

Ravens Men's Basketball

Impact Report 2017-2018*

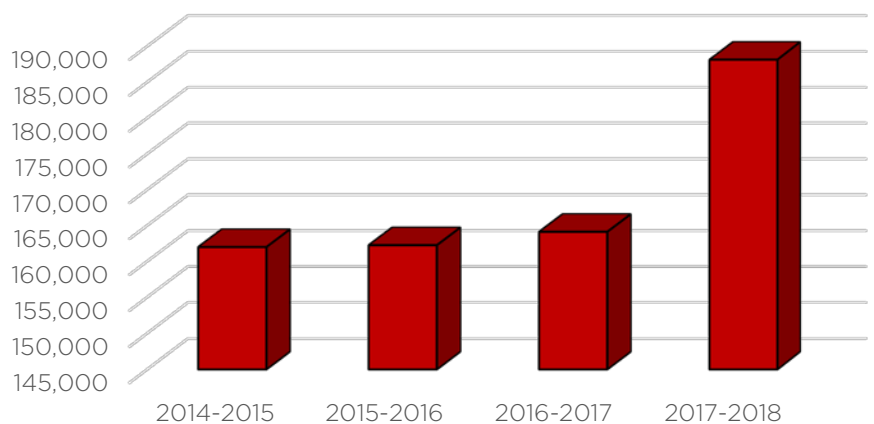
The Ravens Men's Basketball team embodies excellence in sports. Our team is admired across Canada and internationally for its commitment to competition on the court and dedication to scholarship and community off the court. Our donors, alumni and fans play an important role in this success. They encourage student-athletes to achieve their goals, cheer on student-athletes' accomplishments, and provide valuable resources for training and travel.

David Dunsmore, BCOM/66, is a true example of a committed Carleton alumnus. In 2013-2014, the men's basketball program raised \$60,127, and David was keen to see that figure grow. He created the hugely successful Dunsmore Challenge, a yearly campaign that matches gifts to the team. For example, this year David committed \$50,000 in matching funds once a \$60,000 giving threshold was reached.

David was inspired to initiate this challenge after attending a breakfast series with former Carleton president Richard Van Loon and Head Coach Dave Smart.



Dunsmore Challenge Fundraising Totals
(in dollars)

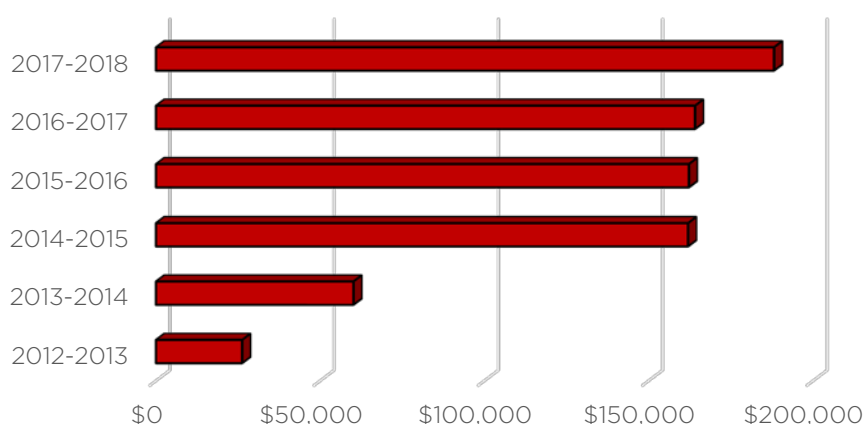


"There were challenges I didn't know about," David says. "Athletics is not tied to a degree program. It's an ancillary service, so it has to get its own funding." Funds raised go to enhanced coaching and academic support, topping up meal money on road trips, and high-level non-conference games against U.S. and international competition.

Over the past four seasons,
the Dunsmore Challenge has raised
more than **\$675,000**
in support of the team!



Men's Basketball Fundraising Totals (Pre- and post-Dunsmore Challenge launch)



In 2017-2018, 15 gifts
toward Ravens men's
basketball were
between \$500 and
\$999, and 37 were
over \$1,000.

Dunsmore Challenge totals:

2014-2015: 88 donors, raising \$162,003

2015-2016: 81 donors, raising \$162,260

2016-2017: 83 donors, raising \$164,125

2017-2018: 83 donors, raising \$188,137**

Fundraising totals before Challenge:

2012-2013: \$26,230

2013-2014: \$60,127

Donors also give to Ravens Men's Basketball through the **Zoppa Fund** (\$4,500 in 2017-2018) named in honour of former player and coach Ernie Zoppa, and through gifts directly to the **Ravens Men's Basketball Excellence Fund**. Donors have also successfully leveraged Giving Tuesday events over the last several years to maximize giving to the team.

Thank you for supporting Ravens Men's Basketball!

For more information, please contact Paul Armstrong,
senior development officer, at 613-520-2600, ext. 1158,
or paul.armstrong@carleton.ca



* Fundraising totals represent the university's fiscal years: May 1 to April 30.

** As part of the Dunsmore Challenge, Mr. Dunsmore agreed to match the Carleton match to all gifts made to the program on Giving Tuesday. For example, the total matched was \$30,171 on Giving Tuesday in 2017.