

Inequalities emerge as universities bite fundraising hook

BY ANDREW SUNSTRUM

TORONTO (CUP) — Smaller Canadian universities say they are getting the short end of the stick as the competition for private funds proceeds at a frenzied pace — and big schools continue to make a killing.

The current \$400-million University of Toronto fundraising campaign, boasted to be the most ambitious for a post-secondary institution in Canadian history, has already secured three-quarters of its goal just seven months into its public phase.

This mammoth donor-wooing drive is just one example of the new energy colleges and universities are putting towards raising private donations. U of T's closest competition to date includes two big-time rivals hailing from Montreal and Vancouver.

In 1996, McGill University put a cap on its 'Twenty-first century fund', which raised \$205-million. They were beat out three years earlier, however, by the University of British Columbia, which successfully completed a campaign that raised \$262-million.

Smaller schools were not so lucky. Saint Mary's University, Lakehead University in Northern Ontario, and the University of Winnipeg have wrapped up fundraising bonanzas over the last five years, pulling in a combined total of \$52.9-million.

Other universities are just breaking into the fray with ongoing campaigns designed to lure a few private dollars their way. Dalhousie, Carleton, York, Laurentian and Concordia have all jumped aboard with their own campaigns.

Amidst what may appear to be good-spirited competition lies a

formula for disaster, warns Jennifer Story, national deputy chairperson for the Canadian Federation of Students.

"Those institutions who can recruit corporate funding will have a better level of education than the smaller and newer schools," she said. "Reliance on private funds leads to a system of have and have-not schools."

Derek Drummond, vice-principal of development and alumni relations at McGill, said there is no need to fret about smaller schools which aren't exactly in the big leagues from the outset.

"Their needs are not as great as ours, proportionately. It's all relative."

But a quick glance at just how much

universities are raking in relative to their needs speaks volumes. At the larger schools, private proceeds are sometimes more than half the size of the university's entire annual operating

return is the equivalent to 48 per cent.

Their smaller counterparts rarely hope to reach the half-way mark. The University of Winnipeg has targeted the equivalent of only 20 per cent of its annual budget. And with a \$7.7-million goal, the University of Prince Edward Island can only hope to raise 15 per cent of its budget.

The advertising glitz and glamour available to the big wigs makes gaining even modest ground difficult for smaller schools said Catherine Gillan, a spokesperson for UPEI.

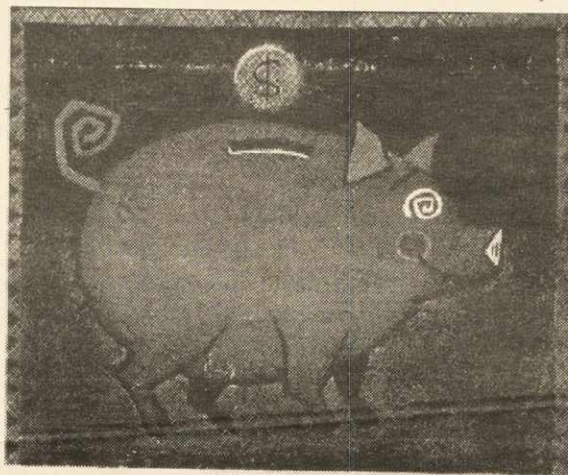
"Everyone is going to be out there looking for the same limited dollars, so competition will become a bigger issue," she said, explaining that attracting donations from national corporations is difficult when competing against

schools with cross-country exposure, such as U of T or UBC.

"I think inequity will become an issue over the years," Gillan said.

Certainly, the people power behind these fundraising drives differs wildly. Jon Dellandrea, U of T's chief development officer and the school's highest paid employee, netting a quarter of a million bucks for his services, estimates the university will spend \$2-million on its colossal campaign — nearly three times the actual fundraising goal at UPEI.

U of T currently employs a cast of 62 employees working out of their development office. McGill had 60 working on their huge campaign. But out in Halifax, St. Mary's only had five working on donor-wooing, while Lakehead had four and UPEI boasted two full-time fundraisers.



budget. U of T's \$400-million equates to about 65 per cent of its budget, while McGill's \$205-million fundraising

UPEI wary of impending government audit

BY KAREN RAWLINES,
CINDY CAMERON
AND PETER GILLIS

CHARLOTTETOWN (CUP) — Officials at the University of Prince Edward Island are skeptical about provincial plans to do a value-for-money audit of the school to see if taxpayers are getting their money's worth from the institution.

Wayne Murphy, PEI's auditor general, says both taxpayers and students will benefit from knowing if the university is spending their money wisely, adding that the audit will help UPEI make better use of its resources.

"The insights and

observations arising from such audits often suggest actions that allow the organizations to be more economical and efficient and to achieve better results with the resources available," he said.

Last year, UPEI received \$15-million in funding from the provincial government, with students adding approximately \$7-million of revenue in tuition fees.

University president Elizabeth Epperly says an audit is not necessary, as the school is already accountable for the funds it receives. Given the fact that UPEI regularly submits financial reports to the provincial government and has

outside consultants evaluate operations, she says a value-for-money audit is redundant.

"It is a waste of time, a waste of taxpayers' money, and it is inappropriate for this university," she said.

Neil Henry, the UPEI vice-president responsible for coordinating the university's response to the auditors, agrees.

"A value-for-money audit is simply jargon for what is, technically, a comprehensive audit," he said. "It was never designed for application to universities. It was designed to go beyond regular audits to determine if government programs were actually accomplishing what they were designed to accomplish."

Henry adds that the audit will be time-consuming for those involved.

"There is a great deal of time spent in explaining to the auditors the system in use for universities. Some professors may find the time normally reserved for students spent in

the audit process," he said.

According to Henry, the auditors requests for documentation has gone well beyond finances and facilities to include all aspects of the administration. There are concerns at the university that the audit could be used to evaluate the worth of specific academic programs, but Murphy says the government has no intention of evaluating the school's curriculum. He adds, however, that auditors may examine how the university evaluates programs and establishes new ones.

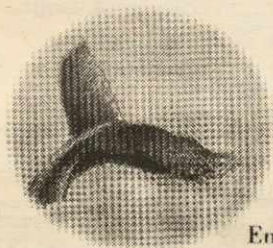
Epperly says this is the first time that a value-for-money audit has been performed on a Canadian university. Both the Maritime Provinces Higher Education Commission and the Association of Universities and Colleges of Canada oppose applying the tool to post-secondary institutions.

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