

# HEARTS & MINDS



REACH MINDS | TOUCH HEARTS

CAMPAIGN CURRENTS

## HEARTS & MINDS CELEBRATED AT CAMPAIGN LAUNCH!

It was inspirational. It was exciting. It was a celebration to mark the launch of The Hearts & Minds Capital Campaign.

Campaign Chairman Paul Sobey, officially kicked off Saint Mary's University's \$40 million fund raising campaign by announcing that the University has already hit the \$24 million mark.

"Reach Minds & Touch Hearts — that's what our campaign is all about," said Mr. Sobey, President and CEO of Empire Company Limited, and Chair of the Campaign.

The day featured two events. Faculty and staff were the first to hear the good news with a special celebration in the morning. Another gathering was held later in the day for alumni, friends, corporate partners, media and the entire community.

In a huge tent on the University's front lawn, Mr. Sobey and the University's leadership team unveiled the Campaign's fund raising priorities, and celebrated early progress, with several hundred guests in attendance.

Hearts & Minds represents the largest ever fund-raising campaign in the University's history. The goal of the Campaign is to raise \$40 million to fund priority projects including new academic space, and facilities for a health and wellness centre and arena that will serve students, faculty, staff and community. Increased financial aid for students, enhanced academic and research funding and improved childcare services round out the list.

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Paul Sobey, Chair, Hearts & Minds Capital Campaign.



The Leadership Team: (left to right) Dr. J. Colin Dodds, Paul Sobey, Zach Churchill & Paul J. Dyer.

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Paul Sobey described the \$40 million objective as “an ambitious but obtainable goal,” and saluted the efforts of alumni, friends, and staff for months of concentrated effort in making the Campaign launch a reality. “Our University is respected for the quality of its educational excellence and its can-do attitude.”

Saint Mary’s President Dr. J. Colin Dodds was thrilled with the launch event and praised the early leadership of volunteers, donors, faculty, alumni and friends of the University. “The Campaign ensures that we have the resources in place to remain a first class institution. The high calibre of faculty and their research is a great strength to our University and it’s an exciting era of growth and enrichment for Saint Mary’s. We must also never forget that friend-raising and fund-raising go hand in hand. Thank you for your confidence in Saint Mary’s.”

SMUSA President Zach Churchill described the fund-raising effort to date as “an amazing achievement that will benefit students greatly.” To date, \$2.2 million has been raised to support new student scholarships and bursaries.

While recognizing the work of volunteers and donors, Zach took the opportunity to announce that SMUSA has initiated its own fundraising goal of \$300,000 to support students in financial need.

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Campaign Chair Paul Sobey announces that \$24-million has been raised to date in support of the Hearts & Minds Campaign.



Paul J. Dyer, Chair of Saint Mary’s Board of Governors, and Chair of the Hearts & Minds Campus Community Campaign.

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Paul Sobey (*left*) accepts a gift from Zach Churchill. (*right*)

Zach also presented Paul Sobey with a rendering of the Sobey School of Business building - named for the Sobey family's considerable support of the University.



SMUSA President  
Zach Churchill.

The speakers gave way to the presentation on twelve-foot high video screens that surrounded guests. The presentation featured faculty, staff, students and alumni who reflected on their own Saint Mary's experience and how it has touched their hearts and minds.

The ceremony reached a crescendo thanks to the powerful and impressive voice of ultra-talented Nova Scotian singer Kate Quinn. Written by her father Bob, the song "She's Calling to Me" echoed the appeal and love for Saint Mary's University.



Vocalist Kate Quinn

"For any organization, \$40 million represents an ambitious goal," said Anne Melanson, Director of the Hearts & Minds Capital Campaign. "But the University's friends are showing exceptional support. Faculty, staff, students, and friends have brought the University to the 60% mark. We're off to a fantastic start."

Find out more! [www.heartsandminds.ca](http://www.heartsandminds.ca)



Past & Present – Paul Sobey (*left*) with his father David (*right*). Dr. David Sobey was the Chair of the last capital campaign for Saint Mary's, over a decade ago.