



HEEL Quarterly Digest



Yahoo!

Just in time to celebrate the Calgary Stampede, HEEL's Quarterly Digest is here.

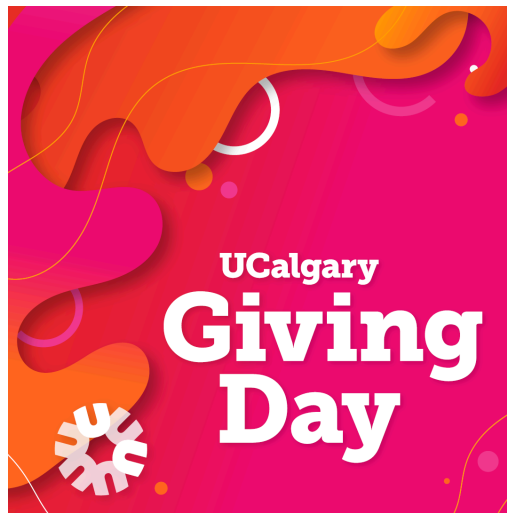
by [Terri-Lynn Melnyk](#) on July 12

While many of you were kicking up dust in your cowboy boots, we received the much-anticipated results of Giving Day! This newsletter will cover these results in depth, what these results mean for the 2025 and 2026 student awards and a “save the date” for our first Annual General Meeting and Student Award Reception.

If you are new to our digest, thank you for subscribing! **HEEL** stands for Higher Education Elevating Ladies. We make **H**igher **E**ducation financially accessible, **E**levating **L**adies into visionary business leaders. Through our endowment fund and thinking partner program, we will create a ripple effect with enough power to drive positive change in the business community.



THIS QUARTER'S
RESULTS



Giving Day Campaign Results

The **University of Calgary's** Giving Day Campaign took place between April 2-16th

Leading up to April 2nd, HEEL launched a digital fundraising campaign to fund our inaugural 2025 student award. Our ambitious goal was to raise \$40,000 toward an aspirational, annual student award. The award supports females pursuing graduate studies at the University of Calgary's Haskayne School of Business. With the opportunity to achieve dollar-for-dollar matching from the University of Calgary, we were enthusiastic for every dollar contributed to go further than any other fundraising timeframe. We knew ahead of the campaign that matching dollars would go fast. Through LinkedIn and @HeelGives on Instagram, we encouraged our members and donors to give early in the campaign. And give they did! We had 27 generous donors contribute a total of \$17,500. Some donors stayed up until 12:01 AM to make their contribution on April 2nd. This resulted in a match of \$16,000, bringing total funds raised to \$33,500!! We want to extend our deepest thanks to every single donor. We are truly overwhelmed by the support. We could not have done this without our board members, our planning committee and our partners at the University of Calgary. We appreciate being able to participate in Giving Day and the results we achieved from the countless hours of information sharing and administration.

In our May meeting, the board reflected on the shortfall from our goal with the following key learnings:

- Membership Growth: We currently have 12 members. Achieving 40 members* contributing \$1,000/year remains a key goal requiring focused recruitment.

**Members are defined as Thinking Partners (including Board Members), over the age of 18, that have paid their annual membership fee to the society. As of 2025, the Thinking*

Partnership membership fee is \$1,000. Interested in becoming a member? Check out our website [here](#).

- Award Size Approval: The \$40,000 target award requires compliance approval from the University of Calgary (currently underway). For now, the 2025 and 2026 awards are set at \$15,000.
- Macroeconomic Factors: Unfavourable conditions, including tariff uncertainties, made giving more difficult. We must refine our value proposition in response.
- Membership Contributions: Some new members donated through Giving Day, effectively halving their first-year fee. While this worked well, we need clearer guidelines for fee structure and membership terms.
- Volunteer Capacity: With all board members balancing full-time roles and families, we will be issuing a broader volunteer call to help advance the society's vision.
- Overall, the society requires support beyond the founding Board Members and Thinking Partners. We all have full-time jobs and families meaning we need to get creative to cover the capacity and capability opportunities in front of the society. In the coming months, we plan to develop our operating plan. This will and must result in a call for more volunteers to bring our vision to life, beyond the annual student award.

Annual Award

So, what does this mean for the dollars you contributed?

As captured in the learnings above, the annual award for 2025 and 2026 has been set at \$15,000 respectively. The remaining \$3,500 will carry forward to the 2027 award. Our medium and long term goal remains: raise a life changing \$40,000 student award each year. Once we have clarity from U of C's gift compliance department, we will continue focused fundraising for our 2027 award. *We have heard from some students and confirmed through market research that \$15,000 is still a significant award. We will continue this research as we formalize the goal for 2027.*

Annual General Meeting and Student Award Reception

Save the Date - and prepare to be inspired!!

On October 2, 2025 we are combining two events: our Annual General Meeting followed by an Award Reception for our 2025 student recipient of the HEEL scholarship. During this

reception, attendees will have the opportunity to see the impact of their contribution and learn more about the recipient. The Annual General Meeting (AGM) will include a voting process for our 2026 board. The AGM will take place between 12:30 PM and 3:00 PM and is open to all HEEL members and the general public. The Student Award Reception will take place directly thereafter between 4:00 PM - 6:00 PM. This award reception is open to all ticket holders of the event noting space will be limited.


Registration details will be available in August along with more details on the AGM process.

If you are a corporation or individual interested in sponsoring this event, please reach out to admin@heelgives.com! We welcome the support to make this an evening to remember.

Here are some additional upcoming milestones that may be of interest. If you want to get involved in any of these, please reach out.

 | **26-August-2024:** HEEL Quarterly Board Meeting (AGM details published thereafter)

 | **2-October-2024:** HEEL AGM and Student Award Reception at the Calgary Petroleum Club

 | **December-2024:** Annual filing and publication of Operating Plan

 | **January-2025:** Membership fees due for 2026

 | **26-March-2025:** Society celebrates 1st year being Incorporated!

 | **April-2025:** Giving Day Campaign and goal for 2027 Student Award

We are excited about the future ahead. Thank you for being part of this movement. Let's continue to elevate ladies!

“Even if it is a little thing, do something for others - something for which you get no pay but the privilege of doing it.” ~Albert Schweitzer



HEEL Sponsorship Society Inc.