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Laurier appoints new vice-president to lead development and alumni relations

WATERLOO – Wilfrid Laurier University has appointed Robert Donelson to the senior leadership role of vice-president: development and alumni relations.

Donelson has more than 25 years of executive experience in fundraising and advancement, most recently as president of St. Joseph's Healthcare Foundation in Hamilton. He previously served as executive director of St. Mary's General Hospital Foundation in Kitchener. He also played senior roles in development and alumni affairs at St. Jerome's University in Waterloo.

At Laurier, Donelson will lead a new philanthropic vision and alumni-engagement strategy as the university builds on the success of its recent \$100-million fundraising campaign and prepares to celebrate its 100th anniversary in 2011.

"I am delighted to welcome Rob to the Laurier community," said university president Dr. Max Blouw. "He brings a wealth of skill and experience in advancement and strategic leadership, and he has a proven track record for building teams and relationships on behalf of organizations that value a sense of community."

Donelson has led multimillion-dollar fundraising campaigns for St. Joseph's Healthcare and St. Mary's General Hospital. At St. Joseph's, he helped set a new record for annual donations to the foundation, including the largest personal and corporate donations ever in the organization's history, and his team has launched a \$75-million capital campaign, its largest ever. At St. Mary's, he played a lead role in the *One Voice, One Vision* campaign that has raised \$43 million for hospitals in Waterloo Region.

Donelson has extensive experience working with boards, volunteers and community groups. A resident of Waterloo for many years, he is looking forward to returning to his roots in education and working with Laurier's advancement team and the university's many alumni, friends and benefactors.

"I believe strongly that development and alumni relations can and must play a key role in achieving Laurier's mission," Donelson said. "I look forward to partnering with all members of the Laurier family to achieve its ambitious goals and to propel this fine university into its second century."

Donelson will join Laurier as vice-president: development and alumni relations on March 30.