

All in.

A grand collaboration
for Canada and the world



Western
UNIVERSITY • CANADA



➤ Western's world-renowned WindEEE Dome enables researchers and students to measure the resilience of buildings and structures under extreme wind conditions.

Meeting the moment

At Western, ideas don't stay in the classroom, the lab or the library—they propel breakthroughs and drive solutions to the most urgent challenges of our time.

Rooted in tradition and fuelled by innovation, we'll rethink how higher education meets the needs of a changing world, create spaces that make it easier for people with different skills and perspectives to come together, and give students the tools not just to succeed in tomorrow's world, but to lead in shaping it.

Now, we're harnessing the power of our global community to take this work further. Over the course of the campaign, we will inspire 185,000 alumni to connect with us as volunteers, donors, advocates and champions, creating over 1.5 million meaningful interactions worldwide.

This engagement will strengthen our programs, expand our reach and deepen Western's influence in communities close to home and around the world.

We're aiming to raise more than \$1 billion to fuel transformational research, innovation, learning and student experience. This work has never mattered more. Through this campaign, we are calling upon the imagination and resources of our community to meet this moment.

Together, we can deliver the talent, knowledge and leadership the world needs now, and prepare future leaders to build a healthier, more sustainable, democratic and prosperous future for generations to come.

CAMPAIGN GOALS

\$1 billion

vision to take learning, research and impact to the next level

185k alumni

to engage as donors, volunteers and champions

1.5 million

meaningful alumni interactions worldwide



➤ For more than a century, the iconic University College has stood as a symbol of Western's discovery, achievement, and impact.

We're living through extraordinary change: economic uncertainty, rapid technological shifts, geopolitical turmoil, a warming planet, rising inequality and a breakdown in civil discourse.

These forces are reshaping our world in real time, cutting across disciplines, generations and borders. No one person or single perspective can solve them alone. Meeting them will take all of us, bringing courage, imagination and a shared sense of purpose.

Western is built for this challenge. We're a community of leaders and problem-solvers. Collaboration comes naturally and diverse perspectives make us better. Our commitment to excellence, advancing knowledge and improving lives runs deep.

Over generations, these values and attributes have driven transformative contributions to the world. We sparked the idea for insulin and reshaped cancer care by leading advances in radiation and chemotherapy. We founded the field of wind engineering, launched Canada's first MBA program, created the country's

longest running writers-in-residence program and set international benchmarks in transplant medicine.

Today, we're closing in on cures for AIDS and ALS. Helping communities prepare for the realities of extreme weather. Growing crops in places once inhospitable to food production. Advancing research that informs national conversations on democracy and justice. Preparing students not just for today's jobs but for tomorrow's world.

And we're just getting started.

This campaign is an invitation to join a grand collaboration that brings together alumni, students, faculty, donors, friends and partners to go **all in** on building a better future for Western, for Canada and for the world.



Explore Western's legacy of changing the world through innovation and discovery

Navigating New Realities

Progress without perspective can lose its way. At Western, we bring ethics, insight and critical thinking to the forefront of innovation—ensuring that as the world changes, it changes for the better.

Western’s teaching and research provide the ethical grounding we need to navigate complexity and shape public dialogue on today’s most pressing scientific, technological and societal challenges. Our scholars question assumptions, challenge norms and work to build a more just and inclusive future. They help us learn from the past, make sense of the present and guide innovation in service of human progress. The knowledge and ideas they generate are shaping the future of the arts, culture, public policy, science, technology and business.

With your support, we will build a more just, resilient and connected world through transformative scholarship, ethical leadership, inclusive thinking and global collaboration to:

- **Build on Western’s international leadership** in addressing the societal impacts of artificial intelligence, climate change, global health crises, inequality, threats to democracy and youth mental health.
- **Foster global and creative exchange** by welcoming visiting scholars, writers, artists and musicians to bring fresh ideas into classrooms, studios and public spaces, spark dialogue and encourage students to broaden their worldviews.
- **Strengthen our leadership in business education and research** to expand our global reach and build a more sustainable and prosperous world.
- **Support diverse perspectives and inclusive approaches** to build a more equitable, creative and respectful society and ensure our campus is a place where all voices are heard and valued.



Future-Proofing Our Planet

Innovation isn’t just about solving problems. It’s about creating lasting solutions and equipping future generations to flourish in a complex and interconnected world.

From disaster preparedness, clean energy and greener cities to reimagining local and global food systems, we’re addressing today’s most urgent challenges and unlocking new possibilities.

Western researchers are helping define Canada’s response to extreme weather by engineering storm-resilient homes and working with builders and insurers to strengthen building codes. As climate threats grow, these efforts are reducing risk and helping communities become more resilient.

At the same time, our experts are partnering with governments, industries, producers and communities to create more livable urban spaces and strengthen energy

and food systems—laying the foundation for a healthier, more secure and sustainable future for all.

With your support, a more resilient and sustainable future becomes possible, enabling us to:

- **Advance Canada’s transition to green energy** through net-zero solutions, alternative energy sources, energy storage, smart systems and AI-driven efficiency in transportation and climate management.
- **Strengthen national resilience to climate hazards** by building on Western’s leadership in severe storms research and disaster preparedness.
- **Improve food sustainability and availability** by studying how climate change is altering biological systems and developing more flexible, resilient and climate-smart approaches to food production and distribution.



Optimizing Health for All

We've entered a new era in health care, driven by collaboration across disciplines and powerful tools like artificial intelligence and big data that can reveal patterns, unlock insights, accelerate breakthroughs and improve patient care.

From cells to systems, we're advancing innovation in gene therapies, regenerative medicine, health policy and care delivery. Our work spans the lifespan, improving outcomes in early childhood development, mental health, chronic and infectious disease, aging and end-of-life care. Our goal isn't just to help people live longer, but to help them live well.

We're breaking down silos across disciplines and systems and combining AI, advanced imaging and cutting-edge biological research to deepen our understanding of disease and develop more precise, targeted interventions. We're leaders in neuroscience, biomedical discovery, musculoskeletal health, infectious disease, communication sciences, psychology, the social and environmental determinants of health and early childhood development.

Strong community partnerships are central to our approach to research, education and care. From Windsor

to Owen Sound and Sarnia to Simcoe, we're working with individuals and communities to better understand their unique needs, while preparing the next generation of doctors, nurses, researchers and allied health professionals to meet those needs and shape the future of care.

With your support, we will move life-changing breakthroughs further and faster, to:

- **Advance pioneering research in neuroscience and neurodegenerative disease**, including how viruses may contribute to or accelerate conditions such as Alzheimer's, Parkinson's and other brain disorders.
- **Accelerate biomedical innovation and personalized medicine** through the new Western Bioconvergence Centre, our largest-ever investment in health research infrastructure.
- **Work with communities** to develop and deliver more tailored treatments and interventions that improve health outcomes and access to care.



➤ Home to Canada's most advanced imaging facilities and many of the country's top neuroscientists, Western has emerged as a global leader in brain health—transforming mental health research and accelerating cures for diseases such as ALS.

Turning Curiosity into Solutions

Solving global challenges begins with basic research—driven by questions like What if? Why not? What's missing? This impulse to imagine differently and understand more deeply fuels many of the most important advances in science, business, technology, culture and society.

This kind of research rarely moves in a straight line. It takes time, freedom and persistence, and often, the humility to contribute to discoveries whose full impact may only be revealed to future generations. It's how we've mapped the brain, decoded the human genome, reached into space and built the tools that power today's technologies, business innovations and life-changing breakthroughs.

At Western, our researchers are advancing knowledge through fundamental research that draws on discoveries, both new and long-established, to generate real-world impact across disciplines.

They're combining powerful imaging technologies, artificial intelligence and open science to push the boundaries of how we explore and understand the brain,

building instruments to explore the origins of the solar system, and tracking migratory species to generate vital data that informs conservation and climate adaptation strategies.

With your support, we will power the next wave of innovation, enabling us to:

- **Expand research capacity and amplify impact in areas where Western leads**—including artificial intelligence and machine learning, mineral exploration, biomedical engineering, philosophy of science, AI and cognitive neuroscience, business research and education, smart manufacturing and space science.
- **Open up new ways to turn ideas into real-world impact** through student internships, research fellowships, cross-sector partnerships and support to move research advances into the marketplace.
- **Harness emerging technologies and interdisciplinary research** to address global challenges and drive meaningful change in Canada and beyond.



Preparing Future Leaders and Global Citizens

Today's students are facing challenges and opportunities that are dynamic, interconnected and evolving at unprecedented speed.

Preparing the next generation of leaders to thrive amid complexity and uncertainty means reimagining education itself. At Western, we design learning experiences that teach critical thinking, build creativity and foster adaptability by embracing interdisciplinary perspectives and immersing students in the realities of the world they're entering.

We're thinking beyond preparing students for their first jobs. We're equipping them to anticipate and navigate change, act with purpose and lead across a lifetime—not only today, but five, ten and fifty years from now.

With your support, we will prepare undergraduate and graduate students to become the next generation of globally minded leaders and changemakers. We will:

- **Make hands-on learning part of every student's experience.** Currently, 87 per cent of our undergraduates take part in hands-on learning outside the classroom. By 2028, every student will have the opportunity to study abroad, conduct research, launch a venture, work on real-world projects and gain on-the-job experience.
- **Provide more financial support and leadership pathways** that open doors to opportunity and empower students to aim high and get the most from their time at Western.
- **Expand support for mental health and well-being** to help students build confidence and resilience, develop positive coping skills and thrive both academically and personally.
- **Build world-class learning spaces** that spark curiosity, encourage teamwork and fuel bold ideas.



➤ The Ronald D. Schmeichel Building for Entrepreneurship and Innovation at Western is a 100,000-square-foot facility, housing the largest maker space in Canada open to students across all faculties.

Community is our catalyst

At Western, everything starts with community.

Together, we drive research that deepens understanding and leads to breakthroughs that change lives. We open doors to opportunity, empowering students to lead with purpose and create meaningful impact. And we forge bonds and connections that keep us close to one another and to Western, for life.

In this moment of profound disruption, new possibilities are emerging, giving us opportunities to reflect, see things differently and embrace possibilities we hadn't dared to consider.

Change will keep coming. What matters is how we choose to shape it and give it meaning. We move forward with confidence built on the strong foundation laid by generations of Western students, faculty, staff, alumni and donors.

All in is an invitation to reimagine what we can do in a time that demands more of all of us. It's a commitment to the future we can build together.

There is so much to be proud of. And even more to do. This campaign is our opportunity to invest in what comes next for Canada, for the world and for the generations that follow.

We're all in. Join us.

Western  All in.

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Campaign
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