



Case Study: Faculty of Engineering, Architecture and Information Technology

Senior Class Giving

The UQ Engineering Class Gift is a gift of collective donations, to fund a designated project, from members of the graduating class of University of Queensland (UQ) engineers. The annual initiative is an important avenue for graduating students to recognise the opportunities that they have benefited from at UQ and to 'pay these forward' to the next generation of UQ students. Since 2011, students, staff and alumni have collectively donated more than \$23,000 to improve the UQ engineering student experience. The focus is on building a culture of philanthropy amongst our students, with a focus on donor participation – more than 330 donations have been made to support this initiative across the past six years. For example, in 2015, 110 students, staff and alumni gave to the Class Gift. Students of the Class are motivated to make the gift for a number of reasons:

- To leave a legacy of their time at UQ;
- To support an opportunity that they did not have that can make the UQ engineering experience better for those following in their footsteps;
- To recognise opportunities they've benefited from at UQ and "pay these forward" to the next generation of UQ students;
- To support an initiative that they can also see benefit from in the future;
- To bring UQ engineers together under a common cause and break down discipline-silos; and
- Because they have been asked to make a gift and believe in the initiative – peer to peer fundraising model.

The Engineering Class Gift initiative is run as a partnered program between Advancement Staff within the Faculty, and a Class Gift Committee consisting of 5-6 students representing each of the engineering disciplines. Support upfront from the relevant student clubs and societies (e.g. Engineering Undergraduate Society (EUS) and its discipline specific sub clubs e.g. Mechanical Engineering Student Society) is crucial, not only for forming a member base to the Class Gift Committee, but also in providing a donation (\$1,000 annually) to kick-start the fund. The minimum donation amount will be set in alignment with the graduating class year e.g. number of \$20.16 (and then \$201.60 at a maximum) for 2016. The deadline for achieving the Class Gift is Graduation Day. Each year the Class strives grow funds raised and number of donors by 20%. This is about building on last year's result and future traditions of giving.

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