



Western  
Alumni

# Year in Review 2019-2020


The Alumni Association  
of The University of  
Western Ontario





Western Alumni works to continually demonstrate the strength of your degree, while delivering an alumni experience like no other. We aim to foster a relationship between our alumni and Western, and among fellow alumni in networks around the world.

Our 'Year in Review' report provides an overview of our achievements and activities in 2019-2020 as we work together to realize our vision – to inspire all alumni to share a lifelong commitment, pride and passion for Western.



# 318,000 Western alumni live in 150 countries around the world



**5,350**

alumni participated in digital campaigns



**4,829**

alumni cards issued (2019-20)



**2,085**

gifts were sent to alumni in 36 countries to celebrate Western Day



**404**

alumni volunteers



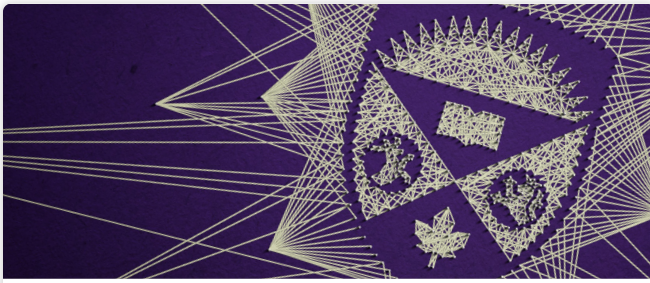
**431**

alumni career coaching appointments (2019)



**162**

travelers on 20 trips



### Ambassador Program

- Pilot project has launched in Singapore, LA, Vancouver, Montreal, and Paris



### Perks

- 54,892 alumni took advantage of affinity partner preferred rates (2019)
- Six new Perks Partners including: The Ivey Academy - Executive Education, Ontario Science Centre, Ripley's Aquarium of Canada and Royal Ontario Museum



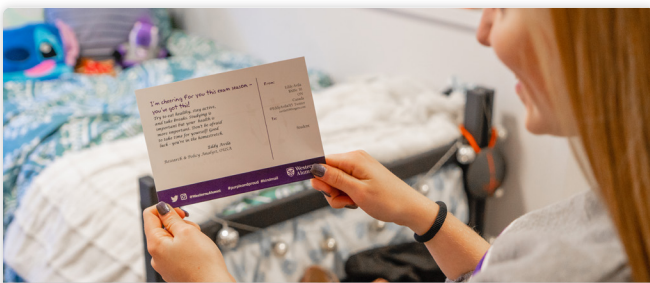
### Webcasts and Digital Learning Opportunities

- 12 webcasts - more than 11,000 participants
- International alumni participation in digital learning increased by 600% from 2018/19 to 2019/20, representing graduates from 52 countries



### Career Management and Lifelong Learning

- 600 Senior Alumni Lecture Members
- More than 300 alumni participated in Lunch & Learns and Connector events



### Kind Mail

- More than 1,400 Kind Mail messages sent to students during December 2019 exams



### Homecoming 2019

- 3,322 event registrations
- 80 class reunions



## Social engagement



**4.54 million**  
impressions from  
alumni social media  
initiatives (2019)



**54%**  
increase in Instagram  
followers @westernalumni  
(2019-20)



**96%**  
increase in Instagram  
impressions  
(2019-20)

## President's Alumni Tour

Western's 11th President and Vice-Chancellor, Alan Shepard met more than 1,400 alumni and friends during his alumni tour which included stops in London (ON), Toronto, Montreal, Shanghai, London (UK), San Francisco, Los Angeles, Sydney, Melbourne, Vancouver and Calgary.





# Our response to a global pandemic

The COVID-19 pandemic presented unique challenges for Western Alumni and we were quick to respond to the needs of our students and alumni.

## **Kind Mail 2020**

More than 600 Digital Messages sent in support of students facing final exams during a global pandemic.

## **Connecting from Home**

Our first ever global volunteer Zoom meeting was held in April and provided a platform for alumni volunteers to hear updates from Western and to “meet” each other while physical distancing at home.

## **Student Relief Fund**

Western launched the student relief fund to provide critical resources to students who found themselves with urgent expenses related to COVID-19. More than \$600,000 was raised including a \$100,000 donation from the Alumni Association.

## **Online Learning Opportunities**

While we couldn't gather alumni in person, Western's commitment to lifelong learning remained strong. More than 8,000 alumni and friends registered for our expanded offering of 10 post-COVID-19 webcasts.





Alumni Association Board Meeting, London, ON – October 19, 2019

2019-20 Alumni Association volunteers: Back row: Paul Jenkins, Amy Bi, Promod Sharma, Keith Gibbons, David Simmonds, Matt Helfand  
 Middle: Ashley Rowe, Susy Martins, Farah Perelmutter, Gary West, Sandra Datars Bere | Front: Trisha Beausaert, Sunny Uppal, Fiona Cuddy, Warren Bongard, Mark Brown (Not pictured: Kant Chong, John Moore, Melanie Peacock, Lisa Richards, Gina Uppal)

Western's Alumni Association is a non-profit organization led by an all-alumni Board of Directors. Members of the Alumni Association give freely of their time and talent to deliver the best alumni experience through active participation in: alumni and student engagement programs; support of University governance; student recruitment and development opportunities; as well as advocacy and ambassador opportunities for Western.

## Meet your Board

### 2020-21 Western Alumni Association Board of Directors

President, **Mark Brown**, MBA'95  
 Past President, **Warren Bongard**, LLB'91  
**Trisha Beausaert**, BA'11  
**Amy Bi**, BA'07  
**Kant Chong**, BA'03  
**Sandra Datars Bere**, BA'87, MPA'06

**Matt Helfand**, BA'13, MA'14, JD'18  
**Shannon MacDonald**, BA'90  
**Susy Martins**, BA'01, BA'03, MBA'08  
**Daniel Matthews**, BSc'09, JD'14  
**Melanie Peacock**, MBA'90  
**Farah Perelmutter**, BA'91

**Lisa Richards**, BA'06  
**Ashley Rowe**, BA'11  
**Patrick Searle**, BA'11  
**Laura Spero**, BA'95  
**Promod Sharma**, BSc'84  
**David Simmonds**, BA'07

Thank you to our sponsors

