

# Brave the way.

Philanthropic Campaign



The *Brave the way* campaign is an opportunity to transform UdeM into the university that is best equipped to meet the challenges our world is facing today and tomorrow.

**Our vision is clear: Université de Montréal will be the most influential French-language University in the world.**

We will generate the most innovative ideas through our interdisciplinary and interconnected approaches. We will invent new ways of collaborating, teaching and learning. And we will equip our students with the critical thinking, creativity, cutting-edge knowledge, and entrepreneurial spirit they need to thrive and drive progress.

Together for a better world

## Bold objectives

### Raise \$1 billion

We believe in big ideas, so we are aiming higher than anyone has ever dared. Our objective is to offer students best-in-class learning experiences that will empower them with the skills and knowledge to succeed. We'll champion innovation, foster creativity, and encourage discovery for the common good. We'll build stronger communities. And do everything possible to ensure our planet, people and animals prosper and thrive.

### Engage alumni in 200,000 meaningful interactions

Through volunteer work, mentoring, giving, leadership and active participation, Université de Montréal graduates will give their time and talent today to build the world of tomorrow. Between now and the end of the campaign, we are asking them to engage in 200,000 meaningful actions that will make the university even more attractive and relevant.

# It's time to set our priorities

The *Brave the way* campaign is built on four pillars, each representing a core strength of UdeM and a promising avenue for progress. These pillars address areas of critical need and leverage our university's unique ability to implement positive change.



Goal: \$400M

## 1. Enhance the student experience and develop their full potential

We want everyone studying at Université de Montréal to find what they need to ensure their well-being, flourish and be a force for good in the world – regardless of their interests, goals, status, origin, age, or social class.

### **Transformative ideas**

Improve living and learning spaces; attract and retain top talent; launch the RECI program; promote sports and healthy lifestyles; support entrepreneurship; create *Cercles de l'UdeM*.

### **Generate results**

By supporting the *Brave the way* campaign, you are providing our student community with enhanced physical and digital environments, as well as living spaces that improve collaboration and life within the University.



Goal: \$300M

## 2. Create, discover, and innovate for the common good

Society is undergoing unprecedented upheaval in every field: political, ethical, digital, scientific, health, social and environmental. The need for fundamental answers is vital. How can we do this? By bringing together specialists from all sectors to innovate as a team.

### **Innovative ideas**

Prioritize research on ESG issues; establish the *Maison des affaires publiques et internationales*; bring the *Institut multidisciplinaire en cybersécurité et cyberrésilience* to life; develop new sustainable materials and processes; expand research-creation opportunities.

### **Be part of the next breakthroughs**

By supporting the *Brave the way* campaign, you'll be giving our researchers and student community the means to push innovation even further.



Goal: \$200M

## 3. Ensure the health of the planet, our animals and all humans

The health of all living organisms is interdependent. Our holistic approach to health – unique in Canadian academia – is more essential than ever.

### **Vital ideas**

Ensure that artificial intelligence works for the planet; make Québec self-sufficient in terms of medication; drive biomedical innovation; provide leadership for the "*Une seule santé*" approach; partner with hospitals for better patient outcomes.

### **Heal the world**

Your donations help improve the world's health on every level.



Goal: \$100M

## 4. Foster community development

Glaring inequalities in education, justice, and healthcare demand urgent solutions.

### **Unifying ideas**

Make room for diversity; consolidate our positioning in international cooperation; develop our social clinics.

### **Create positive change**

By supporting the campaign, you'll be helping us fight inequality at home and around the world.

**Our campaign tools**

