

NOT IF, WHEN.

THE CAMPAIGN TO
CREATE CHANGE



CAMPAIGN FAQ'S

What is the campaign?

A philanthropic initiative that is channelling donor support into the areas they are passionate about to create change in the wider community.

UQ is literally built on philanthropy, from the St Lucia campus, to the Schools of Law and Medicine, our world-class institutes, and thousands of scholarships. We want to do much more for the community and be proactive in building the resources to do so.

Accelerating vital research, generating more student support and scholarships, and advancing teaching and learning initiatives will all be priorities for visionary donors, both big and small, who will partner with UQ.

Who is behind the campaign?

The campaign is led by Professor Ian Frazer AC FRS and his wife, Mrs Caroline Frazer. They Co-Chair the Campaign Board, an advisory group of volunteers from the UQ community. UQ Vice-Chancellor and President Professor Peter Høj, Deputy Vice-Chancellor (External Engagement) Mr Rongyu Li and Pro-Vice Chancellor (Advancement) Ms Jen Karlson CFRE also sit on the Board.

The challenge

UQ wants to ensure that those people in our community who have the financial means to make a difference choose UQ as their trusted partner to achieve their vision for a better world.

The campaign brand

Not If, When – the Campaign to Create Change.

This campaign brand captures the ethos of The University of Queensland. UQ is synonymous with creating change that results in solutions that will transform societies in Queensland, Australia and across the globe. The success of these outcomes requires the support of our communities with funds, with advocacy, with action. Together, our greatest days lie ahead.

What is the campaign goal?

The financial goal of *Not If, When* – the Campaign to Create Change is \$500M. However, raising funds is not the only goal. The campaign allows UQ to galvanise alumni and community interest in the University, providing a better understanding of UQ's importance and impact. By raising this type of awareness and support, we will be able to position UQ as a worthy giving destination and significantly grow our donor base.

Campaign priorities

Empowering Student Success – through more resources for scholarships, accommodation and opportunities for international experience;

Transforming Teaching and Learning – by attracting and retaining the best academic leaders and improving learning environments;

Driving Discovery and Impact – through research strengths that innovate and create solutions.

For more information visit uq.edu.au/giving

**NOT IF,
WHEN.**
THE CAMPAIGN TO
CREATE CHANGE



**THE UNIVERSITY
OF QUEENSLAND**
AUSTRALIA

YOUR GIFT ALWAYS GOES TO THE CAUSE OF YOUR CHOICE.

Research

Advancement's Marketing and Communications team worked in partnership with Ipsos, the market research company that tracks the UQ brand in general. The research included alumni, donors, prospects, staff, and the general public. Ideas and attitudes toward philanthropy in general and philanthropy to UQ were explored through a series of focus groups in Australia and an electronic survey sent nationally and internationally. Based on the information from the market research that created the campaign brand of *Not If, When* – the Campaign to Create Change, the concepts in the table below describe what resonates most with our constituents and what does not resonate.

NOT IF, WHEN – THE CAMPAIGN TO CREATE CHANGE	
✗ DON'T TALK ABOUT	✓ TALK ABOUT
DOWNSTREAM RESPONSE UQ doesn't wait for problems to emerge.	UPSTREAM PREVENTION UQ proactively looks for solutions.
GARNERING SYMPATHY UQ doesn't need funds to keep the lights on.	INSPIRING HOPE AND FUELLING PROGRESS UQ has the means and expertise to solve problems and looks to philanthropy to help make solutions happen.
UNIVERSITY RESOURCES The University is well-run and a positive place for investment.	POSITIVE OUTCOMES POWERED BY UQ AND THE COMMUNITY What the University can accomplish with the community is phenomenal.
THE MONEY YOU GIVE It isn't about the monetary amount of a gift.	THE IMPACT WE HAVE MADE It's about the impact the gift can have on significant issues.

Why is UQ doing this campaign now?

As a leader in higher education, UQ has demonstrated its value as a destination for philanthropic investment. Our leadership, donors, prospects, alumni and community have indicated they are ready support this significant and historic effort. UQ will be the first university in Queensland to launch such a wide-ranging effort.

Have any other Australian universities launched a philanthropic campaign?

The universities of Melbourne, Sydney and Western Australia launched similar campaigns several years ago. Many universities around the world – including Oxford, Cambridge, Harvard, Stanford, UCLA and Berkeley – have run successful campaigns and some are planning their third or fourth iterations.

Is this a reaction to decreasing government funding?

No. UQ seeks philanthropic partners who want to achieve transformational societal outcomes through UQ. Philanthropic dollars are over and above operations funding.

Isn't this what Advancement does every day?

This campaign is about the whole university. Advancement may facilitate the fundraising and engagement aspects, but the campaign will only be successful if the entire University community participates at every level.

Does this mean that the Annual Giving program will stop?

Not at all. Annual giving is the backbone of philanthropy. It is through this program that many donors make their first gift.

Can I direct my gift to any program at UQ?

The donor always decides where their gift will be designated.

What kind of gifts count toward the campaign?

All gifts and pledges of any size and designation received by UQ through the close of 2020 count towards our campaign goal.

Isn't philanthropy only for the wealthy?

Absolutely not. In 2016, 82% of donors gave under \$1,000.

Legacy of philanthropy at UQ

Philanthropy is not new to UQ; we were built on it. Donors have been partnering with UQ to achieve exceptional outcomes for over 100 years. The St Lucia campus itself was purchased because of a donation. In 1926, Dr James O'Neil Mayne and his sister Mary Emelia Mayne gave £55,000 to purchase the flagship campus at St Lucia.

Media enquiries

If you receive any inquiries from the media, please contact:

Mark Schroder
Manager, Marketing Communications (Advancement)
T +61 7 3346 3921
M 0403 481 758
m.schroder@uq.edu.au

For more information visit uq.edu.au/giving

**NOT IF,
WHEN.**
THE CAMPAIGN TO
CREATE CHANGE



**THE UNIVERSITY
OF QUEENSLAND**
AUSTRALIA