

CINDY GOUVEIA, PHD.

President

George Brown College Foundation

Cindy Gouveia is the President of the George Brown College Foundation, a registered charitable organization that serves as the primary fundraising vehicle for George Brown College. Herself a product of the Canadian college system, Cindy is committed to student access and success in higher education and to ensuring that no student is denied an education at George Brown College due to financial need.

In meeting this challenge, Cindy has focused on nurturing relationships between Toronto's business community and the College, connecting them to unique and best-in-class programs in areas such as hospitality and the culinary arts, construction and engineering, early childhood education, and transitions to post-secondary education.

Cindy's leadership style promotes a culture of respect, innovation and commitment to achieve team success. In her capacity as the Foundation's president, Cindy has used this same strategy to build a diverse and high-performing team that has effectively increased support towards student scholarships, capital projects, research and programing upgrades.



Cindy Gouveia

Cindy's focus on diversity, equity and inclusion is readily apparent in the direction of support the George Brown College Foundation has acquired over the years. Under her leadership, the Foundation has sourced funding in support of students dealing with mental health and addiction issues through programs like Transitions to Post-Secondary Education and the Augmented Education which prepare participants for post-secondary education and employment respectively. It also secured funding in support of Indigenous students through George Brown's Centre for Preparatory Studies as well as funding for skills upgrading of women in traditionally male trade fields by way of the Women Transitioning to Trades Education program. Perhaps most significantly, Cindy has focused her activities into increasing scholarships ensuring that no students are denied an education at the College due to financial need.

Cindy has placed much emphasis on community engagement to promote student success and gain support for students in need. She has consistently sought to partner with third-party fundraisers within the community, such as, the Open Kitchen of Toronto to host a dinner series in support of female culinary management students, and the members of Toronto's Bangladeshi community to host the 2nd United Bangla Festival 2018 in support of scholarships for George Brown College students.

In 2018 she completed her PhD. in Higher Education from the University of Toronto. Her pioneering thesis focused on determining whether fundraising is an emergent profession. She has published peer-reviewed articles in College Quarterly Publication (*Resource Development in Ontario's Colleges*

– *What's the Future?* and *The Future Fiscal Needs of Ontario's College System: Total Resource Development & Strategic Philanthropy*, in 2016 and 2014 respectively). She also holds an MBA in Hotel and Food Administration from the University of Guelph, Adler International Coaching Certification (levels 1-3), a diploma in Hospitality and Tourism Administration from Centennial College and completed Level I of the Canadian Board Diversity Council Board Governance Education Program.

Cindy is also the recipient of several awards, including the Diversity Scholarship 2014 (Association of Fundraising Professionals), Emerging Leader Winner 2013 (Ontario Colleges Administrative Staff Association), the Diversity Recognition Award 2009 (George Brown College) and the Dorothy Britton Scholarship for Academic Excellence 2003 (University of Guelph). Most recently, she was awarded the Senior Women Academic Administrators of Canada 2019 Angela Hildyard Recognition Award in the category of Emerging Leader in recognition of her outstanding leadership and contribution to advancing higher education.