# DalForward

**PROJECT CHARTER**

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**STRATEGIC PRIORITY**

4.0 Partnership and Reputation

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**SUB-PRIORITY**

4.5 Attract additional external investment

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**EXECUTIVE SPONSOR**

Peter Fardy  
VP, Advancement

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**PROJECT LEADS**

Stephen Harding  
AVP, Development

Kevin MacDonell  
Executive Director, Strategy and Development Programs

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**RELATIONSHIP TO OTHER STRATEGIC PRIORITIES**

1.3, 2.1, 2.3, 3.1, 4.1

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**DESCRIPTION**

In order to achieve its vision and deliver on the identified strategic priorities, Dalhousie cannot depend solely on core funding from traditional sources - government operating grants and tuition & fees. The difference between a good university and a great one is tied to its ability to attract additional investment from external sources to transform academic and research capabilities. These include philanthropic donations from individuals, corporations and foundations, research grants and additional government investment in areas of strategic importance to public policy priorities.

Dalhousie has demonstrated its fund raising capabilities through the success of the $280 million Bold Ambitions campaign, which concluded in 2013. It is therefore well positioned to establish even higher fund raising goals that can be pursued over the coming decade.

The goal of this project is to plan and execute a new comprehensive fundraising campaign which will provide Dalhousie the additional funding required to deliver on the exciting vision for the future.

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**SPECIFIC GOALS**

1. Plan and implement a comprehensive fundraising campaign that will attract significant new financial commitments over the next 10 years.