



DISTINGUISHING UCT
The campaign to grow our endowment

190
1829 - 2019

Final Report

Foreword

I am pleased to share with you the final report of the Distinguishing UCT Campaign. The campaign was launched by my predecessor, Dr Max Price, and concluded under my tenure. I want to acknowledge Dr Price's role in the campaign and the many other contributions he made.

I would also like to acknowledge the crucial role that Dr Russell Ally, Executive Director at the Development and Alumni Department, played not only in conceptualising the campaign, but also in securing the first large donations to the campaign. A thank you is also extended to the head of the campaign, Mr Sidney van Heerden and the rest of the DAD staff for all their dedication and hard work to ensure the success of the campaign.

It is my honor to formally close out the campaign and to thank all our alumni, friends, donors and many others who made this campaign such an incredible success. You will read in the report about the purpose of the campaign, campaign activities, campaign outcomes and who the donors were to the campaign. In the report

you will read about extraordinary generosity, steadfast loyalty to the university, commitment to the vision of the university and multiple other acts of goodwill.

I am proud of how our alumni responded to our call for them to support their alma mater. I am humbled by the tremendous goodwill shown to the university by friends, foundations and corporates.

Through these multiple acts of generosity, the university is in a much better place.

I am writing this to you during a time when our country and the world is facing one of the greatest challenges of our lifetimes – COVID-19. The need for a robust endowment has never been more demonstrated. I again therefore want to thank you for strengthening our endowment and want to urge you to continue to support the university during this difficult period.

Prof Mamokgethi Phakeng
Vice-Chancellor

1246
DONORS

ZAR 238 m
RAISED
OVERALL

ZAR 25 m
BIGGEST SINGLE
DONATION

Purpose of the campaign

The goal of the Distinguishing UCT (DUCT) campaign (2015 – 2019) was to grow the University of Cape Town's (UCT) unrestricted endowment to One Billion South African Rand (ZAR) by the end of 2019. The university publicly launched the campaign late in 2014 in the United Kingdom with the significant support of our UCT UK Trust to ensure that the campaign would have a global presence and receive a significant initial financial injection.

Two milestones in the university's history formed the background to the DUCT. The first was the 2018

celebration of UCT's centenary as a dedicated degree-issuing university. The second was the marking, in 2019, of the institution's 190th birthday since its founding as the South African College. The income generated through the strengthening of the unrestricted endowment was to be utilized for strategic initiatives – under the broad pillars of the campaign *Advancing Excellence, Investing in Talent and Realising Transformation*. The campaign was also leveraged to secure direct funding for specific strategic initiatives, such as a new Clinical Neuroscience's Centre, the Nelson Mandela Project and other key institutional priorities.

Campaign Activities

One-on-one meetings, small and large events promoting the DUCT campaign were hosted worldwide and consistently throughout the entire campaign period. These events were launched by the previous Vice-Chancellor, Dr Max Price, and concluded by Prof Mamokgethi Phakeng, the current Vice-Chancellor. Their personal commitment ensured the success of the campaign, particularly in the United Kingdom and in South Africa.

Meetings and events were arranged in most of the leading international centres where the university has a notable alumni presence, and naturally throughout South Africa to ensure significant local alumni support. In South Africa many campaign activities were generously supported by corporate SA who sponsored several events.



Campaign Dinner at the House of Lords, Palace of Westminster, London, 17 May 2018



UCT honours Dr. Mrs. Storz with The Vice-Chancellor's Medal, 12 September 2018



Neuroscience Centre Ground-breaking Celebration, 12 June 2018





Donor Recognition Event with Vice-Chancellor, Prof Mamokgethi Phakeng at UCT Graduate School of Business, Johannesburg, 6 May 2019



Campaign Dinner at FNB Portside, 06 September 2017



Campaign Outcomes

The campaign coincided with some turbulent times in the South African tertiary and economic environments, which included the activities of various #MustFall movements. These events caused serious disruptions for the university's work.

The emotional debate surrounding a possible boycott of Israeli academic institutions during 2018/19 did not assist either. All of the above developments made it very challenging to raise money specifically for the unrestricted endowment - in particular the urgent need to financially support our 'missing-middle' cohort of students.

Nevertheless, by the end of the campaign a significant number of **1246 donors** had given their support - a total of 10,187 individual donation transactions had been administered - and **ZAR 98.3 million had been receipted directly into the unrestricted endowment fund**, thereby **increasing its overall value from ZAR 500 million in 2015 to around ZAR 676 million in 2019** (*See Table 1). *Note: These amounts exclude a number of longer-term pledges - the biggest being a ZAR 10 million pledge (over five years) from the Oppenheimer Generations Foundation [Johathan and Jennifer Oppenheimer and family], of which a further ZAR 2 million per annum will still be paid over to UCT in the years 2020, 2021 and 2022.*

Under the broader 'banner' of the campaign in excess of ZAR 140 million was raised from numerous individuals, corporates, foundations and trusts for priority capital and infrastructure projects at UCT, mostly notably the building project for the Clinical Neuroscience's Centre (formally launched on 10 March 2020) and the Nelson Mandela Project. **These donations bring the overall amount raised via the campaign to around ZAR 238 million.**

The most significant donations to the DUCT campaign came from the United Kingdom where 181 donors contributed ZAR 53 million, and from South Africa where 736 donors contributed ZAR 40 million (**See Table 2). The university's sincere appreciation must go to the trustees of the UK Trust and in particular to Mr Richard Gnodde who not only motivated alumni and donors to support the campaign but also lead by example by personally contributing significantly to the campaign.

A plaque acknowledging all donors to the campaign is being placed in the offices of the Development and Alumni Department (DAD); some of the larger donors to the campaign have also been acknowledged by being awarded UCT donor pins, whilst a number of donors - who have made significant donations (but have also made some other major contributions to the university's work) - have been acknowledged with the university's prestigious Vice-Chancellor's medal.

Donors and donations

by category



INDIVIDUALS

Alumni (Convocation)

ZAR 47 919 041
7038 Donations
from 954 donors

Alumni (Non-Convocation)

ZAR 65 768
260 Donations
from 8 donors

Friends

ZAR 2 059 425
2592 Donations
from 168 donors

Organisational contacts

ZAR 14 950
85 Donations
from 6 donors





INTERNATIONAL

Corporates

ZAR 4 456 502
10 Donations
from 7 donors

Estates Late

ZAR 81 365
10 Donations
from 1 donor

Foundations and trusts

ZAR 8 755 573
31 Donations
from 16 donors

NGOs/Aid Agencies

ZAR 96 648
4 Donations
from 3 donors



NATIONAL

Corporates

ZAR 1 503 397
42 Donations
from 21 donors

Estates Late

ZAR 6 008 728
26 Donations
from 24 donors

Foundations and trusts

ZAR 27 423 138
93 Donations
from 33 donors

Other

ZAR 4 497
5 Donations
from 5 donors

Donors and donations by country

CANADA

ZAR 296 815

128 Donations from 92 donors

USA

ZAR 459 547

215 Donations
from 25 donors

NETHERLANDS

ZAR 149 440

2 Donations
from 2 donors

UK

ZAR 53 586 788

508 Donations
from 181 donors

SPAIN

ZAR 1 400

2 Donations
from 2 donors

BARBADOS

ZAR 75 320

1 Donation from 1 donor

NAMIBIA

ZAR 99 440

14 Donations
from 8 donors

SOUTH AFRICA

ZAR 40 057 328

8853 Donations
from 736 donors

TOP 4

54,46% UK

40,71% SOUTH AFRICA

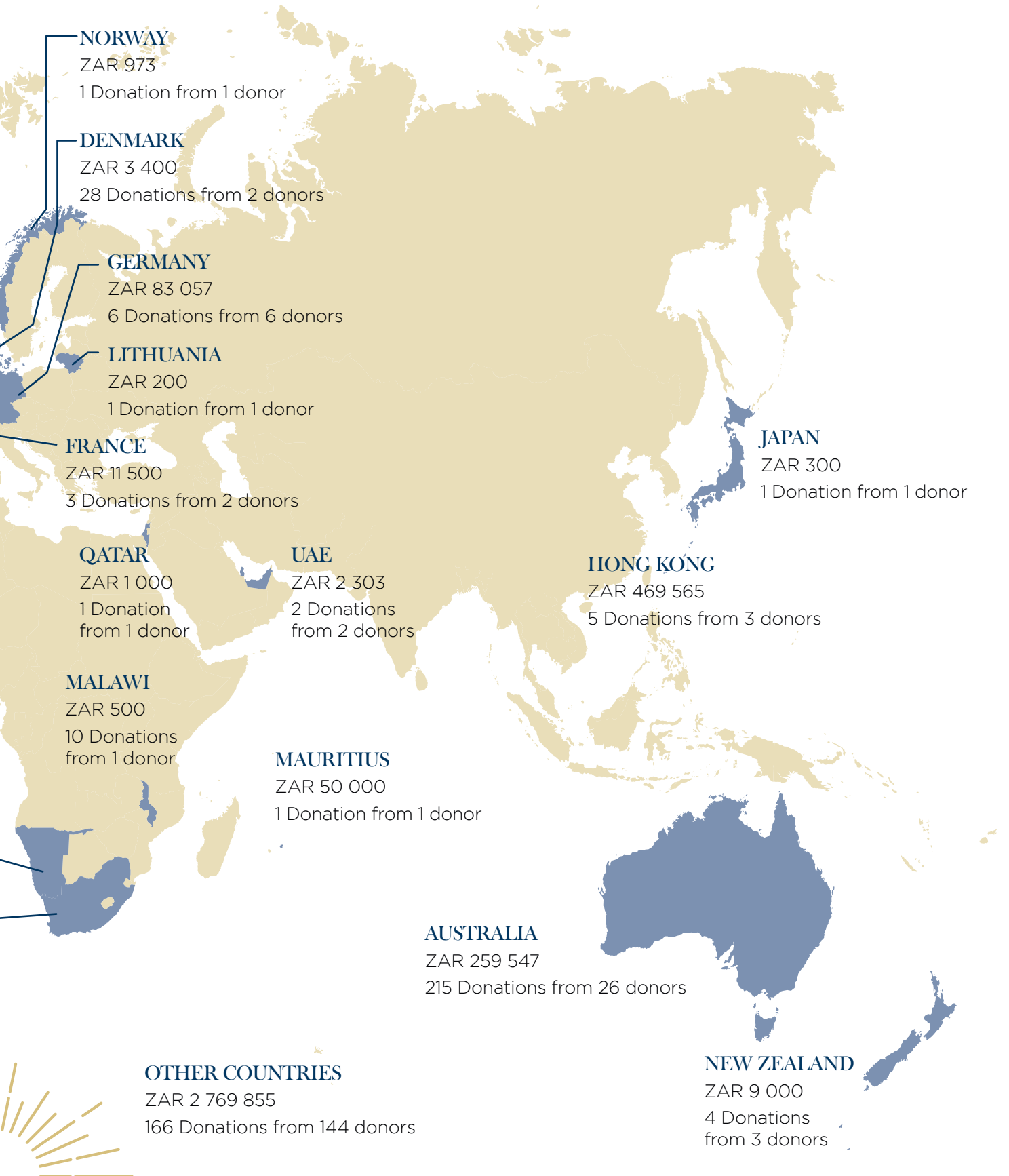
0,48% HONG KONG

0,47% USA

TOTAL

ZAR 98 389 032

10 187 donations
from 1 246 donors



Donor Recognition

The university gratefully acknowledge the contributions of the following donors to the Distinguishing UCT Campaign (2015 - 2019):

Mrs Abieda Abrahams
Mrs Naiema Abrahams
Ms Ivana Abreu
Mr Denis Acheson
Dr James Acton
Mr Abubakar Adams
Mr Brent Adams
Mrs Deidre Adams
Ms Adrienne Adlington
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Mr Jacques De Villiers
Mr Louis De Waal
Mrs Ruth Dell on behalf of
Rev Dr Murray Dell (Deceased)
Dr Abel Diamond O.C.
Dr Rosemary Dipple
Dr Bernice Dirmeik
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Mr Brandon Draaier
Mr Ian Duff
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Mrs Angela Edwards
Dr Margaret Elsworth
Mr Robby & Mrs Georgina Enthoven
Dr Cyril Epstein
Mrs Philippa Erlank
Dr Birgit Erni
Mr Intikab-Alam Esat
Estate Late BA Goldman
Estate Late CCG Steytler
Estate Late Denis Taylor
Estate Late JM Griffiths
Estate Late L G Wells
Estate Late LM Van Der Spy
Estate Late ML Hutt
Estate Late NH Lerner
Estate Late PM Vintcent
Estate Late RM Stegen
Ian & Gillian Falconer
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Mr Robert Peel
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Mr Robert Olaf Petersen
Mr Theodorus Pienaar
Prof Mamokgethi Phakeng
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Dr Max Price &
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Ms Sandra Yorke-Mitchell
Mr Neill Young
Mr Errol Yudelman
Mr Barry Zackon
Mr Russel Zimmerman

Reflections

While we were not able to add a further ZAR 500 000 to the endowment to reach our ZAR 1 billion target as we hoped for, we are still exceedingly grateful to our alumni and broader donor community for their most generous contributions to the campaign. These cash reserves will allow us to support a critical range of areas at the university, such as bursaries and scholarships, student health, financial aid, infrastructure and strategic projects.

In 2019 UCT again invested around ZAR 150 million in bursaries and scholarships for needy and deserving students – both at undergraduate and postgraduate

areas. This would not have been possible without the returns on the unrestricted endowment, which remains an important source of additional funding in an environment of state budget cuts and declining student fee income. ZAR 28.3 million was released from the unrestricted endowment specifically – this is computed at 4% real.

The campaign greatly assisted in making the university financially more stable by significantly strengthening the undesignated endowment.