



**Smith**

SCHOOL OF BUSINESS

Queen's University

# IMPACT REPORT

2019-2020

**THE POWER OF GIVING BACK**  
SUPPORTING STUDENTS FOR TODAY AND TOMORROW



## OUR MISSION

**We develop outstanding leaders with a global perspective, and create new knowledge that advances business and society.**

## INSPIRED GIVING

We often hear from student award recipients that they are inspired by their benefactors and hope to give back one day. This year, you will read stories of that hope realized. The featured alumni, donors and volunteers share their experiences as students and their inspiration for paying it forward to help the next generation at Smith. We are grateful to have a community where, together, we have built a culture of giving and volunteerism.

This year's Impact Report also exemplifies the many ways in which our community of donors and volunteers are already helping change and support diversity and inclusion at Smith. Admittedly, there is much more to do. Still, as you read the stories in this report, you will see how philanthropy and our alumni volunteers help students through needs-based awards, networking and mentoring, and creating opportunities for Indigenous, international and entrepreneurial students.

Year after year, the commitment of our reunion volunteers and generosity of our reunion-giving donors is extraordinary. This past year alone, class funds supported 100 students, with 88 per cent of our class funds allocated towards needs-based student awards.

On behalf of Smith students—the next generation of leaders for business and society—a heartfelt thank you for your volunteerism and investment in education to support our mission.

JEANETTE HEPBURN, BCom'89, CFRE  
Executive Director of Development  
& Alumni Engagement



## THE POWER OF GIVING BACK

When Gaurav Upadhyia, BCom'91, thinks about his parents, one word comes to mind: *courage*. Gaurav was born in India. At three, he fell ill with polio. At 12, his parents moved the family to Canada.

Both his mother, Neeta, and father, Krishna, were well educated. His dad was a mining engineer with international qualifications. But in Canada, he couldn't get a job as an engineer, so ended up running convenience stores in Winnipeg, where the family settled. His mom, meanwhile, was unable to get a job teaching in high school despite her having several degrees. "My mom and dad were very courageous to leave a life of comfort by emigrating so I would have better opportunities as a person with physical disabilities."

One thing Gaurav learned from his mom was the importance of helping others. After raising Gaurav and his brother, she became a foster mom to Indigenous children with high medical needs. "My mom was a strong-willed woman. If she felt something needed to be done, she went out and did it. We grew up with a strong sense of giving back."

Gaurav took that lesson to heart for his 25th class reunion in 2016. By then, his parents had both passed away, and Gaurav had built a successful business career. (He's now the global chief actuary and chief risk officer at Foresters Financial.) "My parents were big believers in education, as am I. So that's where I decided to put my attention."

Gaurav established the Upadhyia Family Indigenous Award at Smith. It's named in honour of his parents and goes to an Indigenous student entering first-year Commerce. Recipient Ocean Fayant-Barz, Comm'23, says the award had a huge impact on her and her mom. "We were never really proud of our Métis heritage—we've had to deal with a significant amount of intergenerational trauma," she says. "This award proves we should be proud of our Indigenous status and all the hardships we've conquered together."

Gaurav says he has learned much about hardships for Indigenous Canadians in society and how we can all be part of reconciliation. He's made a point of meeting every award recipient to date. He says: **"It has energized me to become more of an advocate for diversity and further inclusion of traditionally marginalized communities."**

**"It has also shown me how we all have power to take personal actions to be part of Canada's reconciliation with Indigenous people."**

Smith School of Business has an Indigenous recruitment officer to help recruit students and support the Indigenous community studying at Smith. This initiative was funded by contributions to the Dean's Innovation Fund.

## DID YOU KNOW?







## Supporting students? Keeping alumni connected? None of this happens on its own.

### BUILDING OUR COMMUNITY

Thankfully, Smith alumni are up to the challenge. Each year many contribute their time for their classmates and the school.

Each volunteer in the Smith alumni network has their own reasons for getting involved. Take Alexandra Boasie, EMBA'19. Her time as a student inspired her to volunteer. "The Executive MBA was one of the most rewarding experiences I've ever had. It challenged me to use a different part of my brain, to look at things differently. I wanted to make sure that others have the experiences I had."

Before coming to Smith, Alex built a career in health services in Toronto. Her background was in science, previously completing her MSc from Queen's University. She enrolled in the EMBA program to strengthen her business acumen, strategic thinking and achieve professional growth. "Our class was a very strong group. We were very close-knit, passionate, and learned a lot from each other," says Alex, who today is leading surgical transformation as a manager within the Sprott Department of Surgery at University Health Network in Toronto.

Her class camaraderie showed when it came time to support future students through the EMBA Legacy Fund. Alex joined the fundraising committee and recalls an important decision the group made. "We decided not to focus on the amount raised. We focused on a goal: What did we want to accomplish? How were we making an impact and for whom?" That, she says, "created an objective to which everyone wanted to contribute." In the end, her class did raise a substantial amount—more than \$60,000. They also reached 100 per cent participation.

Since graduation, Alex has continued volunteering. She's a member of the executive of Smith Business Club Toronto, one of a number of Smith alumni clubs. Alex loves the fact that alumni are able to connect through club activities, giving them the opportunity to learn from speakers and network through social events (even though lately, with COVID, these have been online).

"We're connecting our alumni and we're trying to bring a really unique experience to everyone," she says. **"It's a fantastic way to keep in touch."**

### SMITH VOLUNTEERS GIVE BACK

By getting involved in reunion-giving campaigns, Smith Business Clubs, and acting as student project volunteers or guest speakers and more, alumni play a vital role, helping students and strengthening the alumni network.

## OPENING DOORS

# Think back to school—Was there a teacher who especially influenced you? Had a lasting impact?

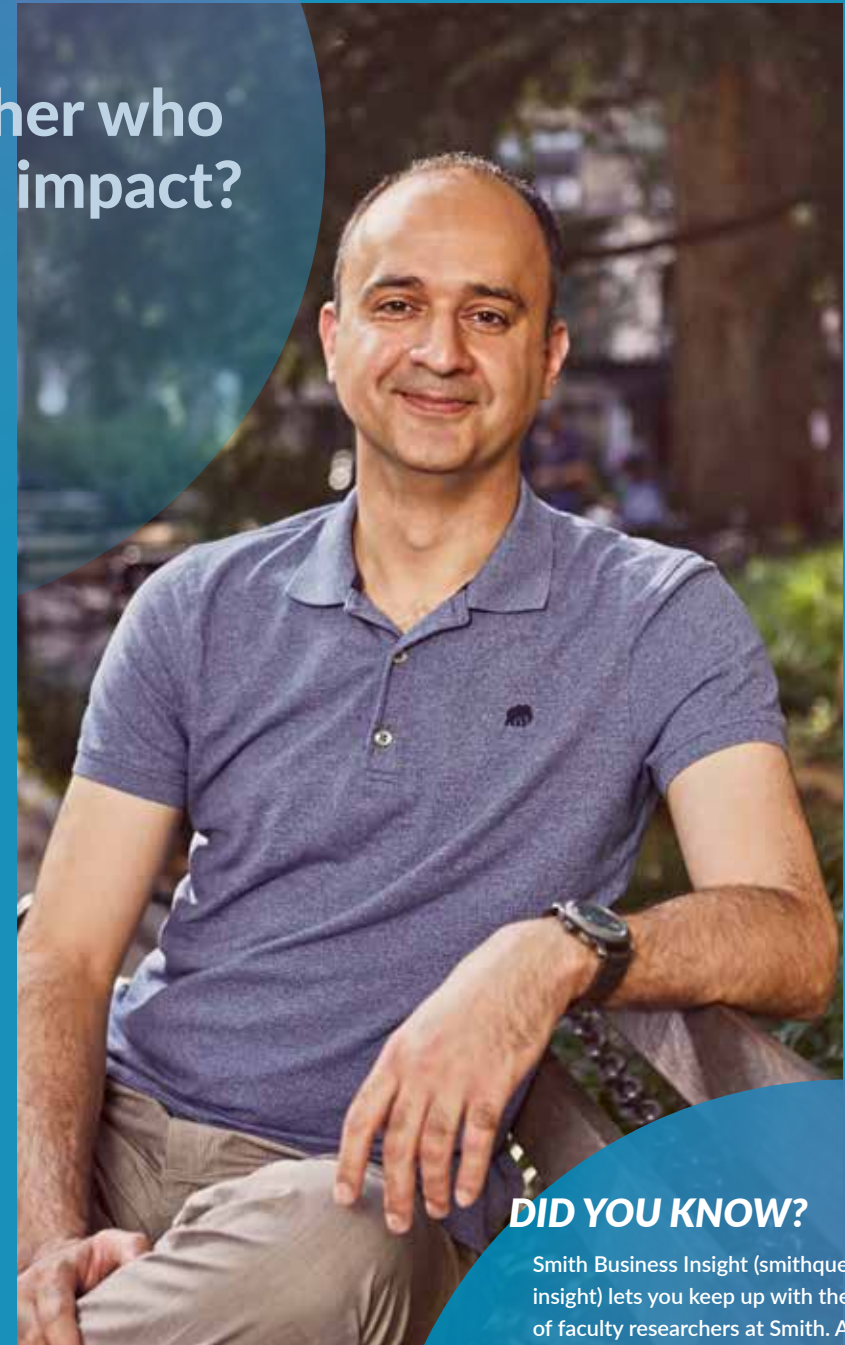
For Kamyar Moud, MSc'04, such a teacher was Jeff McGill, longtime Smith professor and researcher who passed away in 2018. “Jeff was a friend,” says Kam. “He and Queen’s changed the course of my life.”

Kam was introduced to Professor McGill at an information session for prospective students in Toronto. Kam had only recently come to Canada from Sweden. Before that, he lived in France, South America and Iran, where he had earned engineering degrees. In Canada, Kam wanted to go back to school to kick-start his career. McGill encouraged him to apply to the Master of Science in Management program. “Jeff said, ‘Why don’t you come down to the campus,’ and I did,” Kam remembers. “We spent several hours talking. What I noticed was how much he was willing to help in every aspect. He cared a lot about people.”

That attitude continued after Kam enrolled. He recalls how much time McGill took with students—and the attention he paid helping Kam build his financial expertise. “With his support, the doors opened up for me,” says Kam, whose career in finance and fintech has since taken him from Toronto to New York City, working in investment risk, data analytics and quantitative modeling. Today he’s an adjunct faculty member at Columbia University and runs his own firm, Aarmaiti Intelligence.

Upon graduation, Moud thought he’d like to repay McGill for his help. Several years later, in 2015, he did just that, establishing the Jeff McGill Graduate Fellowship. It’s given to an international student enrolled in the MSc or PhD management sciences programs. This year’s recipient is Xianfeng Meng, MSc'19, PhD'23, who says he was honoured to receive the award. “It was more than encouraging for me,” he says.

Why did Kam specify the award should go to an international student? Because he saw first-hand the difficulties his classmates from abroad faced being so far away from their homes and families. It’s also a fitting tribute to McGill and his willingness to look out for others. “This fellowship really symbolizes him,” says Kam. **“It’s given with his spirit in mind.”**



## DID YOU KNOW?

Smith Business Insight ([smithqueens.com/insight](https://smithqueens.com/insight)) lets you keep up with the work of faculty researchers at Smith. Articles, webinars and more offer practical business insights on topics such as leadership, teams, entrepreneurship, social impact, marketing, finance and analytics.



## REUNION & CLASS GIVING

Homecoming 2019 was a big success. Seventeen Commerce and MBA classes participated in reunion campaigns, raising more than \$1.6 million.

# These campaigns show the remarkable generosity of Smith alumni and students.

Class giving demonstrates the tremendous and tireless dedication of our volunteers. These campaigns support important initiatives at Smith, such as student financial aid, the Commerce Legacy Fund for Student Health and Wellness, faculty fellowships and the MBA Legacy Fund.



The Commerce'64s achieved the highest participation rate at Homecoming 2019 for their campaign supporting the BCom'64 Endowment Fund in memory of their two class leaders, Wayne Musselman and Milton Hess.



To honour their 40th reunion, classmates created the Commerce 1979 Admission Bursary for qualified students who otherwise could not afford to attend Smith School of Business. The Commerce'79s successfully raised over \$600,000 in support of student financial aid.

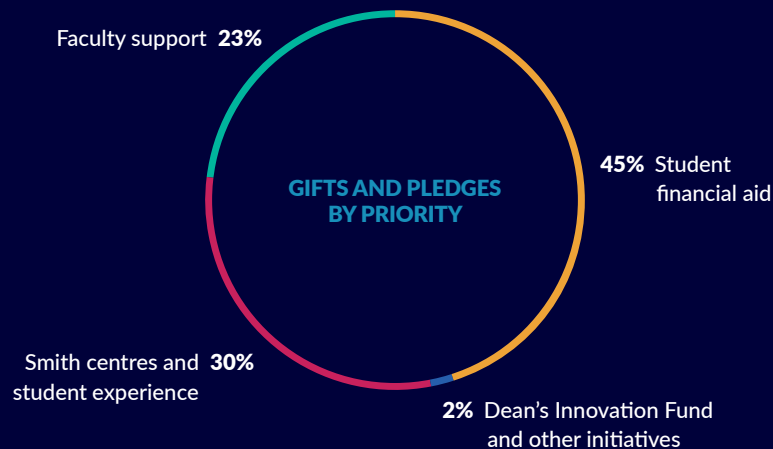
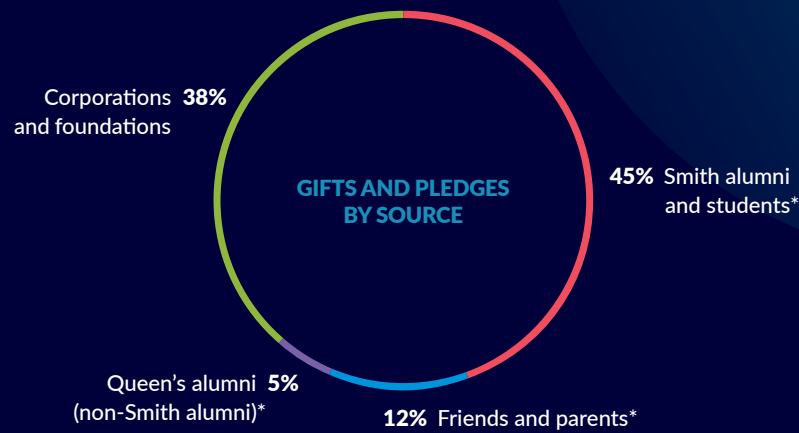
The MBA'79s launched their campaign and raised over \$150,000 to establish the MBA 1979 Scholarship Fund. They had the highest amount raised and highest participation rate among MBA classes.



## HIGHLIGHTS OF GIVING

2019-2020

Thanks to the generosity of alumni, friends, parents, faculty, staff, students and corporate and foundation partners, Smith School of Business has continued to raise funds in support of priorities that will ensure our students achieve their full potential. In the school's most recent fiscal year (May 2019 to April 2020), more than **\$5.6 million** was raised in support of Smith.



\*includes faculty and staff

## SOBEY AWARD FOR ATLANTIC CANADIANS

# Support for students can last a lifetime.

Just ask the many D&R Sobey Atlantic Award alumni. The award was created in 1999 by Donald Sobey, BCom'57, LLD'16, and his son Rob Sobey, BAH'88, for students with financial need from Atlantic Canada entering the Commerce program. As one of Queen's major admissions awards, it's valued at \$80,000 over four years.

Kyle MacDonald, BCom'11, GDA'11, became a Sobey Scholar when he entered the Commerce program in 2007. Kyle grew up in Cape Breton, N.S., and says the award changed the direction of his life. "I never would have been able to go to Smith without it, and I wouldn't have had the opportunities that I did as a result."

After graduation, Kyle went to work in finance in Toronto. Today, he is portfolio manager at Gallant MacDonald, a wealth management group within CIBC Private Wealth, alongside classmate Jeff Gallant, BCom'11. Inspired by Don and Rob's generosity, Kyle co-founded Capitalize for Kids in 2014, which has raised over \$9 million for youth mental health.

Now Kyle and more than 100 fellow Sobey Scholar alumni are working together to help the next generation of students. They've created a mentorship program that links current and former award recipients. "Once students choose a career path, we connect them with an individual working in that field," Kyle says. "We have an incredible alumni base of senior leaders.

**It's another way we can all give back."**

Sobey Scholars had the opportunity to meet Don and Rob Sobey, as well as alumni mentors like Kyle MacDonald, at the 2019 fall Sobey Lobster Supper in Kingston.







**“Everything I learned in the program I have applied to my businesses.”**

### **DID YOU KNOW?**

HeroHub is just one of over 35 businesses on the SmithConnect Business Directory. A platform showcasing Smith alumni-owned businesses, the SmithConnect Business Directory connects students and alumni with exclusive discounts and is a way to support fellow Smith grads.

### **PAYING IT FORWARD**

As an entrepreneur, Chipewyan McCrimmon, MMIE'19, wants to make the world a better place. His first venture, HeroHub, is an online platform that connects individuals wishing to donate their time with local non-profits and charities. The idea for the company came about a few years ago when Chip was looking to volunteer. But he found little information online about which charities in his community needed help.

His newest venture, FalcOn-X, aims to help landfills reduce their pollution with technology that captures, separates and purifies greenhouse gas emissions. Landfills are responsible for 20 per cent of Canada's methane emissions, Chip points out. “So it's a big problem we're looking to solve.”

Growing up, Chip didn't intend to become an entrepreneur. A Treaty 8 band member of the Deninu K'ue First Nation in the Northwest Territories, he grew up in Saskatchewan, hunting, fishing and trapping in the bush, and playing lacrosse. He played lacrosse in high school and at university.

But eventually he found himself drawn to business. Wishing to develop HeroHub as a social enterprise, he decided that he needed additional skills and expertise. So he enrolled in the Master of Management Innovation & Entrepreneurship program at Smith. “It changed my life,” he says now.

As a student, Chip received support from Smith. In the MMIE program, he was the recipient of the Catherine Bell & Kent Brown Awakened Company Award. Established by Catherine Bell, EMBA'02, and Kent Brown, the award is meant to advance entrepreneurship in society. Chip also got support through pitch competitions at Queen's.

Now, as a graduate, Chip is looking to give back. He's one of a number of entrepreneur-alumni to sign up for the Smith Founders' Pledge. Launched in 2018, the pledge is a way for alumni who have launched businesses to support the next generation by making a financial commitment to Smith once their business takes off or they've made a successful exit. “I love creating a business and seeing it grow,” says Chip. **“And I want to do my part to support future Smith students to do the same.”**



## SUPPORTING STUDENT SUCCESS

During high school in London, Ont., Alexa Jesse, Comm'21, knew that she wanted to go to business school. "I knew there would be a lot of opportunity for me. I would gain exposure to many different industries, setting me up for success," she says.

She decided to attend Smith in part due to the strength of its exchange program. Alexa was thrilled when she was accepted to go on exchange to Italy. Last winter, she attended LUISS Business School in Rome and was able to immerse herself in Italy's culture, country and its people.

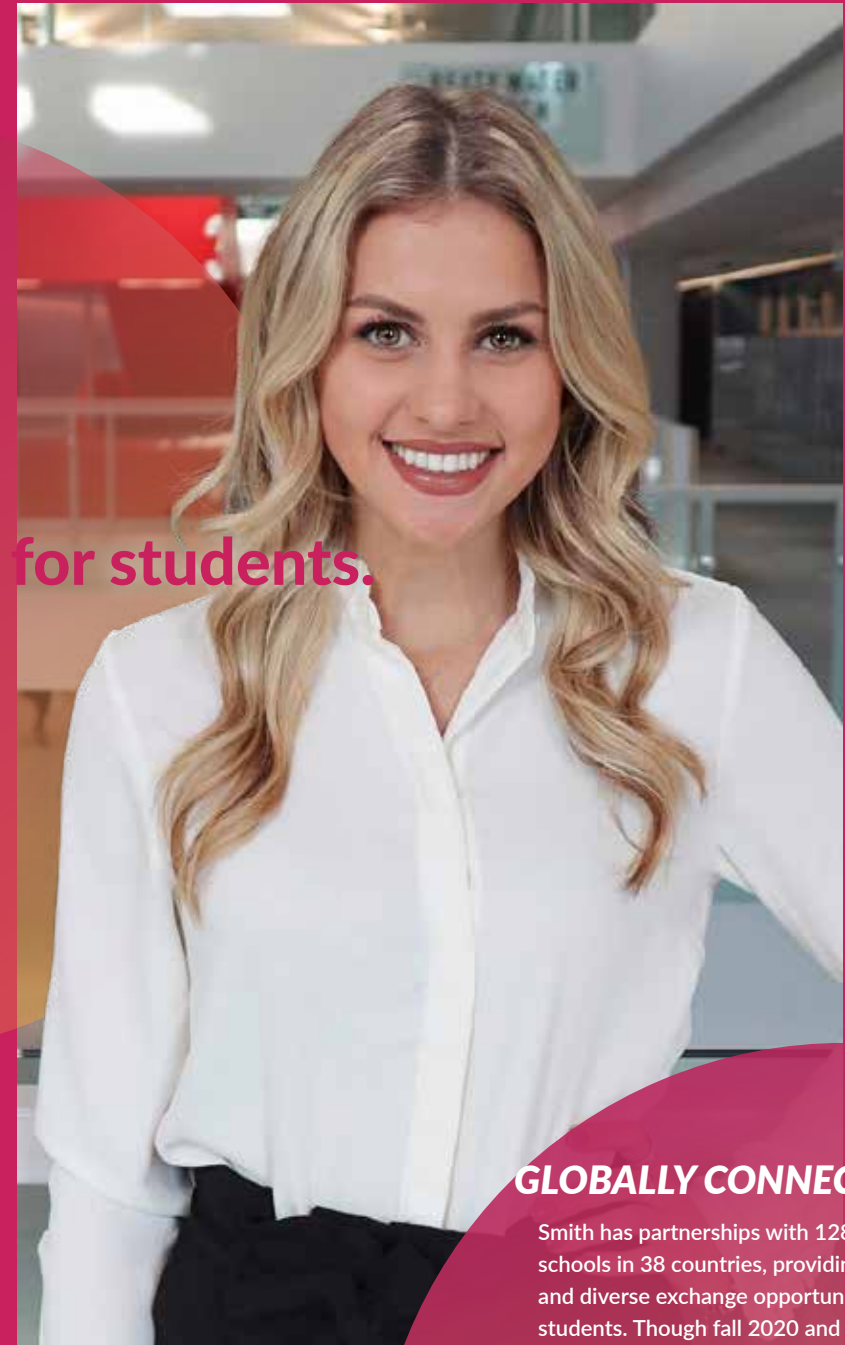
She also appreciated time in the classroom. "When I graduate, I want to work in finance. At LUISS, I really got to spend time learning about the European Union, its fiscal policies and the European system of governance close up," she explains. "That's something I will definitely take with me in my career."

## Exchange is a transformative experience for students.

Even years later, many alumni still cite exchange as a highlight of their time at Smith. But exchange can be expensive, which is why alumni and corporate support for exchange is so important. Alexa definitely appreciates the help she received as this year's KPMG Exchange Award recipient. "It really does make a difference, and I am so thankful," she says.

Andy Brown, BCom'09, KPMG's campus engagement partner, can relate. As a Commerce student, he attended Maastricht University in the Netherlands. He says that without the financial support from generous Smith donors, going on exchange would have been out of reach for him. Looking back, he says, "Exchange significantly increased my confidence. Packing up and moving to a new continent I had never visited, navigating how to live and studying in a foreign country—after exchange I felt like I could handle any challenge."

Today, Andy is an audit partner at KPMG. As a global firm with global clients, KPMG understands how important it is for students to spend time abroad, meeting and learning from diverse groups of people, he explains. **"We're pleased to support young professionals as they pursue their academic interests abroad and build a foundation to succeed in a global business environment."**



## GLOBALLY CONNECTED

Smith has partnerships with 128 top schools in 38 countries, providing superb and diverse exchange opportunities for students. Though fall 2020 and winter 2021 exchanges have been impacted by COVID travel restrictions, our Centre for International Management is working with our partners to explore new options.

## CONNECTING OUR ALUMNI

2019-2020

The real strength of the Smith network can be found in the bonds between alumni, their classmates and the school. Events, volunteer opportunities and more ensure Smith graduates stay connected to one another and with today's students.

**1,131** ALUMNI VOLUNTEERED AT SMITH IN THE LAST YEAR

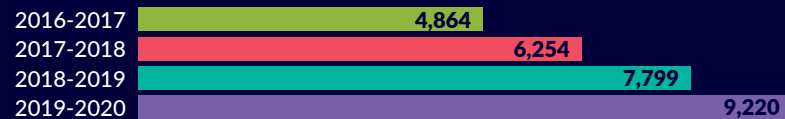
### ALUMNI EVENTS\*



### ALUMNI EVENT ATTENDEES\*



### SMITHCONNECT.COM USERS



## DID YOU KNOW?

There are now more than 25,000 Smith School of Business alumni in 86 countries. Use the geolocation feature on SmithConnect to find alumni near you!

All figures for Smith School of Business fiscal year (May 1 to April 30).  
\*Due to COVID-19, events in March and April this year were cancelled.

# Show your support

## GIVING

**Online** | Make a secure donation at [givetoqueens.ca/smith](http://givetoqueens.ca/smith)

**Phone** | 1.800.267.7837 to make a donation

**Mail** | Send a cheque payable to Queen's University to:  
Development & Alumni Engagement  
Smith School of Business  
143 Union St., Goodes Hall  
Kingston ON K7L 3N6

**Remember Queen's in your will** | Make a bequest through your will or gift a life insurance policy. Contact [investinsmith@queensu.ca](mailto:investinsmith@queensu.ca)

**Matching gifts** | Many companies have a matching gift program that will partially or fully match your gift to Smith. Visit [matchinggifts.com/canada/queens](http://matchinggifts.com/canada/queens)

**Give a gift of securities** | There are considerable tax advantages to making a gift of stocks and bonds. Contact [investinsmith@queensu.ca](mailto:investinsmith@queensu.ca)

**Join your class** | Over 50 classes have participated in class campaigns in support of Smith students. To learn more about your class initiative, contact [investinsmith@queensu.ca](mailto:investinsmith@queensu.ca)

**International gifts** | Some countries offer favourable tax treatment for charitable gifts to Queen's. Contact [investinsmith@queensu.ca](mailto:investinsmith@queensu.ca)

## GET INVOLVED

### Smith Business Clubs

Interested in joining a Smith Business Club?

Email [smithalumni@queensu.ca](mailto:smithalumni@queensu.ca)

### SmithConnect

- Mentorship
- Jobs and internships
- Business Directory

Learn more at

[smithalumniconnect.com](http://smithalumniconnect.com)

