

University of Waterloo | Award Submission

Math Impact Report



Math Impact Report

The project

The *Math Impact Report* is a fully digital, interactive publication created by the University of Waterloo to share the reach, relevance, and real-world impact of its Faculty of Mathematics. Designed as a digital first experience, the report reimagines a traditional stewardship report as a narrative driven brand experience built to deepen donor engagement.

The experience we designed

The **Math Impact Report** was conceived as an exploratory experience rather than a static document. Editorial flow, motion, and interaction guide readers through content intuitively, allowing them to move between stories, data, and media at their own pace.

Fun fact: we collaborated with the professor who helped solve the decades old “Einstein tile” problem to animate the hat motif used in the report.

Design decisions were informed by the discipline itself. Typography, layout, and visual rhythm reflect mathematical logic and structure, while interactive moments invite deeper engagement. Feature stories highlight innovation in research, global partnerships, and student achievement, with data and imagery woven into a cohesive, brand driven system.

The thinking behind it

Traditional impact reports can be dense and transactional, limiting their ability to build connection. The goal of the Math Impact Report was to shift from information delivery to relationship building.

By combining narrative structure with interactive design, the report reduces cognitive load while preserving depth. Readers are guided through complex information with clarity, supported by visual hierarchy and motion that reinforce understanding rather than distract from it.

What changed because of it

The *Math Impact Report* achieved strong engagement without paid promotion. Distributed to **965 donors**, the report recorded a **63 percent open rate**.

The experience attracted **244 unique visitors** who generated **1,600+ page views**, with **411 total opens**, indicating repeat engagement. Visitors spent an **average of 2 minutes 27 seconds exploring the report**, with nearly **10 hours of total time spent**. Interaction levels were strong, with **1,173 interaction clicks** and **57 percent of visitors clicking an action**. The report also contributed to relationship building outcomes, including a confirmed case of donor reactivation.

Why it worked

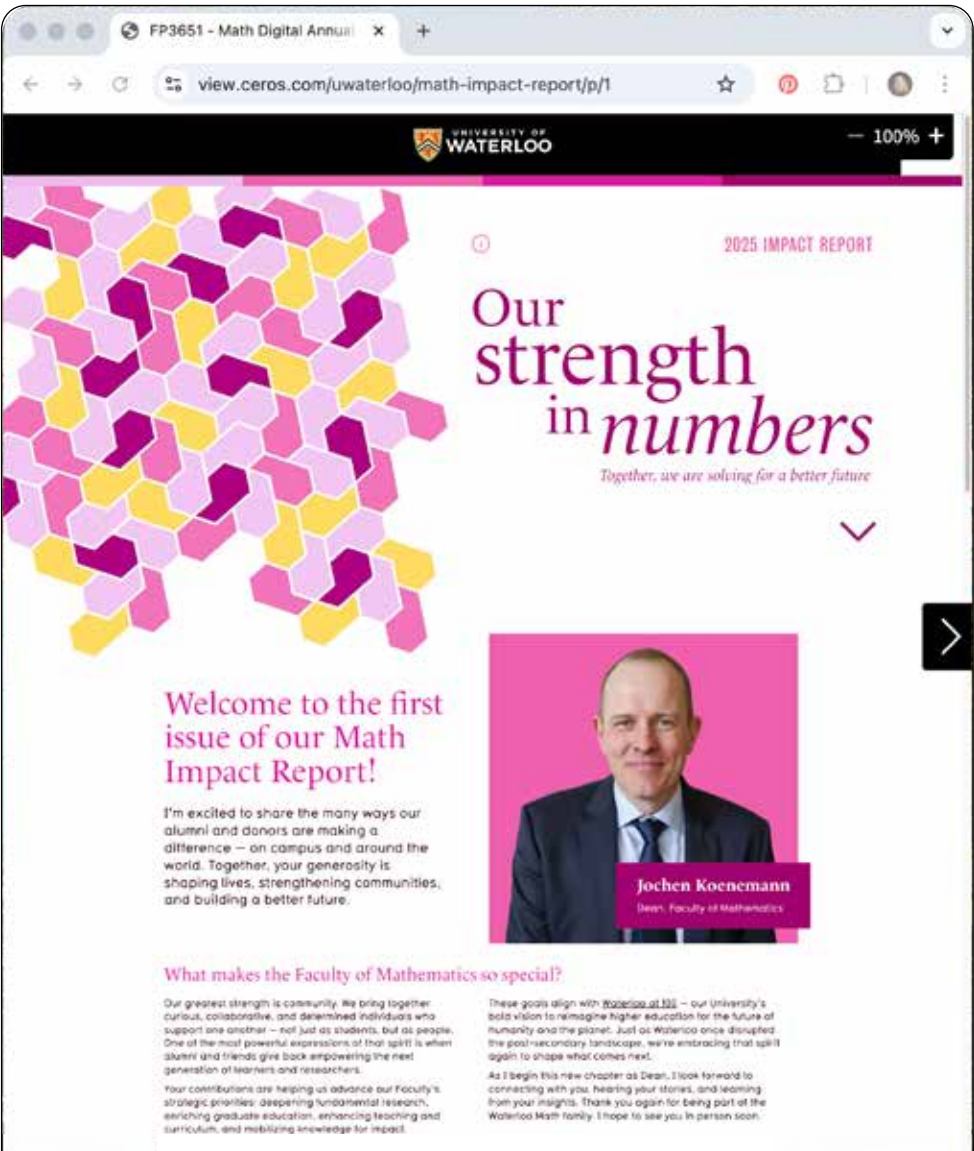
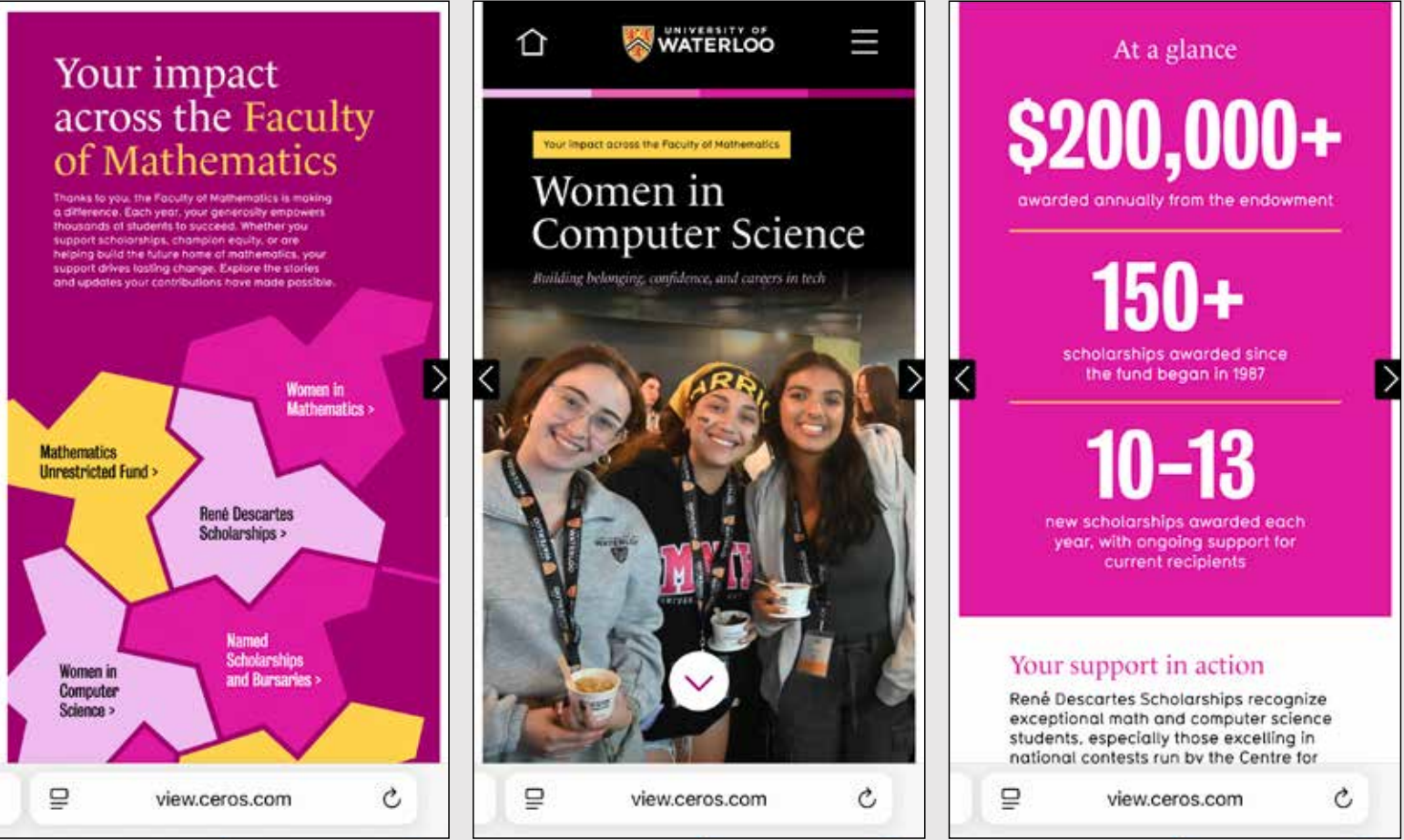
The **Math Impact Report** works because it treats branded content as an experience, not a document. Design, narrative, and interaction are aligned to support exploration and understanding, making complex academic impact approachable and engaging.

By embracing a digital first approach, the project positions the Faculty of Mathematics as forward thinking and donor focused, while delivering measurable engagement and long-term value.

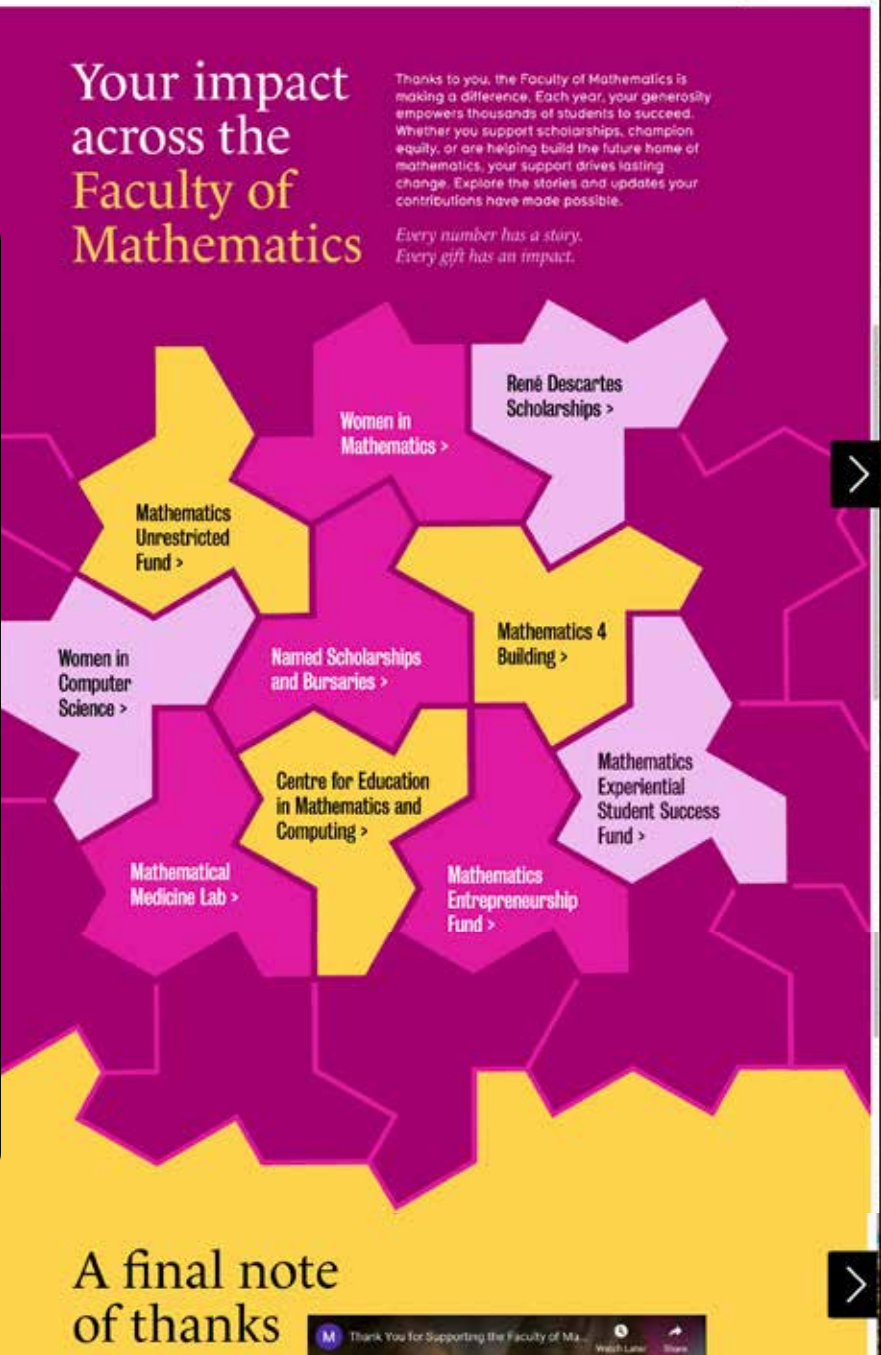
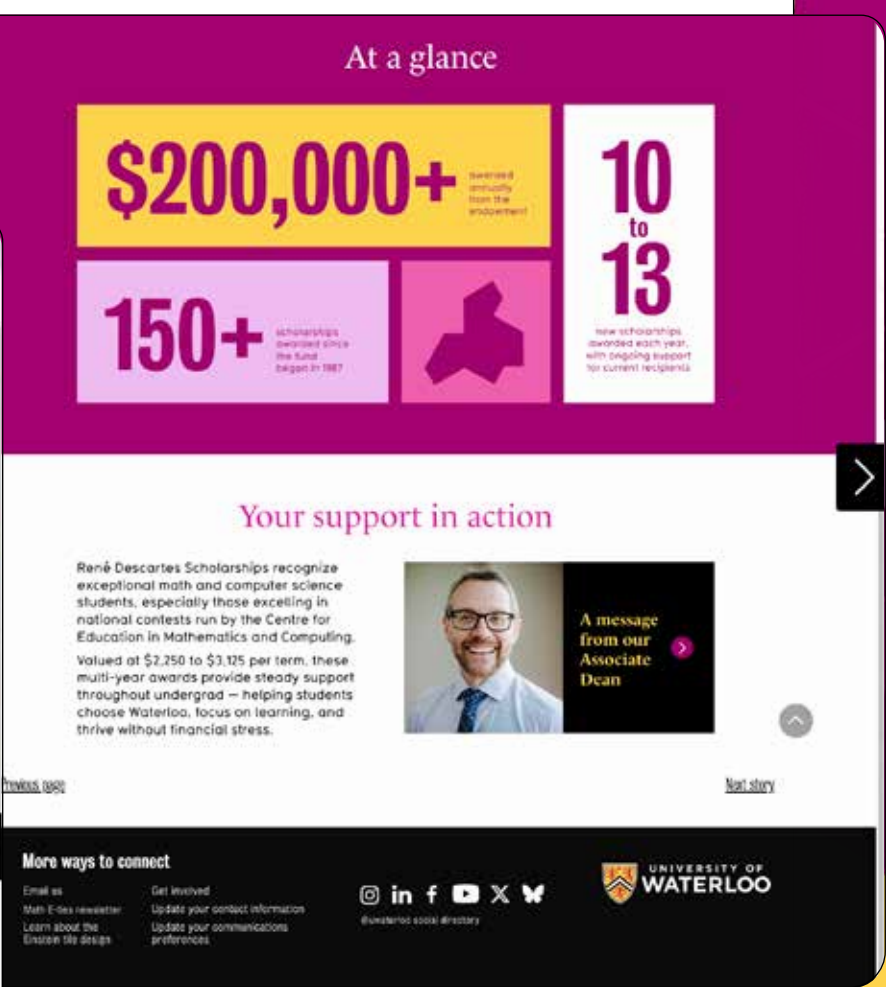
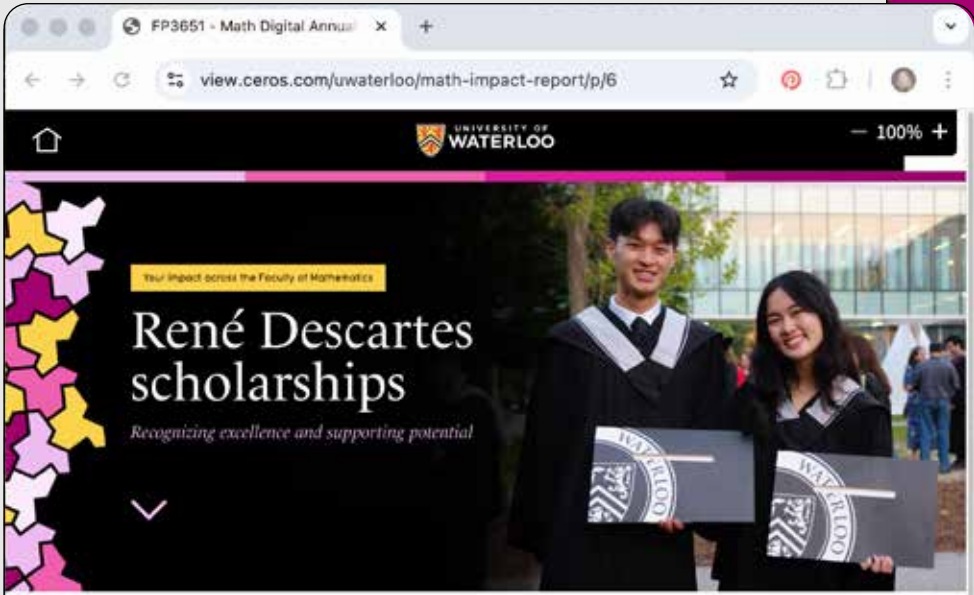
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Interactive Digital Report – Mobile



Interactive Digital Report – Desktop



UNIVERSITY OF WATERLOO
FACULTY OF MATHEMATICS

Report design inspired by the Einstein Tile.

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