

UNIVERSITY OF NEW BRUNSWICK



Arthur Irving and Jack Irving Families



In honour of their business associate and friend, Hans W. Klohn, the families of Arthur Irving and Jack Irving donated \$3-million to UNB Saint John for the new Hans W. Klohn Commons.

Hans W. Klohn is well known for his many contributions to the steel fabrication and construction industry in Atlantic Canada, New England and beyond; his support of community projects; and his dedication to excellence. In his honour, the new building is known as the Hans W. Klohn Commons.



Robert N. Skillen, Chief Advancement Officer

DDR's annual report always provides us with the opportunity to celebrate our successes. You'll see that among them for 2010-11 are an annual fundraising total of \$13.4 million and the addition of \$11.9 million of those funds to the University's endowment. We can also celebrate the \$7 million contribution for enhancement of our physical environment, the \$6.17 million contribution from our alumni, and the almost \$4 million we raised for scholarships and bursaries for UNB students. Contributions received from our alumni allowed UNB to complete, and officially open, iconic signature buildings on both major campuses – the Richard J. CURRIE CENTER in Fredericton and the Hans W. Klohn Commons in Saint John. The Team 500 Campaign, which focused on alumni contributions for the Hans W. Klohn Commons in Saint John, was extremely successful with a large number of Saint John alumni stepping forward with generous support for their campus. Our fundraising staff works diligently and I would like to take this opportunity to thank them for their unwavering dedication. I hope you will enjoy reading our stories as much as we enjoyed creating them.



Peter Coates, Director of Development & Donor Relations

What stands out for me in this report is the number of individuals who've stepped forward to create scholarships and bursaries at UNB. We have many thoughtful donors who've helped make it possible for students to pursue their goals. For the recipients, it's about much more than financial support. The recognition associated with receiving a scholarship boosts self-confidence, helps in job applications, and of course, makes parents proud. We are thankful for these gifts and encourage others to think about creating an award, be it from a \$500 annual gift to an endowment supporting a full-tuition scholarship. There is no greater need at UNB – and no easier way to have an impact. I feel fortunate to have the opportunity to work with so many of you who give back in this way. Thank you.

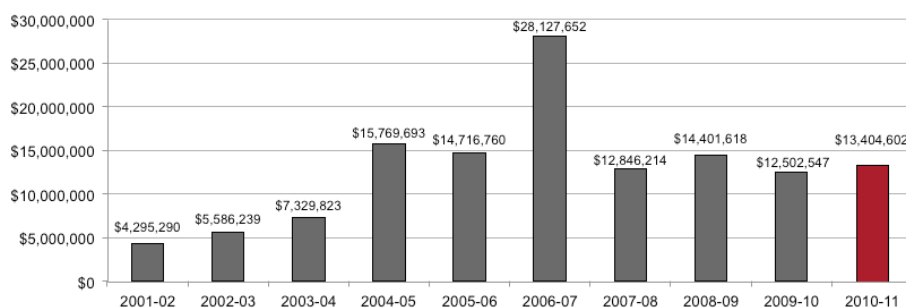
George Donovan



When George Donovan began his BPE degree at UNB in the early 90s, he wanted to be a Physical Education teacher. Now, he's the president of Gogii Games, a Moncton-based company with development offices in Nova Scotia, the Czech Republic, France and Romania and is creating games for Gene Simmons of Kiss and his partner, Shannon Tweed. George credits retired UNB Dean of Kinesiology Terry Haggerty and instructor Jeff Burkard with sparking his interest in software and fostering his confidence. The incorporation of technology resonated with

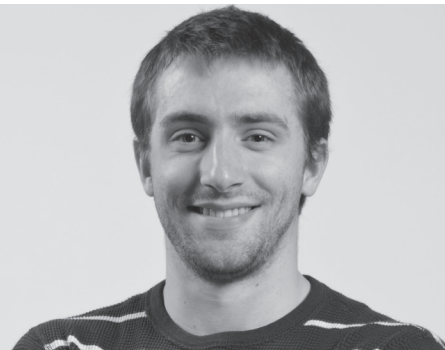
George, who realized the potential of these emerging tools. His ability to predict a game's success has led to Gogii Games receiving the 2011 KIRA award for a New Brunswick company that has succeeded in exporting a technology-based product or service outside the province. George was also named Emerging Entrepreneur of the Year for 2009 by Ernst & Young. Because of the influence of his professors, he wanted to give back to UNB. He created the Gogii Games Scholarship to help students in software engineering and has come to UNB to speak to share his knowledge with students.

Annual Fundraising
Totals
2001-02 to 2010-11



During the last ten years, the Office of Development & Donor Relations has been responsible for raising nearly \$130 million in charitable contributions in support of University programs and initiatives. UNB's annual fundraising total has grown steadily over the decade to an average of \$13.3 million over the past 4 years.

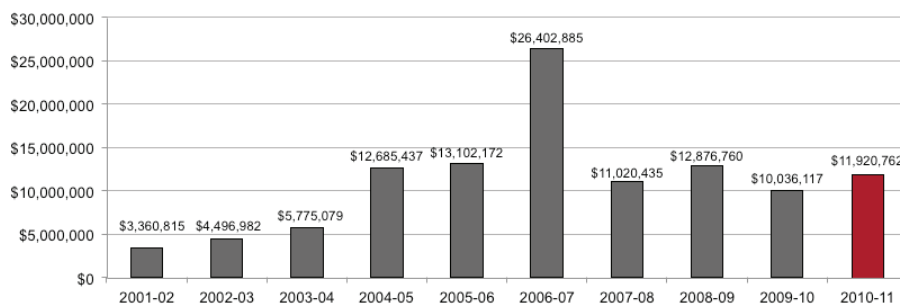
Patrick Thebeau



Patrick Thebeau received a scholarship when he entered UNB, but was without the extra assistance for years two and three. So, it was a welcome surprise to receive the Gogii Games Scholarship in his final year.

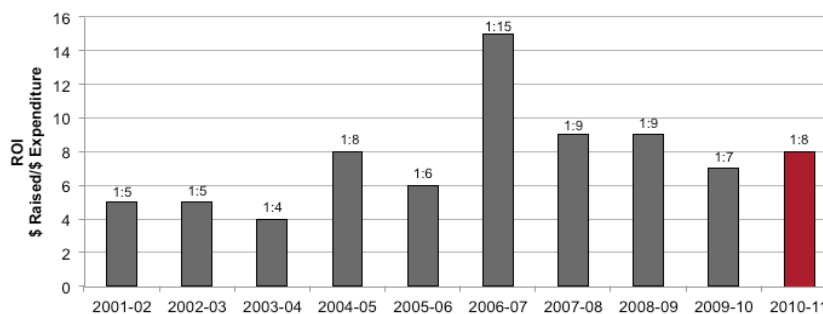
"It was a relief because I have student loans, so this meant I didn't have to take on as much debt," says Patrick. Patrick started working for the Provincial government as an IT consultant shortly after graduation this year. His ambition, though, is to apply his knowledge of artificial intelligence, gained during his degree program in software engineering, to a career with the Canadian Forces or the RCMP.

Fundraising
Contributions to UNB's
Endowment 2001-02 to
2010-11



Charitable contributions to UNB are deposited in endowed or non-endowed trust accounts, depending upon a donor's particular wishes. Over the past ten years, Development & Donor Relations has been responsible for the addition of \$111 million to UNB's endowment.

Fundraising Return on
Investment
2001-02 to 2010-11



The Office of Development & Donor Relations calculates the fundraising return on investment (ROI) using the total revenue and expenses associated with all facets of the operation, including all advancement services and stewardship expenses. UNB's average ROI over this ten-year period is 1:7.6, meaning that for every \$1 expended, \$7.6 was raised.

Kathy and Terry Malley with Michael Sullivan

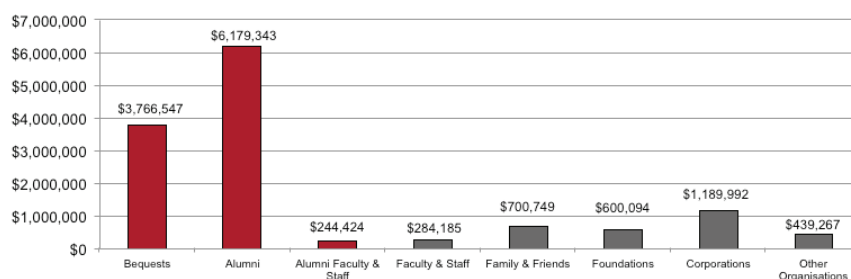


What could be more exciting for a UNB student than receiving a scholarship? How about receiving a job offer from the donors?

And that's exactly what happened to Michael Sullivan who is now working full-time in sales and marketing at Malley Industries Inc. owned by Terry (BA'81) and Kathy Malley (BEd'79) of Moncton, N.B. Michael was first introduced to the Malleys through UNB's Export Partnering Program while touring the facility in Dieppe where Malley Industries manufactures specialty vehicles. He next saw them at the Faculty of

Business Administration's awards dinner where he received the A.J. Malley Memorial Scholarship. But it was at the CIBC Business Plan Competition where the relationship blossomed. "I chatted with Terry and he asked if I planned to stay in New Brunswick after graduation," recalls Sullivan. "Two interviews later, I was hired." Michael's first year has been hectic, with trade shows and setting up distribution networks, but he's found it all very exciting. "It's great working here; it's like another family. Everyone thinks you have to move away to be successful, but if you work hard, good things will come."

Annual Fundraising
Totals According to
Donor Constituency
2010-11



Mirroring the trend of the last decade, charitable contributions from individuals, including friends, faculty and staff and most especially alumni, accounted for the majority of gifts to UNB during 2010-11.

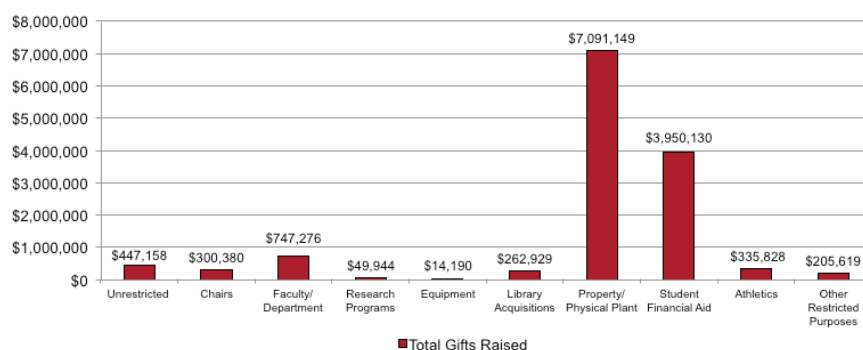
Karen Perry, Maggie MacFarlane and Chris Gilliss



A scholarship has been created at UNB in memory of Ashoki Sujanani (BSE '78), a highly respected and successful engineer nicknamed 'Santa Shoki' because of his giving nature. Ashoki passed away in November, 2010. The scholarship is being spearheaded by Chris Gilliss (BBA '75) and his wife, Karen Perry, who were Ashoki's long-time friends. Ashoki came to UNB Fredericton from Hong Kong when he was 20 after working for three years to save for his expenses. For the rest of his life, friends say, he referred to New Brunswick as his home.

Following graduation from the Bachelor of Science in Surveying Engineering program in 1978, Ashoki worked as a survey engineer in Toronto and the US before moving to Dubai. For the last 26 years, he worked for Intergraph Corporation, the world leader in delivering software and services for the management and visual representation of complex geospatial information. As per his wish, the \$4000 renewable scholarship will be awarded to a student in the Bachelor of Arts program. Selection will be based on academic achievement, financial need and community involvement. Maggie MacFarlane, from Albany, PEI, is the first recipient of the Ashoki Sujanani Scholarship.

Fundraising Results According to Purpose 2010-11



Charitable contributions for capital construction projects (the Richard J. CURRIE CENTER at UNB Fredericton and the Hans W. Klohn Commons at UNB Saint John) accounted for the majority of donor support in 2010-11, followed by gifts for scholarships, bursaries and other awards for UNB students.

Tim and Nancy Williston

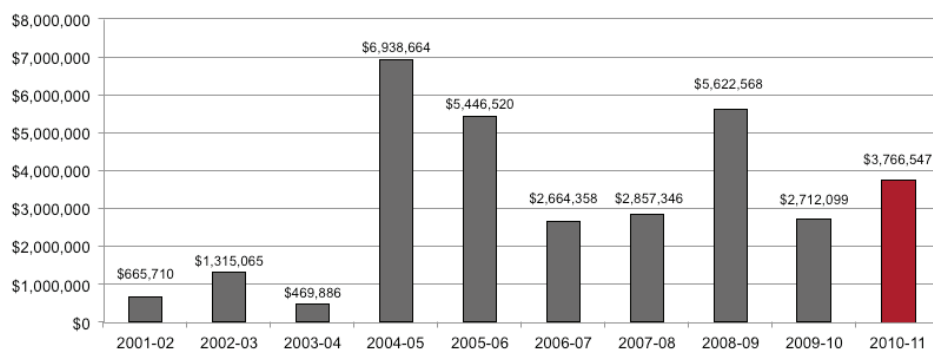


Unlike a lot of UNB donors, Tim and Nancy Williston of Fredericton are not alumni.

“We come from loving homes and always had clean clothes and food in our bellies, but due to the financial constraints of our families, we just couldn’t afford university,” said Tim. After graduating from high school, both Tim and Nancy went on to successful careers — Tim, first as a banker and later as a business owner, and Nancy in private industry and then in the Federal government. However, Nancy reflects, “we both feel that we missed out by not attending university,

not only for the educational benefits, but also for the social experience.” With Tim now retired due to health reasons and Nancy semi-retired, they have been thinking about the future and how their investments can be best used. With no children of their own, they decided to leave a legacy gift to UNB. Their bequest will fund a scholarship for students with academic ability who are also in financial need, just as they once were. When asked why they chose to create a scholarship, Nancy replied “Funding education is so important. It all begins with education — that’s how change happens.”

Annual Estate and
Planned Giving
Donations
2001-02 to 2010-11



Planned giving and estate donations to UNB have accounted for 25% of all contributions to the institution over the last decade. The most common of this type of gift is a bequest, an amount of money or property left to UNB in a donor's will. Almost 90% of all estate gifts are made in this manner. Estate gifts are also made through insurance policies, the proceeds of an RRSP or RRIF, annuities or charitable remainder trusts or by making a gift of residual interest where the donor retains the right to use the property until his or her passing.

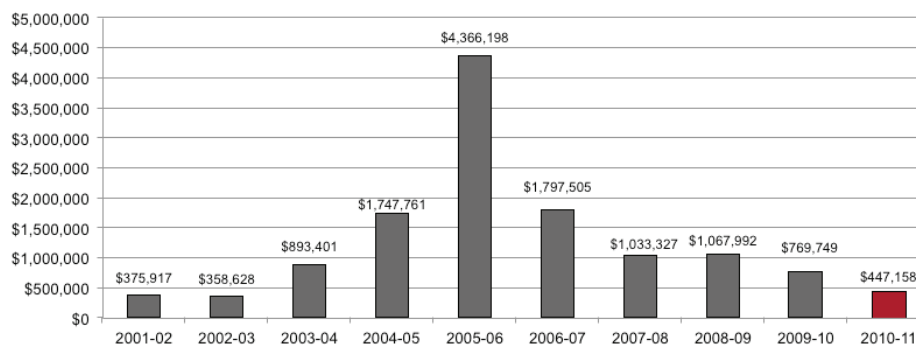
BMO Financial Group



BMO Financial Group has made a \$1.75-million gift to UNB, a 10-year commitment that will support student projects on the Fredericton and Saint John campuses. The gift is the largest single donation ever made in Atlantic Canada by BMO, and is also the single largest gift received by UNB from a corporate donor. One million dollars from the BMO gift will be directed to UNB's Varsity Reds men's and women's soccer program and related scholarships. The targeted funding will help to further develop excellence on the field and in the classroom for UNB's Varsity Reds athletes. The Varsity Reds soccer program will compete at the

newly named BMO Centre at UNB, where the UNB men's soccer team will host the 2013 Canadian Interuniversity Sport soccer championship. In addition, BMO is committing \$500,000 to support the further development of UNB Fredericton's Faculty of Business Administration's business plan competitions. Already one of the most respected in the region, the faculty is looking forward to raising the bar even higher for participants from across Canada and around the world. The commitment will also provide \$250,000 to fund the BMO Financial Group smart classroom in the Hans W. Klohn Commons on the Saint John campus.

Annual Unrestricted
Donations
2001-02 to 2010-11



Unrestricted donations to UNB support programs and initiatives exhibiting the greatest need. Over the course of a budget cycle, unexpected opportunities and challenges often arise and unrestricted charitable donations help UNB to meet those needs.

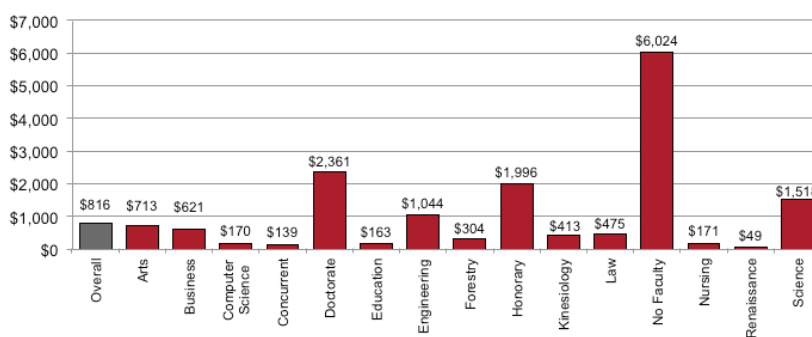
Lilian Jardine, Patrick Mulherin, John Black, and Scott Gibbons



Lilian Jardine created and funded two bursaries in 2008 to honour her late husband, Colin Jardine (BScME'66). Thrilled with the impact they've had, she's just increased the number of annual awards to four. "I always intended to support four, but thought I should start slowly and make sure it's a good idea," says Ms. Jardine. "I've been so impressed with the quality of the students and with the dedication of the faculty and staff members that I'm confident I made the right decision." She has twice flown from her home in Calgary, where Colin Jardine was president of Alcan Price (now APEL Extrusions Ltd.), to

Fredericton to meet the bursary recipients. She has the same fondness for campus now as when she came from Shawinigan, Que., to see her husband during their student days. "Colin loved UNB and I had lots of fun visiting him at carnival time and for the engineers' ball. He really believed in giving back and donated to UNB every year." After his passing in 2008, former colleagues told her how much he'd encouraged them to pursue their goals with integrity and to become life-long learners. She thought a bursary would be a good way to continue his legacy of helping people and supporting UNB. "He came from a modest background but had lots of drive. I figured there must be other students like him that could use a little boost to get off to a good start in life."

UNB Fredericton
Alumni Average Gift
Size by Faculty
2010-11



The average amount of a charitable gift received at UNB in 2010-11 from a UNB Fredericton alumnus by faculty was \$816. Exceeding that average were those alumni whose first faculty at UNB was science or engineering. Donors in the no faculty, doctorate and honorary categories also exceeded the average.

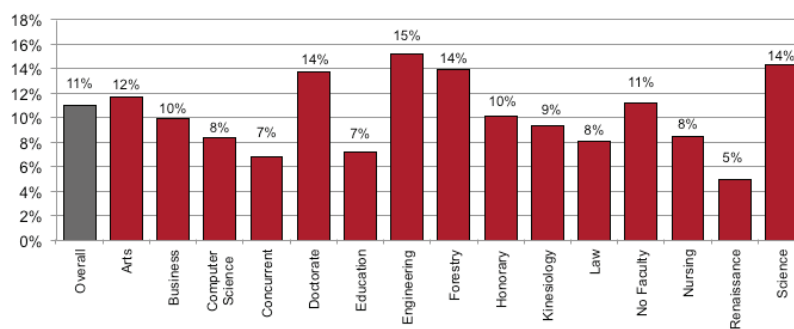
Graham Farquharson



The audience at UNB's 182nd Encaenia was expecting Graham Farquharson to accept an honorary degree and give a speech during the graduation ceremony. What they didn't expect was the \$2-million donation he made to the University. "Now I have a university diploma from UNB and have also entered that stage of life where satisfaction comes from distributing that which we have managed to accumulate," he said

in his address. Graham attended UNB from 1959 until 1962, and was on the hockey team during his final year. He went on to attend other universities, but was most fond of his time at UNB. "Having attended three universities in Canada, I have always made it clear that my greatest attachment is to UNB, where I spent the first three years of my university career, going as far as one could in the mining engineering program at that time," he said. Graham co-founded Strathcona Mineral Service in 1974. His donation will be split evenly among the geology department, the faculty of science, the faculty of nursing, and the university itself to support its strategic plan.

UNB Fredericton
Alumni Participation
Rate by Faculty
2010-11



The overall participation rate by UNB Fredericton alumni who made a gift in the 2010-11 fiscal year was 11%. Exceeding that participation rate were the faculties of engineering, forestry and environmental management, science, and arts, along with those in the doctorate category.

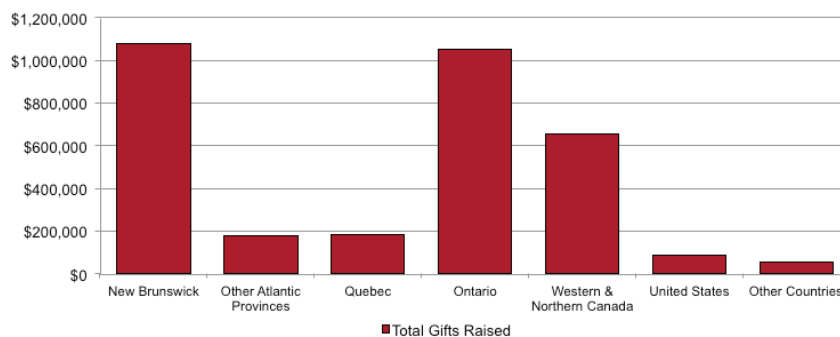
Kayla Richard



Volunteering, working part-time, and doing a double major in biology and psychology with a minor in chemistry, Kayla Richard is an active woman with no plans to slow down. “I’m not really that busy,” she says with a laugh. “I mean, I still take time to relax and unwind, but I figure I only have one shot at this life so I want to make it count.” And

make it count, she does, not just for herself but also for others. Within her repertoire of community involvement, she builds relationships with differently-abled community members and mentors elementary school children to encourage their educational dreams. “I like being involved with all these organizations because I get to help people. It’s an amazing feeling knowing you’ve made a difference in someone’s life.” Kayla is a recipient of the Joseph and Kathleen Flanagan Memorial Scholarship.

Annual Fundraising
Totals from UNB
Fredericton Alumni by
Geographic Region
2010-11



UNB Fredericton alumni living in New Brunswick led the way in 2010-11 contributing \$1.4 million to their alma mater. Alumni from Ontario followed, contributing approximately \$1.2 million.

Sydney Acker Family

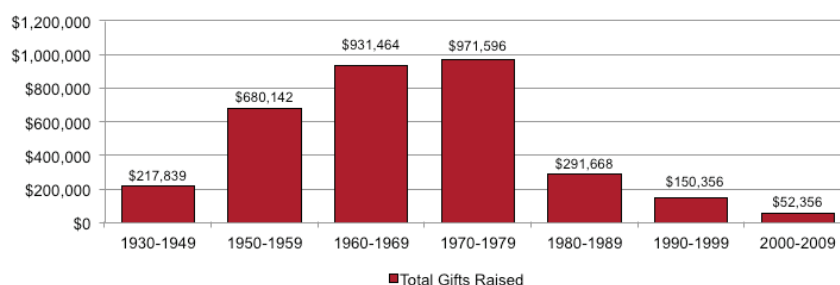


The Sydney E. Acker Concrete and Masonry Laboratory has been opened at UNB as a result of a contribution from his family in honour of Mr. Acker's successful engineering career, his immense interest in concrete and his passion for research.

The Acker laboratory provides the Concrete Materials Research Group with a separate space for testing and specimen preparation, as well as new equipment for research. Students will utilize the new laboratory to continue their work on important concrete-related research projects, including the creation of cement with a low

carbon footprint and finding ways to reduce the effects of salt on concrete. In addition to the new laboratory, the Acker Family supports the Sydney Acker Scholarship, a \$4,000 annual award for engineering students from any discipline. Born in St. Stephen, N.B, Mr. Acker graduated from UNB's Bachelor of Science in Civil Engineering program in 1944. He entered the Royal Canadian Engineers and started a lifelong career in engineering and construction. After leaving the army, he spent 17 years working for the engineering firm Creaghan & Archbald. In 1964, he joined the ranks of L. E. Shaw Limited, known today as The Shaw Group, where he built and managed their concrete operations. He spent the remainder of his career at Shaw, eventually retiring as Chairman of the Board in 1989.

Annual Fundraising
Totals from UNB
Fredericton Alumni by
Decade of Graduation
2010-11



As a group, UNB Fredericton alumni from the 1970s were 2010-11's best donors contributing a total of \$971,596. Those alumni from the 1960s followed close behind with total giving of \$931,464.

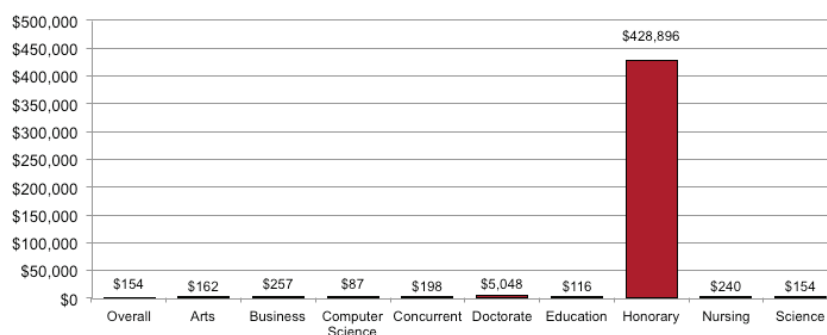
Janet M.C. Burns



Just over a year ago, sociologist Janet M.C. Burns began to think seriously about the future. She was concerned about the students of tomorrow and how they would handle the ever-growing financial burden of getting a post-secondary education. Janet wanted to help. She has decided to leave a bequest in her will to UNB

Saint John, something that would benefit future students and thank the institution that had hired her 23 years earlier. Over those two decades, among other things, Janet developed expertise in the sociology of art and culture and co-ordinated the GoMexico! Study Tour for students interested in learning about Latin America. Her bequest will fund prizes for graduate or senior undergraduate students on the Saint John campus and, in keeping with her interests, may be used for study abroad, field research or conference attendance.

UNB Saint John Alumni
Average Gift Size by
Faculty 2010-11



The average amount of a charitable gift received at UNB in 2010-11 from a UNB Saint John alumnus by faculty was \$154. Exceeding that average were those alumni whose first faculty at UNB Saint John was business, nursing or arts. Donors in the honorary and doctorate categories also exceeded the average.

Fred Ross War Memorial Mural

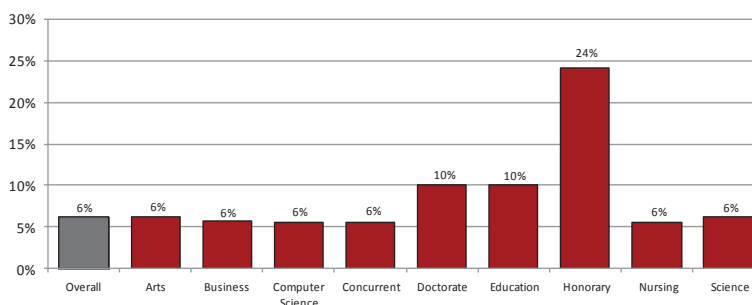


Art history was made in June when UNB Fredericton unveiled a re-created mural by renowned Canadian artist Fred Ross.

The original two-panel mural, *Destruction of War and Rebuilding the World Through Education*, was completed in 1948 as a memorial to the Fredericton High School graduates who died in the Second World War. The monumental 16-by-20-foot painting was tragically lost after being removed from the school auditorium in the 1950s. “Seldom, if ever, does one get a second chance like this,” said Dr. Ross (LLB ’86). “I’m not aware of any other work in Canada, or anywhere else in the

world, that has been resurrected in this way.” The re-created mural now hangs in the performance court of The Richard J. CURRIE CENTER and depicts a cautionary tale, contrasting two sides of human endeavour: the wasteful devastation of war and the promise of peace and progress through education. Over both panels hangs the threat of nuclear conflagration. The mural was re-created by three New Brunswick artists — Amy Ash, Sara Griffin and Fred Willar — working under the direction of Dr. Ross. The project, which took six months to complete, was supported by leadership gifts from the Sheila Hugh Mackay Foundation and Dr. Richard J. Currie, along with contributions from many alumni and friends.

UNB Saint John Alumni
Participation Rate by
Faculty 2010-11



The overall participation rate by UNB Saint John alumni, by faculty, in 2010-11 was 6%. Exceeding that participation rate was the faculty of education, along with those in the honorary and doctorate categories.

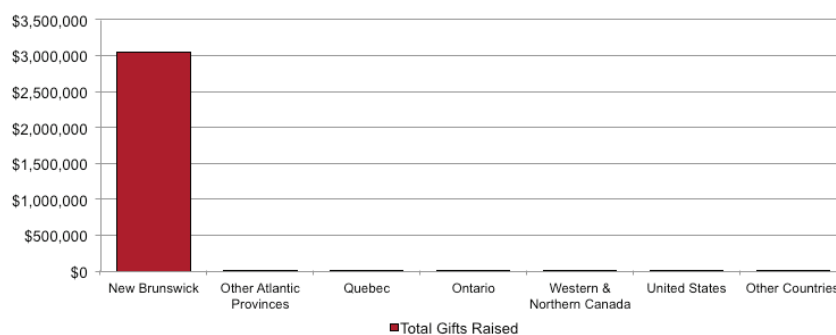
Tanziha Mowreen



Moving away from home is always a bit frightening, especially when you are moving over 7000 miles away, but Tanziha Mowreen knew she was making the right choice. Her older sister, a graduate of UNB Saint John's Business Administration program, had encouraged Tanziha to enrol in the same program, promising it was a decision she would never regret. "My sister told me so many wonderful things about this campus that I knew it was where I wanted to be. And she was right about everything — the professors, the program, the people, and the city

itself." Early in her last year, Tanziha experienced some uncertainty about her academic future. Back home in Bangladesh, her family was struggling financially and a bad flood had struck the country. It was around this same time she found out she had won the Dr. Colin B. Mackay Bursary. "This bursary couldn't have been more perfectly timed," she says. "Just when we needed help the most, it was there." Tanziha speaks warmly about her time at UNB Saint John over the last four years, and she hopes to continue to live and work in Saint John, the city she now considers her "home away from home".

Annual Fundraising
Totals from UNB
Saint John Alumni by
Geographic Region
2010-11



UNB Saint John alumni living in New Brunswick led the way in 2010-11 contributing just over \$3 million to their alma mater.

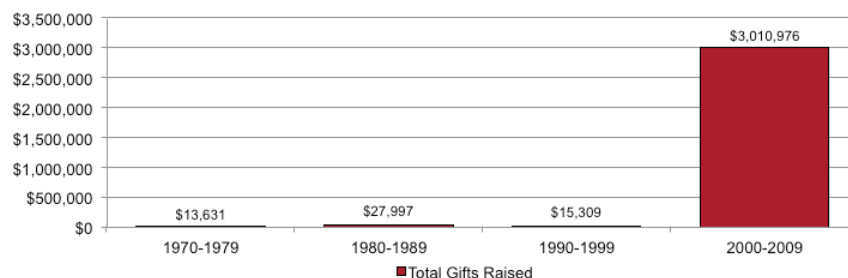
Sisters of the Immaculate Conception



With a gift of \$50,000 in support of the University Commons Writing Centre, the Sisters of the Immaculate Conception have furthered their 156-year focus on education and young people. The Centre is accessible to students of all disciplines and academic years and to faculty and staff.

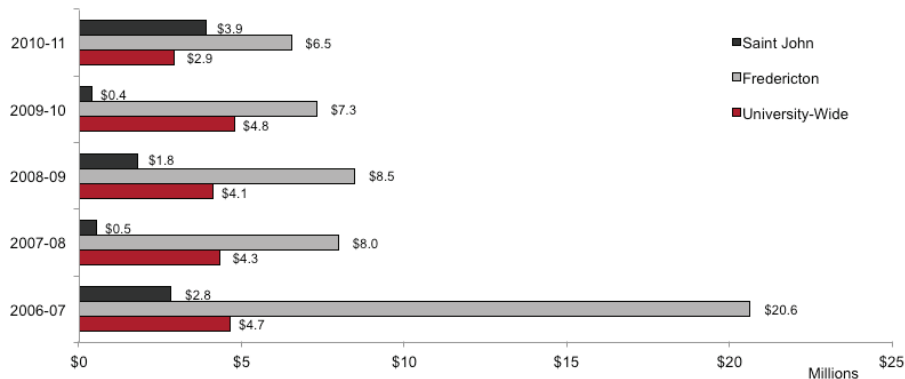
Professional tutors at the Centre assist with the mechanics of writing and the elements of style; offer advice on papers and assignments currently in progress; and help with applications, proposals, expressive writing and other projects. The Sisters of Charity of the Immaculate Conception Writing Centre is designed to be a learning space free of judgement and evaluation.

Annual Fundraising Totals from UNB Saint John Alumni According to Decade of Graduation 2010-11



As a group, UNB Saint John alumni from the 2000-2009 graduating classes were 2010-11's best donors contributing a total of \$3,010,976. Those alumni from the 1980s followed with total giving of \$27,997.

Annual Donations According to Receiving Campus 2006-2007 - 2010-11



In 2010-11, UNB donors contributed \$2.9 million in support of university-wide programs and initiatives (those of benefit to all UNB campuses), \$3.9 million in support of programs and initiatives on the Saint John campus, and \$6.5 million in support of programs and initiatives on the Fredericton campus.

DEVELOPMENT & DONOR RELATIONS
ANNUAL REPORT 2010-2011



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