

**BNP**  
**inspire**

**EMPOWER PHILANTHROPY**

**Richard Plummer**  
Vice President, Ontario  
and Western Canada  
BNP Inspire

**Karine Gareau**  
Director  
Université of Québec in  
Abitibi-Témiscamingue Foundation

**For 26 years,** BNP Inspire has supported organizations in achieving their philanthropic ambitions.

We believe in the **collective strength** of those who **dare to change the world.**

**We are committed to working alongside them** to offer strategies that are effective, deeply human and inspiring.





## Our mission

BNP Inspire offers innovative philanthropic strategies that are both effective and deeply human and inspiring.

The rich experience and wide range of skills of its team serve organizations that aspire to have a positive impact on society.

BNP Inspire supports each project with kindness and dynamism to obtain concrete and lasting results that enrich our communities.





## Our values

Ethics | Innovation | Commitment | Humanity | Impact | Dynamism |



## Our vision

To be the partner of choice in innovative and inspiring philanthropy in Canada to create a positive and lasting impact on the communities of the causes supported.

# Some numbers

**36**  
consultants

**4**  
support staff

**1**  
research  
service

+ **\$ 4** billion raised

+ **1 000** contracts

+ **500** Capital Campaigns

+ **350** pre-campaign studies

+ **100** strategic plans

+ **100** governance issues

+ **100** recruitment

+ **30** Endowment \$ Planned giving  
programs

# Tailor-made solutions to amplify your impact

## Fundraising Strategy:

- Annual fundraising campaign
- Socio-financing campaign
- Major Fundraising Campaign
- Pre-campaign Study
- Branding
- Major Gifts Program
- Planned Giving and Endowment Program
- Donor Recognition and Stewardship Program

## Data collection

- Data research
- Database analysis
- Managing and optimizing your database

## Talent management and governance strategy:

- Attracting and retaining the best talent
- Human resources assessment
- Talent Management Strategy
- Team-building activity

## Organizational management

- Organizational Management
- Imagine Canada Certification
- Organizational Management Diagnosis
- CRA Charity Registration
- Strategic Planning
- Government Relations

# University of Quebec in Abitibi-Témiscamingue Foundation (UQATF)

BNP Inspire's support for the regional major fundraising campaign

# UQAT, A UNIVERSITY CLOSE TO PEOPLE!

3 campus, 4 centres and many points of service

Presence in

- Nunavik
- Northern-Quebec, Eeyou Istchee James Bay









UQAT

663

Pavillon des  
Premiers-Peuples











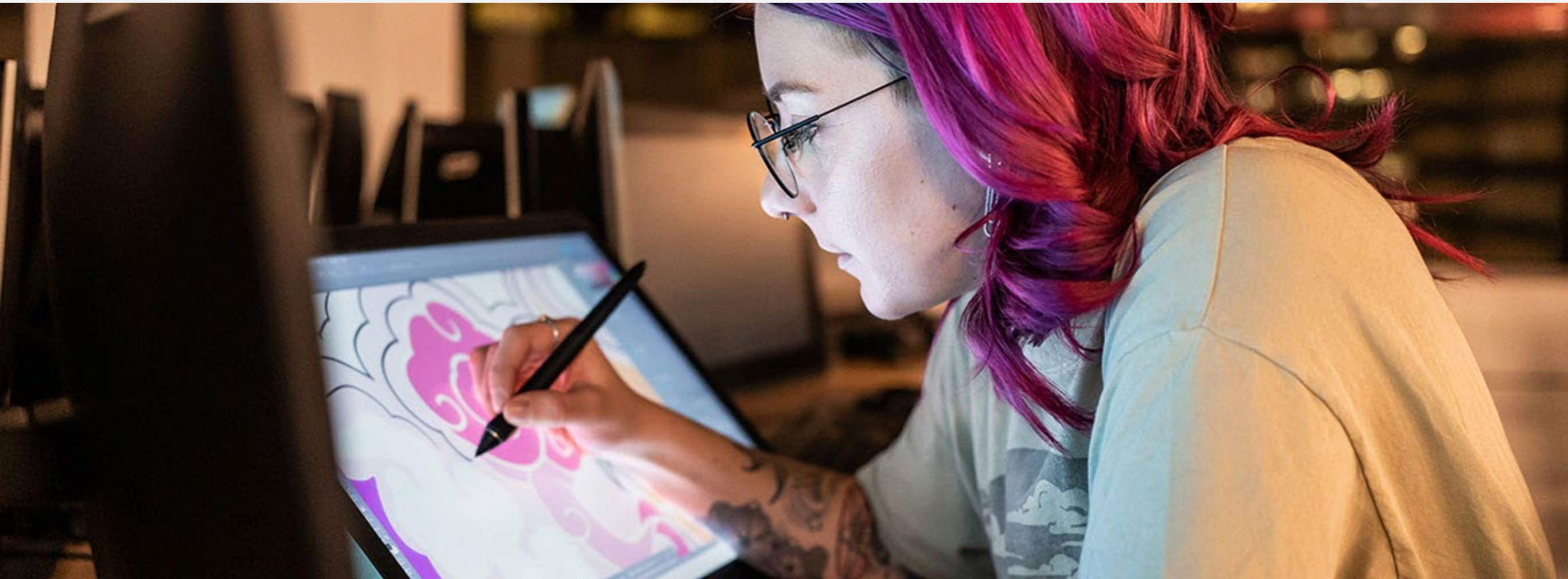


# UQAT

- More than 7 500 students
- 500 international students
- More than 25 000 graduates
- 1 000 employees

# Various fields of study

Agriculture – Administration – Mining  
– Art-therapy – Digital creation –  
Education – Native studies – Forestry  
– Nursing – Global health – Social  
work

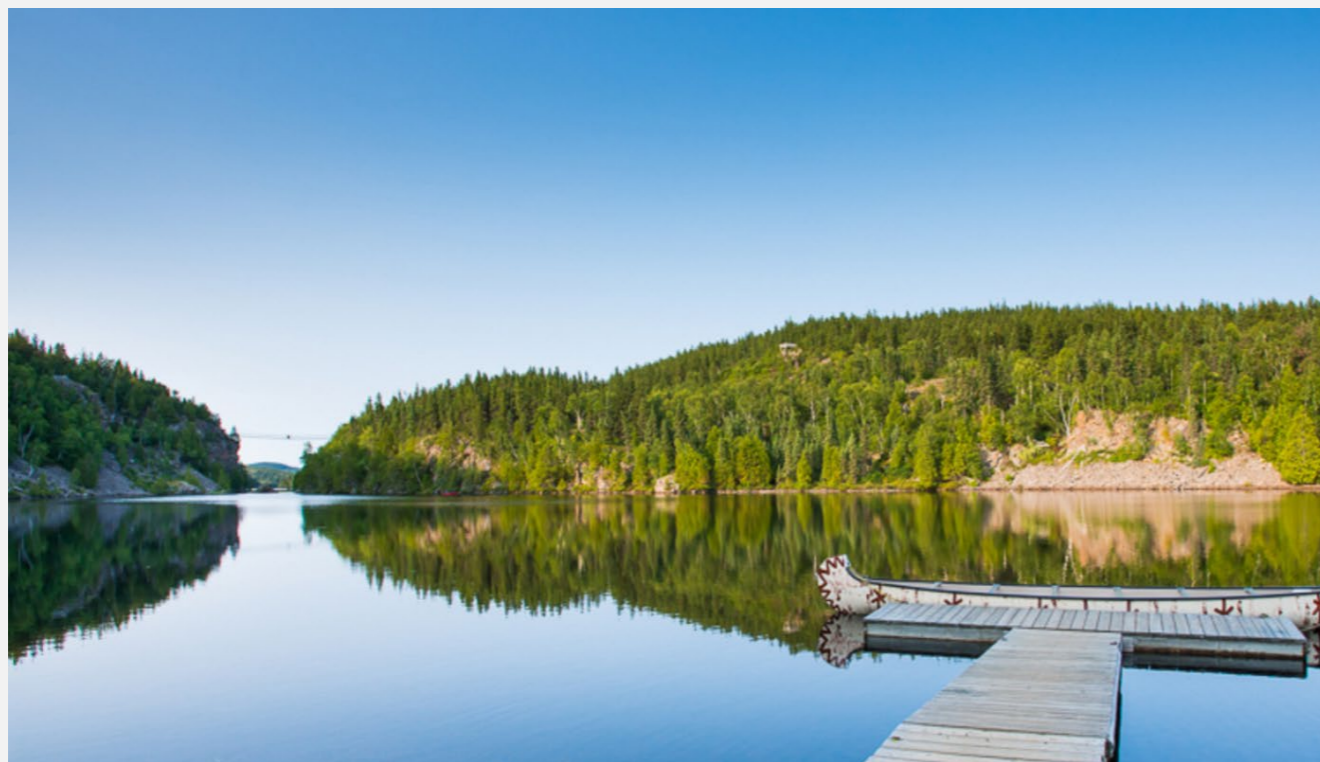


# Abitibi-Témiscamingue

- 158,000 residents
- Covers an area of 60, 000 km<sup>2</sup>
- Mining industry and forestry
- Val-d'Or city



[Abitibi-Témiscamingue — Wikipédia](#)



[Top 5 des incontournables en Abitibi-Témiscamingue - Parcours Canada](#)



[Ville de Rouyn-Noranda | Québec Vacances](#)

# BNP's Role

# Pre- Campaign / Feasibility Study with UQAT partners and donors

Institutional diagnosis

Donor mapping and qualification

Financial modeling

**Objective:**

Validate the potential before launching

# BNP's Role with the Campaign

## Our Role

Structuring the campaign

Developing solicitation tools

Coaching teams and leadership

Integrating with internal teams

We became transformation partners

- Building a philanthropic culture
- Strengthening internal capabilities

# UQATF Campaign - Our Story...

# Our story...

## A Unique Challenge

- Regional university
- Low population
- Last campaign...
- The total value of the 16 projects : 160M\$

## The goal



**\$25M**



**16**  
projects



**5**  
Presidents

BUILDING >  
**THE FUTURE**  
Today

FONDATION  
**UQAT**

**\$25M**

The *biggest* fundraising campaign in UQAT's history!

BNP  
**INSPIRE**

16 major projects that have significant impacts across all of UQAT's anchoring territories



SUPPORTING STUDENTS



SUPPORTING RESEARCH



SUPPORTING INFRASTRUCTURE PROJECTS



# The presidents



## CLAIRE BOLDUC, C.Q., AGRONOMIST

Reeve, Témiscamingue RCM  
Holder of an Honoris Causa Doctorate in Science, 2021

"In the midst of the unusual times we live in, we are aware, now more than ever, of the importance of our territories, and of the differences that make each of them unique, just as we recognize the quality of life we have available to us, in these regions."



## JEAN-YVES BOURGEOIS

Senior Vice-President, Desjardins Business and Institutional Services

"Desjardins is proud to be a partner in this major campaign which will help the Fondation to raise the additional funding needed to put the Université in an even better position for the future."



## FRANÇOIS GENDRON

Pioneer and prominent figure at UQAT,  
holder of an Honoris Cause Doctorate from UQAT

"Throughout this historic campaign, let's continue to dream big, because education is the key to society's growth!"



## LOUISE GRONDIN, ING.

Member, Board of Directors, Champion Iron Limited  
First Woman at the Senior Executive Level, Agnico Eagle,  
Recipient of the Career Prize in the Environment

"It is our duty to come up with innovative solutions so that we can continue to responsibly develop our natural resources and to equip ourselves with leading-edge technology. Together, we'll meet the biggest challenges of today and tomorrow!"



## LISE KISTABISH

Director of Education, Employment, and Social Development, Abitibiwinni First Nation Band Council

"Recognized for its culturally-appropriate programs and the various research projects for, by, and with Indigenous peoples, UQAT has been a participant in the reconciliation between peoples. Involvement in this campaign is a demonstration of our commitment to support and consolidate its role as an agent of change, a role it has played for 40 years."

# Our Partners...



# A Strategic Decision

## Early engagement of the mining sector

### First Partners

- Agnico Eagle \$4M
- Glencore Fonderie Horne et Mine Raglan \$2,5M
- Orezone \$1,5M
- Hewitt Foundation \$1M
- Ville de Rouyn-Noranda \$750K
- Eldorado Gold Québec \$500K

**Result: \$13M+  
secured by 2022**



## Future building for the Institute of mining and environment



**AGNICO EAGLE**

**BNP**  
**INSPIRE**







Engaging the Mining Sector  
early...why was this critical  
to the success ?

# A campaign by Territory and field

Mining

Forestry

Mont-Laurier

Agri-food

Montréal

People make  
the difference

# Leadership story...

- Rector's strategic presence
- Authenticity and credibility
- Human connections
- Build more than partnerships;  
build lasting relationships

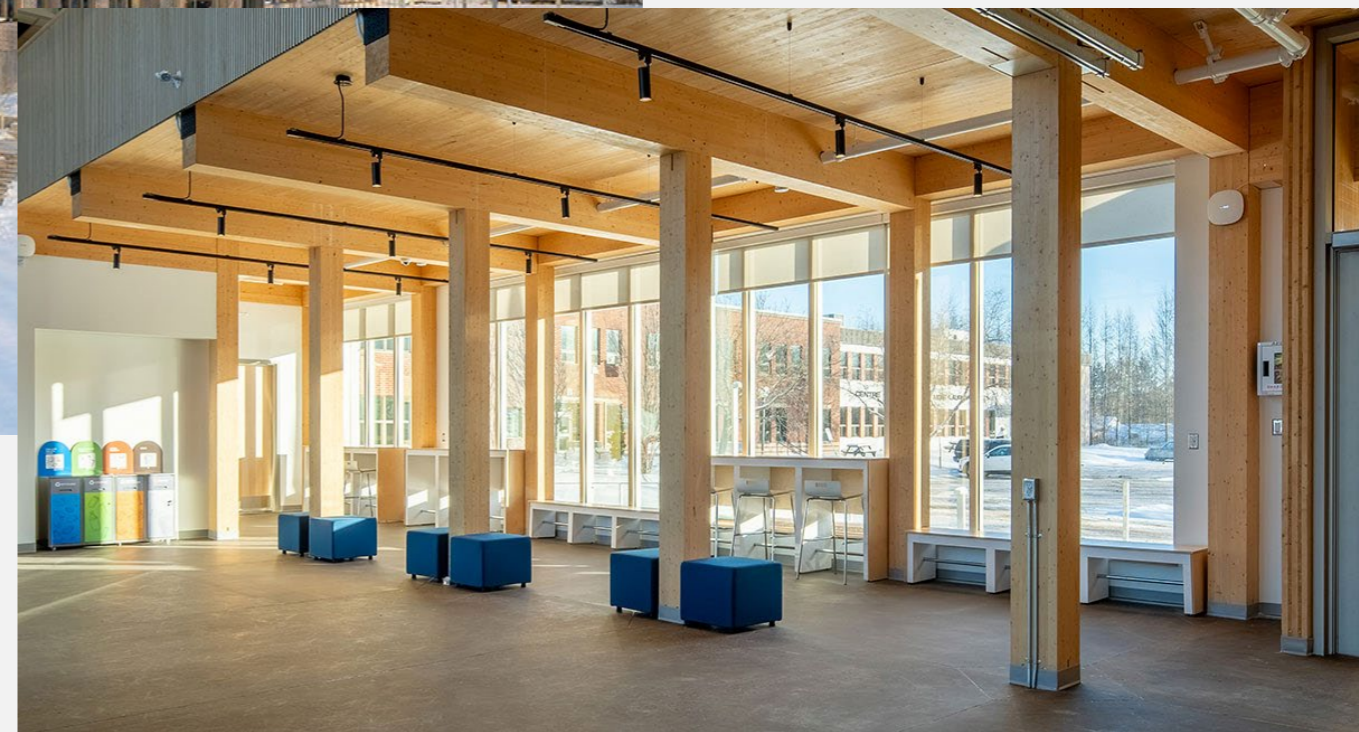




Success Stories – how to  
resonate with Donors?

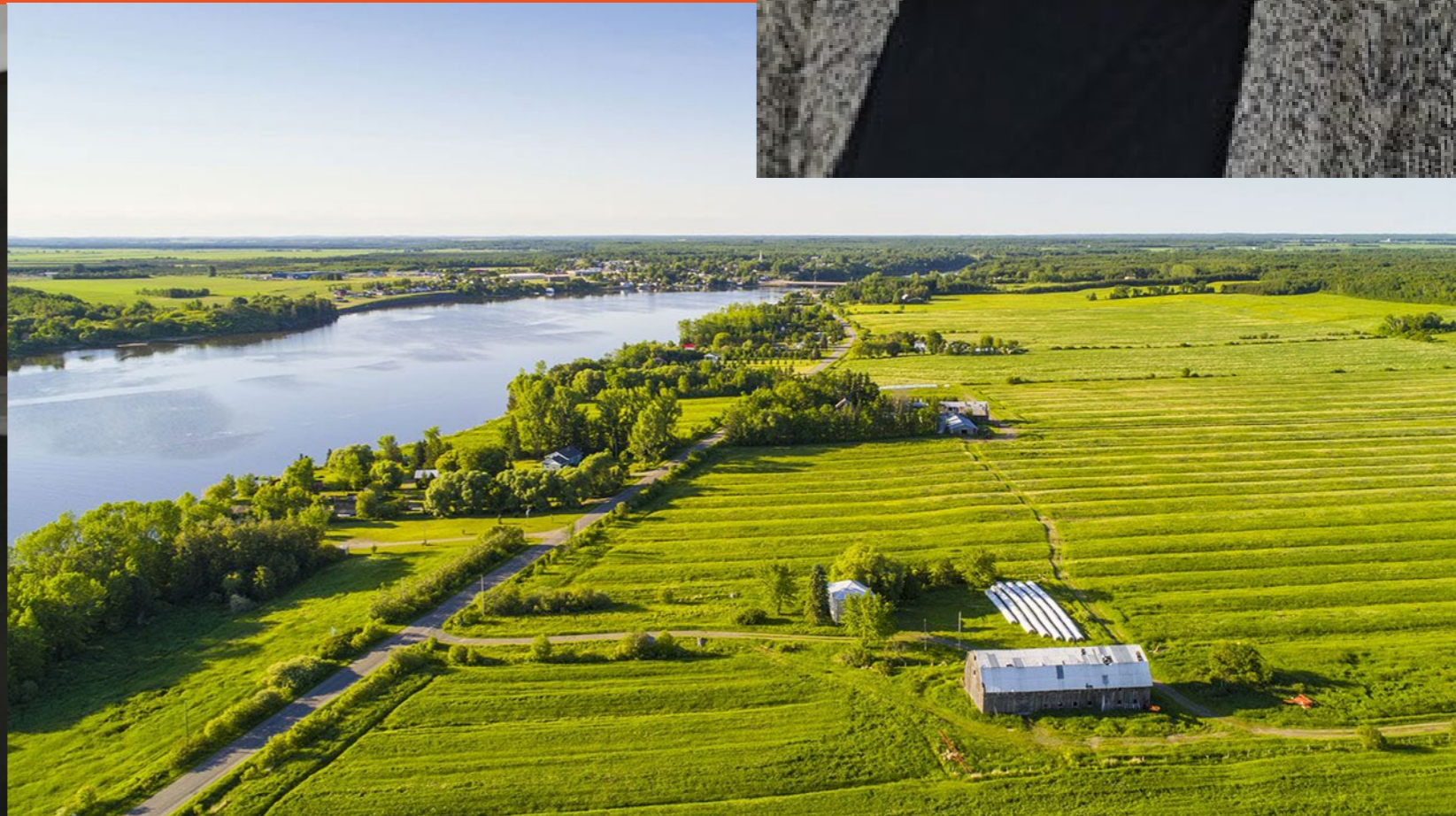
# The success story

- **Mont-Laurier Campus**



# The success story

- Large-Scale Organic Farming
- Target of \$1.5 million → \$3.1 million



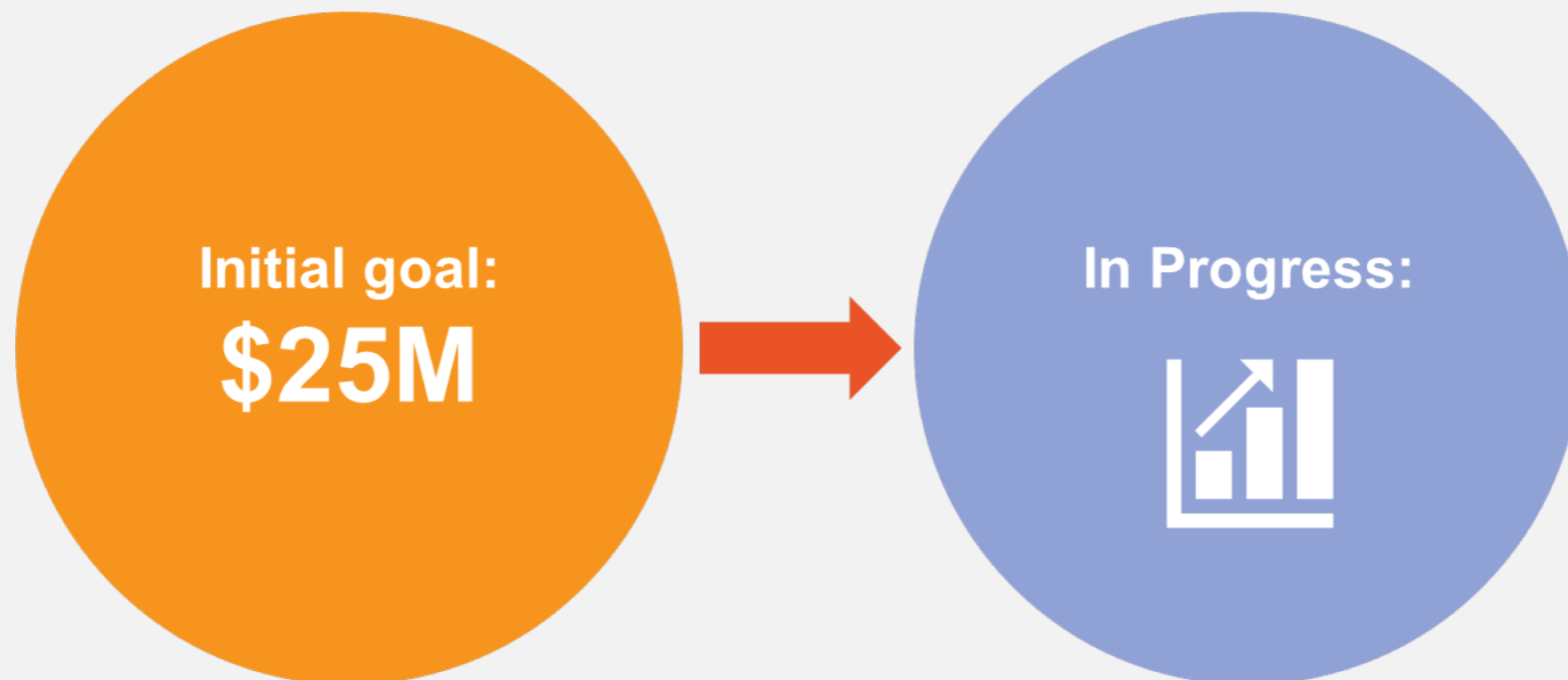
# The success story

- Health Clinic
- Target of \$2,25 million



# The success story...

- Strong regional mobilization
- Reinforced partnerships
- A lasting philanthropic culture
- Greater credibility
- Greater media coverage



# The challenges over the past five years

- Getting a “no” answer can be difficult
- Staying Motivated: 7 Fundraising Committee
- Workload is heavy for a small teams
- Plans can change quickly
- Construction projects often take longer than expected...
- Project costs may change
- Ask for the right amount—not too much and not too little

# Our strengths

- The only university in the region
- An incredibly motivated university president
- A region that loves its university
- Teams that never gives up
- Be transparent and honest
- We work with the political, business, and social sectors
- We took risk!!!

# Key Takeaways

## What You Can Take Away

Potential is often underestimated

Regional anchoring is a strength

Strategy must be targeted

Relationships matter more than solicitation

A campaign transforms your organization

It's not the size of your  
institution that limits  
your campaign...  
**it's how you build it.**

**QUESTIONS?**

# BNP'S Support – Information & Resources

# The benefits of working with us



## Methodological and strategic expertise

- A rigorous methodology adapted to each project.
- Proven philanthropic and organisational strategies.
- A personalised approach to major gifts.
- Assistance in developing internal skills and resources in line with your strategic vision.



## A team of experts across Canada

- Fully bilingual services (French and English).
- A Canadian team with complementary skills.
- A national presence with offices in Toronto, Montreal, Halifax, Moncton, Quebec City, Ottawa and Vancouver.

# The benefits of working with us



## A one-stop shop for maximising your philanthropic potential

- A full range of services for not-for-profit organisations in all sectors.
- A database of strategic information on potential donors across Canada
- The ability to mobilise external donations that you might not otherwise consider.



## An enduring commitment

- We develop long-term relationships with our clients.
- Recognised and valued post-project follow-up.
- Ongoing involvement to ensure the continued success of your campaigns.

# BNP's Universities Clients



# Some BNP clients: Independent school sector

**Brébeuf**

TRACER SA VOIE



COLLÈGE  
FRANÇOIS-DE-LAVAL



**SÉMINAIRE  
DE SHERBROOKE**

SECONDAIRE | PRIVÉ | COLLÉGIAL



**Séminaire  
Saint-François**

COLLÈGE  
**CLARÉTAÏN**



Collège Saint-Alexandre  
de la Gatineau



**Collège  
Saint-  
Maurice**



COLLÈGE  
**SAINT-HILAIRE**



FONDATION  
**Vanguard**  
FOUNDATION



ACADÉMIE  
**antoine  
manseau**

S'ENRACINER POUR S'ÉPANOUIR



**COLLÈGE  
DE LÉVIS**

DEPUIS 1853



COLLÈGE  
**ESTHER-BLONDIN**



**SAINT  
NOM  
DE  
MARIE**



**Mont  
Notre-Dame**

ÉCOLE SECONDAIRE PRIVÉE POUR FILLES  
ÉDUCATION INTERNATIONALE

**BNP  
INSPIRE**



# YOUR FREE GUIDE FOR MAJOR GIFTS!

Discover our practical guide to take your first steps in major gifts and build lasting relationships with your donors.

Major gifts: it's also accessible for your organization!

Scan  
the QR code  
to download the guide!



# THANK YOU

1 888 528-8566 #28

[rplummer@bnpinspire.com](mailto:rplummer@bnpinspire.com)

