitals, clinics and long-term care homes across Ontario and throughout Bruce, Grey and Simcoe Counties, we are facing a shortage of nurses – one that has been festering for years and only intensified during the COVID-19 pandemic.

As our communities continue to grow, our population ages, and new health-care challenges arise as retirement looms for many health professionals, the need for nurses is more critical than ever. Georgian has long been known for offering quality nursing education in partnership with other postsecondary institutions, but to attract and retain these qualified nurses locally, we needed a holistic, four-year degree program in our own backyard.

Frontline Support was Georgian's solution

Launched in 2021, the campaign has helped to ensure that the next generation of nursing professionals can and will be trained close to home. The campaign has connected donors and partners to create immense opportunities for aspiring nurses in our local communities and provide a nurturing ground to build their careers right here in Central Ontario.

Since the campaign's launch, donations at every level have served as the building blocks for this new program. These gifts have supported capital renovations underway on our campuses; helped to purchase advanced simulation equipment and learning technology; created scholarships, awards and bursaries to ease the financial burden for promising nursing students; and earmarked funds to conduct innovative research with impact.

This is the moment we have been waiting for

The success of our *Frontline Support* campaign, and the launch of the new nursing degree program, rests first and foremost on the shoulders and immense generosity of our donors – individuals, corporations and community partners who have rallied behind Georgian's cause and share our vision for nursing education here in Bruce, Grey and Simcoe Counties. Our donors, supporters and partners have stepped up to help us raise more than \$5.4 million to date for the *Frontline Support* campaign, making it possible to launch Central Ontario's first Honours Bachelor of Science – Nursing degree program in September 2022.



| The inaugural class of Honours Bachelor of Science – Nursing degree students, Barrie Campus, September 2022.

Many of our donors come from, and continue to make their lives in the local communities that will be cared for by the nurses who graduate from the Georgian nursing program. Their support for the campaign demonstrates the pride they share in the healthy future of this region and the utmost faith they possess in our students and faculty to deliver on that future – and we are incredibly grateful to have them in our corner.

The Class of 2026, entering second year this fall, is the first of many groups of talented future professionals who will turn the tide on the imminent shortages we now face. By bringing more nurses, more expertise and more compassionate care directly to our communities, this program is poised to significantly contribute to the health of our region, economy and the nursing profession as a whole for generations to come.

To our donors: we couldn't have achieved this impact or reached this point in our journey without you. The impact you have created so far and the difference you have made for the future of nursing in our communities and the students, patients and professionals who can now benefit from the positive change it will bring is incredible.

On pages 20 to 22, you will read stories of impact that shine a spotlight on just some of the many generous donors whose support has prepared Georgian to reach this milestone and whose leading philanthropy has and will continue to inspire future donors to help us surpass our campaign goal. Thank you.



Sometimes you can't see the legacy that you leave, but the impact is real.

By including Georgian College in your estate planning today, you are unlocking the power to dream for future generations.

Please consider including Georgian College in your will or life insurance. Education changes lives, and your support will help turn dreams into reality.

Begin the conversation today.
 Email jessica.comella@georgiancollege.ca
 or call 249.388.1248.

GeorgianCollege.ca/giving



Impact MORE.

To achieve the success we have thus far for our *Frontline Support* campaign, Georgian has relied on the visionary generosity of donors, partners and volunteers. Collectively, the community support received to date has allowed Georgian to create a world-class program unlike anything seen before in the community, and also demonstrate that we are all in this together. We cannot slow down now – it is time to do even more. And we are ready. Here are a few stories of impact.

Grey County

Budgeting for the future of nursing

Our government leaders are meant to inspire the community and advocate on behalf of the greatest good for the constituents they serve. Recognizing the critical shortage of nurses impacting the local health-care system in the wake of COVID-19, Grey County boldly stepped forward in October 2021 to announce \$1 million in support of capital renovations at the Owen Sound Campus.

As part of the ongoing health-care initiatives reserve fund, this contribution to the *Frontline Support* campaign is a commitment to help curb the impact of the current health-care crisis through a properly equipped and furnished nursing degree program. It was also a pledge to provide opportunities for promising local students to complete their training and start their careers close to home in Grey County, something not possible under the previous model.

“Very often, the urban hospitals that provided placement opportunities for students in the final part of their programs were able to hire them upon graduating,” said Grey County Chief Administrative Officer Kim Wingrove. “This put rural communities like Grey County at a real disadvantage when competing for badly needed new registered nurses.”



Georgian opens the ultra-modern Nursing and Wellness Wing at the Owen Sound Campus on Sept. 22, 2022.



Members of Grey County Council tour the Nursing and Wellness Wing while it's under construction (April 2022).



Georgian celebrates the largest endowed gift it has ever received, thanks to the Joyce Family Foundation (April 2022).

The Joyce Family Foundation

Reaching new heights for Frontline Support

As the largest gift to the *Frontline Support* campaign and the largest endowed gift Georgian has ever received, the Joyce Family Foundation's \$1.5-million donation signaled a game-changing moment for the Honours Bachelor of Science – Nursing degree, our future nursing students, and the future of our entire community.

Announced in April 2022, the generous donation created a permanent endowment and established a bursary program for nursing students, with four \$4,500 renewable bursaries awarded to new, full-time students

each year. Students will be chosen to receive these bursaries based on financial need and evidence of overcoming obstacles and adversity in their personal or academic journeys. One of the four bursaries is also earmarked for a student who identifies with Indigenous ancestry.

This incredible level of support helps ensure financial hardship will not prevent aspiring nurses from pursuing the best possible education and reduce financial stress. The Joyce Family Foundation has become a catalyst for a stronger and more sustainable nursing talent pipeline in Bruce, Grey and Simcoe Counties.

Georgian College Golf Classic

Scoring big for the future of nursing

As Georgian's longest-running fundraiser and one of the region's largest charity golf tournaments, the Georgian College Golf Classic attracts 300 participants each year, including corporate partners, local businesses and community leaders, to help raise significant and increasing support for student awards and scholarships. And Georgian's 2022 event was no exception.

The 32nd-annual Georgian Golf Classic, presented by BMO Bank of Montreal and hosted at The Club at Bond Head, raised more than \$160,000 towards financial aid and critical funds needed for nursing students as part of the *Frontline Support* campaign. Overall sponsorship revenue also increased by 20 per cent, demonstrating the immense level of support that continues to grow for Georgian and our students with each passing year through this event.



Georgian Golf Classic co-chair Ray Duhamel presents past Georgian College President and CEO Dr. MaryLynn West-Moynes with the record-breaking proceeds of the tournament.

Community philanthropists honour their mother

Nancy McCullough and Craig Wallwin knew their late mother Verdi Wallwin was very proud of graduating as a registered nurse. Throughout her life, her 1953 graduation photo hung outside her bedroom, and she kept her nursing caps neatly stored. What they didn't realize was that she'd also carefully saved so much more related to her time as a nursing student. "I found it all when I was cleaning out my parents' home," said Nancy. "There was a ring, a pin, even her shoes. She kept all her textbooks, work journals, notes and exams, the graduation program and the congratulations cards people had given her."

Almost 70 years later, Craig and Nancy, along with her husband David, honoured their mother's memory by creating an endowed entrance bursary for Georgian nursing students, funding an annual \$2,000 bursary



| Verdi Wallwin in 1953

for a student in financial need entering Georgian's new Honours Bachelor of Science – Nursing degree at the Barrie Campus.

"We were raised with the importance of giving back to the community and finally having this four-year degree at Georgian is something our mom would have wholeheartedly supported. Though she would probably ask why we didn't donate anonymously," Craig said with a laugh. "But we feel this is a fitting legacy for her and we want to do it in her name." "We created this bursary to honour our mom and to thank her," adds Nancy. "She was an incredible mother – very loving and always supporting us. Family was everything to her and we adored her."

Georgian College Alumni Association

Paying it forward for future grads

The Georgian Alumni Association represents more than 95,000 Georgian graduates living and working around the world in more than 85 countries. As an avenue for alumni to stay involved with the college after graduation, the association is well-connected to the experience of our students, the challenges they face, and the type of support they need to succeed both in their studies and on their journeys after graduation.

With more than 10,000 alumni working in the health-care sector, the Alumni Association Executive Council wanted to show gratitude for their devoted work and brave sacrifices during the COVID-19 pandemic. They also wanted to ease the growing burden on these health-care professionals by opening doors for future Georgian students to pursue these careers.

In early 2022, the group made a generous \$100,000 gift



| Dr. MaryLynn West-Moynes, past President and CEO, Georgian College; Arjun Batra (class of 2007), past Alumni Association Executive Council Chair; Debbie DeCaire, Frontline Support Advisory Group member (Simcoe County); Sybil Taylor, Frontline Support Advisory Group Co-Chair (Simcoe County); Graciela Herrera, nursing student; and, Dr. Sara Lankshear, Associate Dean – Nursing Programs at Georgian.

to the *Frontline Support* campaign. By supporting the Honours Bachelor of Science – Nursing degree at their alma mater, association members are investing in the generations of Georgian graduates following in their footsteps and enabling the best possible training for the future nurses tasked with caring for all of our families, friends and loved ones.