

# Creating McGill's third century – together

Partnering for success



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**MADE**

by McGill

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As we embark on our third century, we remain focused on driving life-changing research and preparing students to tackle the most complex issues facing our world – among them preserving our environment, fighting infection and disease, understanding how our brains work, and building a fairer and more humane society.

To accomplish this, **Made by McGill: the Campaign for Our Third Century** seeks to raise \$2 billion to support our bold ambitions: to confront global problems head on, to shape future-ready leaders, and to give individuals from all backgrounds the training and experience to drive change and develop solutions that create a better and fairer world.

We are reaching out to you – our corporate partners – and inviting you to **join us at this pivotal moment** in McGill's journey.

## Access to research

McGill has historically been home to recipients of many of the world's top research awards, with more Rhodes Scholars and Nobel Prize winners than any other Canadian university.

Our researchers are pushing the boundaries of knowledge and exploring new pathways in hundreds of fields. With its world class high performance computing infrastructures, Open Science platforms, health simulation facilities, environmental sustainability discovery hubs and AI and data science networks, McGill is driving actionable solutions that are helping businesses, governments and citizens create a healthy and sustainable world.

By helping to bolster McGill's research efforts, your company will amplify its investment by gaining access to leading experts in fields of mutual interest. You will also have an opportunity to connect with cutting-edge research facilities to accelerate solutions to your industry-specific challenges, while optimizing your R&D resources.



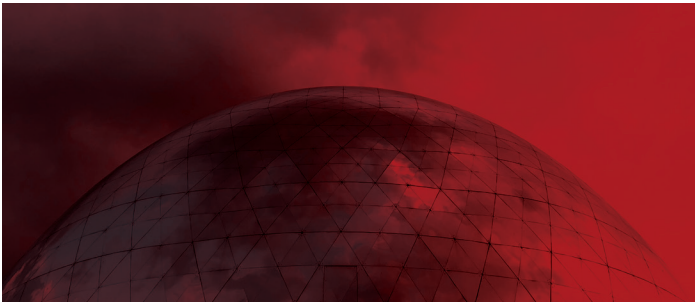
**Hilary Lee, BCom'20**

Organized first-ever McGill Startup Career Fair as President of the Student Executive Team of the McGill Dobson Centre. Scarlet Key Award winner.

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*By lending your support to our key campaign priorities, you will align yourself with McGill's global innovation network – our leading-edge researchers, talented students and alumni – and with our widely recognized brand.*

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## Access to global talent

McGill is a place where those with the talent and drive to succeed can realize their dreams. Hailing from more than 150 countries, our students make up an internationally diverse population and have the highest entering grades of any Canadian university student cohort.

You can help McGill ensure that these brilliant young minds become creative and engaged citizens who will make a positive impact on the world around them. Through your support of internships, you will enable students to participate in meaningful hands-on learning experiences, here in their local community or around the world. You can also help us build more experiential learning opportunities into the fabric of teaching and learning, and bolster access to entrepreneurship training and experiences.

By contributing to these student enrichment initiatives, you will gain access to a diverse, global and highly mobile pool of exceptional students across 11 faculties and 14 schools, and position your organization as an employer of choice. You can also fulfill your executive education, workforce development and reskilling needs through the **McGill Executive Institute**, which provides custom executive education.

## Access to a global innovation network

McGill is a powerful incubator of new discoveries. Our students and faculty have an unquenchable drive to improve the world around them by bringing their creative ideas from their classrooms and laboratories to the marketplace.

**Our Dobson Centre for Entrepreneurship** fosters ambitious student entrepreneurs and is ranked amongst the world's Top 20 university business incubators. In the past decade, our Executive Institute has provided learning solutions for talent in 44 of the Top 50 companies in Canada. And the **Bensadoun School of Retail Management** brings together AI, big data, neuroscience, sustainability and other disciplines to explore the future of retail.

You can help McGill nurture a vibrant innovation ecosystem that fuels new discoveries through your support for seed funds, innovation training across faculties, and by targeted funding for early-stage ventures that close the gap between research, discovery and proof of concept. By partnering with McGill, you can stay connected to our latest research innovations, while boosting your visibility and gaining exposure to our global innovation network.



## Amplify your investment

McGill invites you to partner with us at this exciting time in its history. By supporting our brilliant students and talented researchers, you will be aligning your organization and its values with our University's vibrant international community and world-class reputation while contributing to a healthier, safer and more equitable world.

**Join the Campaign for Our Third Century.**  
**Together, we can forge a brighter future.**

# Full Circle Engagement

McGill is committed to forging mutually beneficial relationships with our corporate partners. Our approach is based on identifying our partners' challenges and co-creating value propositions around fundamental business challenges.



## Areas of impact include:

### Economic Development

- › Innovation and technology transfer
- › Entrepreneurship

### Executive Engagement/ Workforce Development

- › Guest lecturing and mentoring
- › Leadership Advisory Board membership
- › Reskilling and continuing education opportunities

### Student Engagement/ Talent Acquisition

- › Recruitment: full-time, internships
- › Involvement with student and alumni events
- › Case competitions and judging

### Research and targeted solutions

- › Collaborative research partnerships
- › Fundamental, applied research

### Philanthropy/Sponsorships/ Naming opportunities

- › Faculty chairs and professorships
- › Scholarships/fellowships
- › Equipment donations

For more information:

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