

UNIVERSITY OF NEW BRUNSWICK

Development and Donor Relations

Annual Report 2014-2015



Almost a generation after she first enrolled at the University of New Brunswick in Saint John, Nikki Ewart returned, determined to make a better life for herself and her two sons.

"Donors might wonder if their gifts are going to people who really need it, to people who really deserve it or to people who are truly struggling," Nikki said. "With me, they got it right. I was not going to let anybody down."

Nikki recognized, when she first started at UNB, that it was by her own admission not the right time for her to pursue a university education. After some years away and significant life experiences, she decided that with support, she would follow her dream of becoming a psychologist and return to school.

"I needed my kids to see that I could do it," she said. "I wanted them to know their mom could take care of them. I think they are pretty proud of me."

NIKKI EWART
BACHELOR OF ARTS '15
FIRST CLASS HONOURS (PSYCHOLOGY)



ROBERT N. SKILLEN

VICE-PRESIDENT ADVANCEMENT

Each year, our university community of students, faculty, staff and senior leadership is inspired by the generosity of alumni and our broader community of friends. Your thoughtful gifts provide opportunities for students through scholarships and financial aid as well as develop additional resources for our faculties and centres to pursue innovative classroom and experiential-learning opportunities. The dividends of your annual investments will impact the university, our province and country long into the future and we are proud of your continued commitment. On behalf of everyone in the UNB community, thank you for your kind support during the 2014-15 fiscal year.



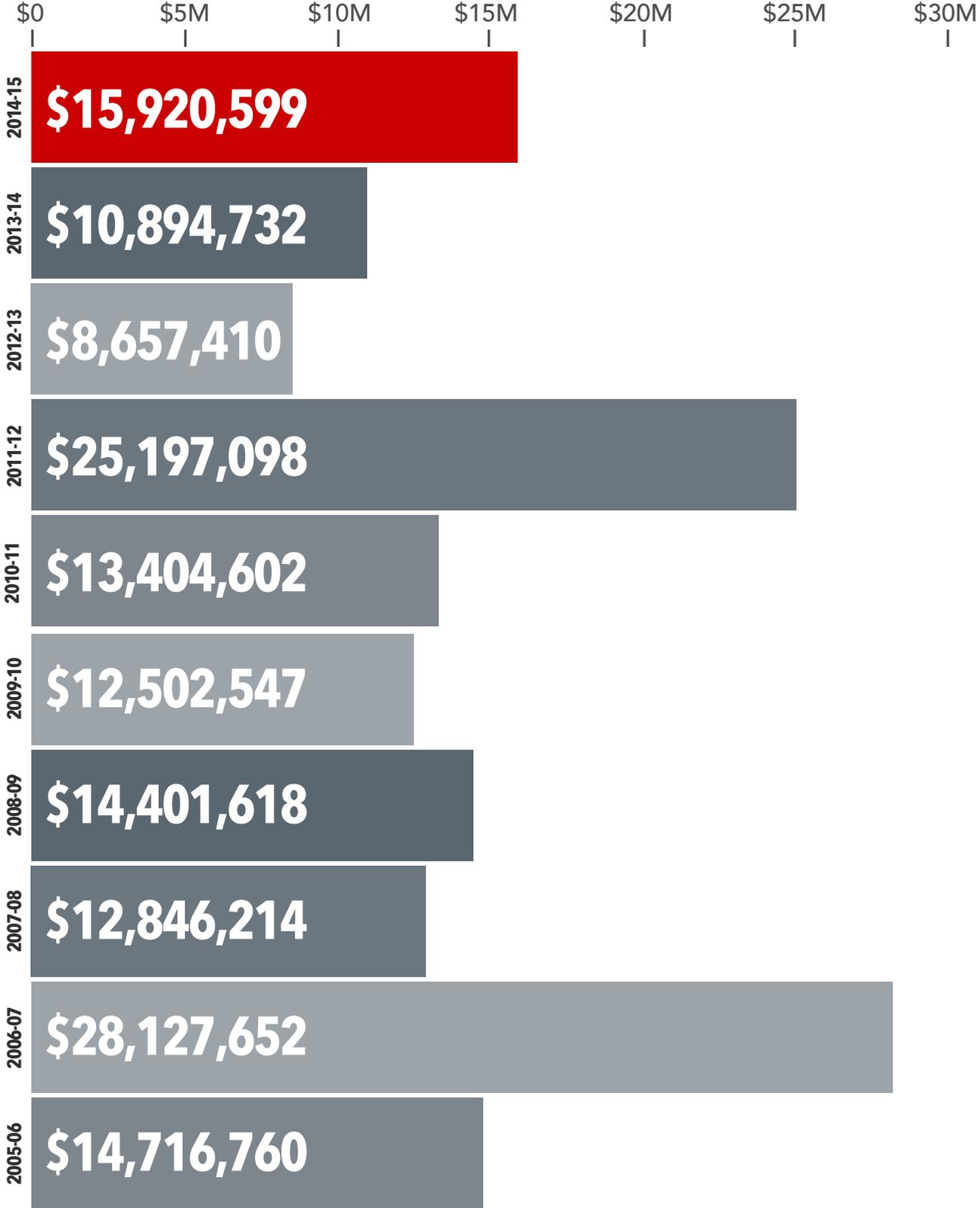
PETER COATES

DIRECTOR OF DEVELOPMENT AND DONOR RELATIONS

In 2014-2015, UNB's Department of Development & Donor Relations celebrated another year of progress in the pursuit of support for university priorities. Private donations from all sources increased 43 per cent, our philanthropic return on investment increased for the third consecutive year and donations for students, in the form of scholarships and bursaries, came in just shy of \$10 million. This included the creation of a scholarship fund initiated in conjunction with the UNB Saint John campus' 50th anniversary. This report outlines the numerous sources of support and their corresponding impact on the university. Our Development & Donor Relations staff, along with numerous volunteers and colleagues, work tirelessly to raise funds for many segments of the university. We thank them for their diligence and the many donors for their generous contributions.

ANNUAL FUNDRAISING TOTALS 2005-06 to 2014-15

During the last ten years, the Department of Development & Donor Relations (DDR) has been responsible for raising more than \$156 million in charitable contributions in support of University programs and initiatives.



A tale of two students who found friendship and opportunity through UNB's Technology, Management & Entrepreneurship (TME) diploma program has turned into a success story illustrative of the current wave of innovation striking the region.

Civil engineering graduate Matt Vance (right, BScCE '14, DTME '14) and recreation and sport sciences graduate Josh Ogden (left, BRSS '14, DTME '15) were classmates in the TME program. Today, they are, respectively, the president and the CEO of Castaway Golf, a company whose signature product retrieves lost balls at golf courses, cleans them and sorts them by more than 200 brands. The recycled balls are then repackaged and sold, providing a cost-efficient path into a lucrative \$400-million sector.

In March, Matt, Josh, and Matt's father, Kevin, who co-founded the company with them, won the New Brunswick Innovation Foundation's Breakthru competition.

"There are two main reasons why we are having success," explained Ogden. "One is hard work and two is the support we get from UNB and the community."

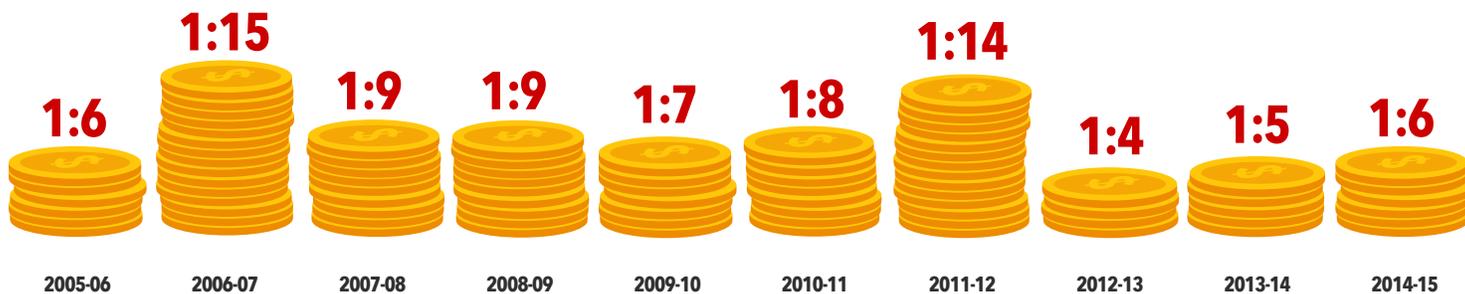
The company has now opened an office in Fredericton, received National Research Council funding, and landed a national distribution deal with Giant Tiger.



PHOTOS COURTESY OF ROB BLANCHARD AND STEPHEN MACGILLIVRAY

**MATT VANCE
& JOSH OGDEN
ENTREPRENEURS**

FUNDRAISING RETURN ON INVESTMENT 2005-06 to 2014-15



Development & Donor Relations calculates the fundraising return on investment (ROI) using the total revenue and expenses associated with all facets of the operation, including advancement services and stewardship expenses. UNB's average ROI over this ten-year period is 1:8.3, meaning that for every \$1 expended, \$8.3 was raised.

1:8.3
10-YEAR AVERAGE: 2005-2015



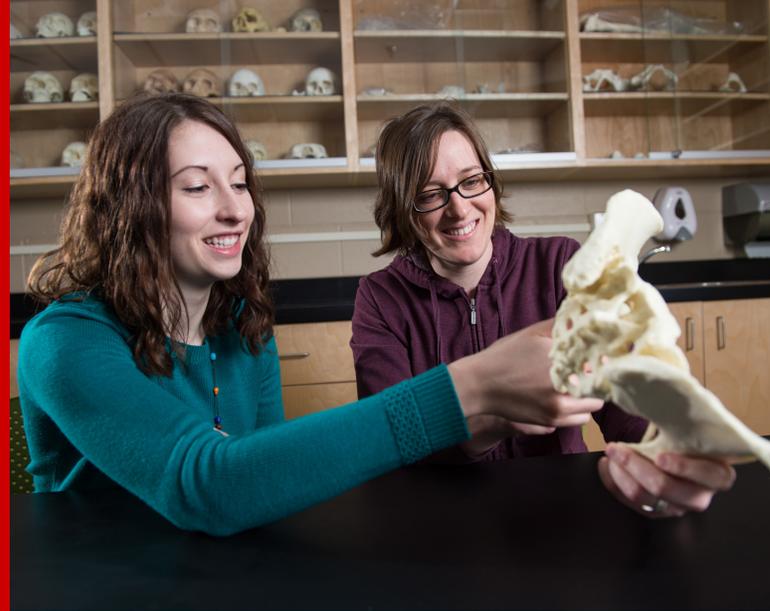
When considering a career, Jessica Hinton knew she wanted to enjoy the great outdoors. The archeology and anthropology programs at UNB were a perfect fit for the Woodstock native.

Through her first two years, she has maintained excellent grades, held down two part-time jobs, one at the Harriet Irving Library as a student assistant and another at the UNB Student Accessibility Centre, where she is a note taker. She also volunteered with Nature NB, the Canadian Annual Physical Anthropology (CAPA) meeting, and the university's Undergraduate Anthropology Society.

Donor investments in facilities, such as the recently upgraded anthropology lab, have provided Jessica with a state-of-the-art learning environment in which to develop her skills and gain a critical understanding of her course work.

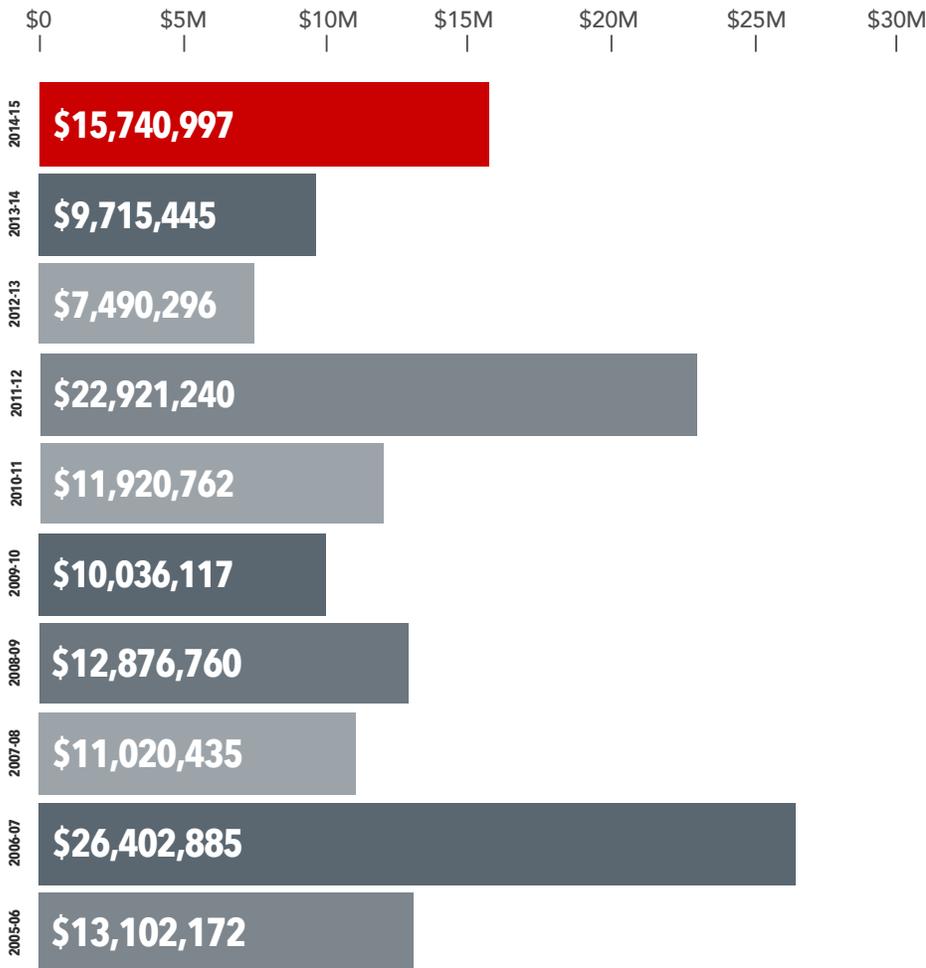
Thanks to scholarship support from donors, she is also able to participate in extracurricular activities without sacrificing her high academic standards.

"It is great to know hard work is recognized," said Jessica of the support. "It gives me an opportunity to grow in ways I could not have done if I did not have their help."



JESSICA HINTON
THIRD-YEAR ARTS STUDENT
HONOURS IN HISTORY AND ANTHROPOLOGY

FUNDRAISING CONTRIBUTIONS TO UNB'S ENDOWMENT 2005-06 to 2014-15



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 \$141 million to UNB's endowment.



DESIGNATION OF GIFTS 2014-15

SCHOLARSHIPS & BURSARIES



\$9,982,773



Fifty-four new scholarships, bursaries and prizes were established last year to support undergraduate and graduate students.

UNDESIGNATED



\$2,493,780



The President's Fund helped UNB host the 2015 Canada-Wide Science Fair, which attracted more than 500 top science students and 350 judges from across the country to Fredericton.

FACULTY / DEPARTMENTS



\$1,431,911



Dr. Kevin Englehart (BScE '89, MScE'92, PhD'99) is transforming daily life for people with artificial limbs – and training dozens of others to do the same through his research as director of the Institute of Biomedical Engineering.

CAPITAL PROJECT MAINTENANCE



\$820,494



The Hans W. Klohn Commons, the first university building in New Brunswick to be Leadership in Energy and Environmental Design (LEED) gold certified, provides students and faculty with essential library resources and services.

RESEARCH CHAIRS



\$270,426



Dr. Shelley Doucet (BN'05, PhD'10), the inaugural Jarislowsky Chair in Interprofessional Patient-Centred Care, is researching new community health-care models that focus on patients and encourages collaboration among health and social-care providers.

ATHLETICS



\$258,218



Last year, 90 UNB student athletes were named Academic All-Canadians, having maintained an average of 80 per cent or better over the academic year while competing for one or more of the university's varsity teams.

OTHER RESTRICTED PURPOSES



\$174,534

LIBRARY ACQUISITIONS



\$152,826

RESEARCH PROGRAMS



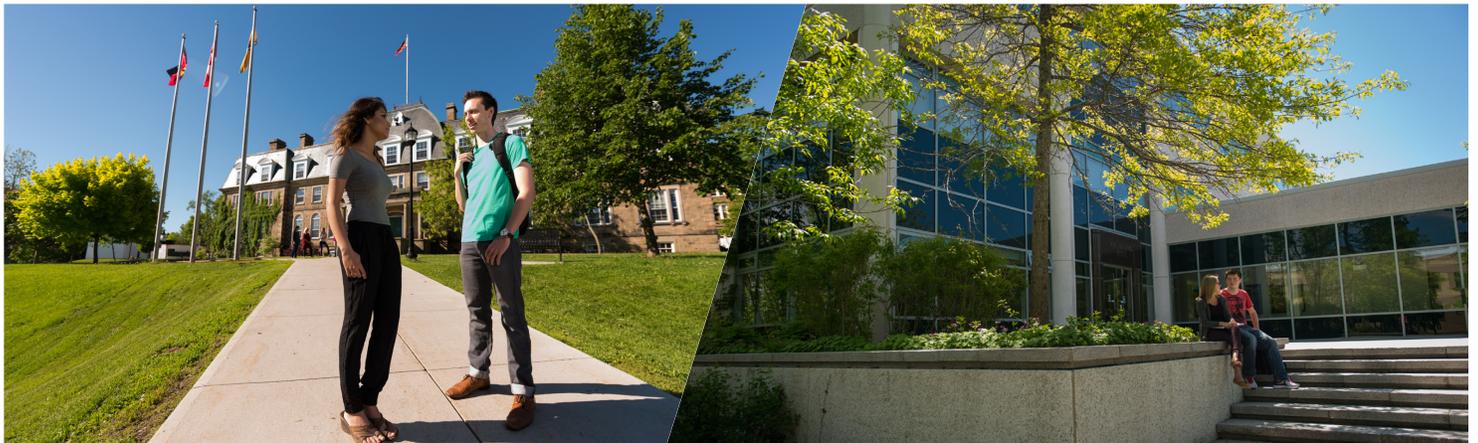
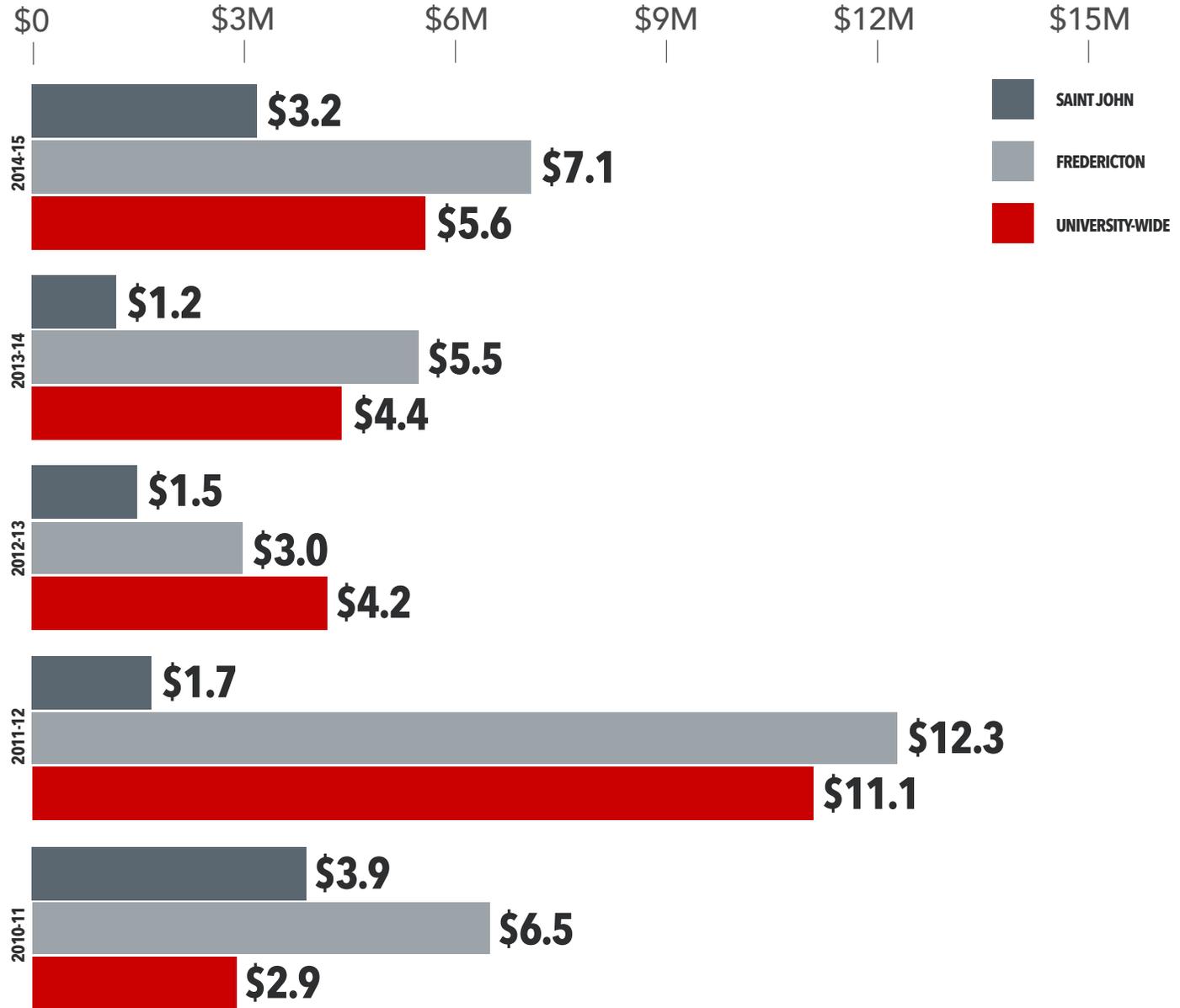
\$155,104

Amounts shown do not factor non-charitable revenues.

ANNUAL DONATIONS ACCORDING TO RECEIVING CAMPUS

2010-11 to 2014-15

Contributions in 2014-15 saw \$5.6 million earmarked for university-wide initiatives, \$3.2 million for UNB Saint John, and \$7.1 million in support of UNB Fredericton.



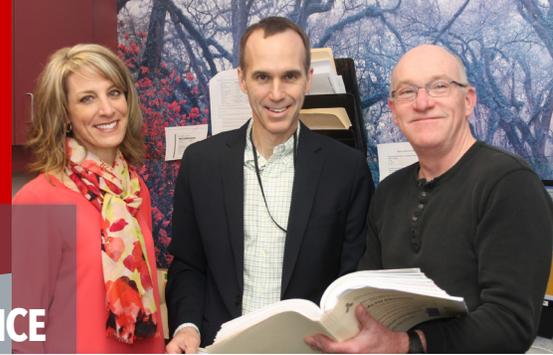
For a number of years, Kerrie Luck has studied the impact of smoking and the addictive hold it has on so many. Now, working with Saint John cardiologist and alumnus, Dr. Robert Stevenson (BSc '98), the UNB PhD candidate is making significant inroads in the development of public policy.

Thanks in part to the leadership of Kerrie and Dr. Stevenson, co-chairs of Smoke Free Horizon, all hospital properties in Horizon Health will be going smoke-free. Starting with the Saint John Regional Hospital on Sept. 29, it is a move that will promote a safe and healthy environment for patients, visitors and employees.

"Quitting smoking is the most impactful thing people can do for their health, these kinds of policies will not only protect everyone from second-hand smoke, but will support individuals trying to quit," she said.

At UNB Saint John, Kerrie is enrolled in the Doctor of Philosophy Program in Interdisciplinary Studies with interests in inter-professional collaboration in tobacco reduction programs.

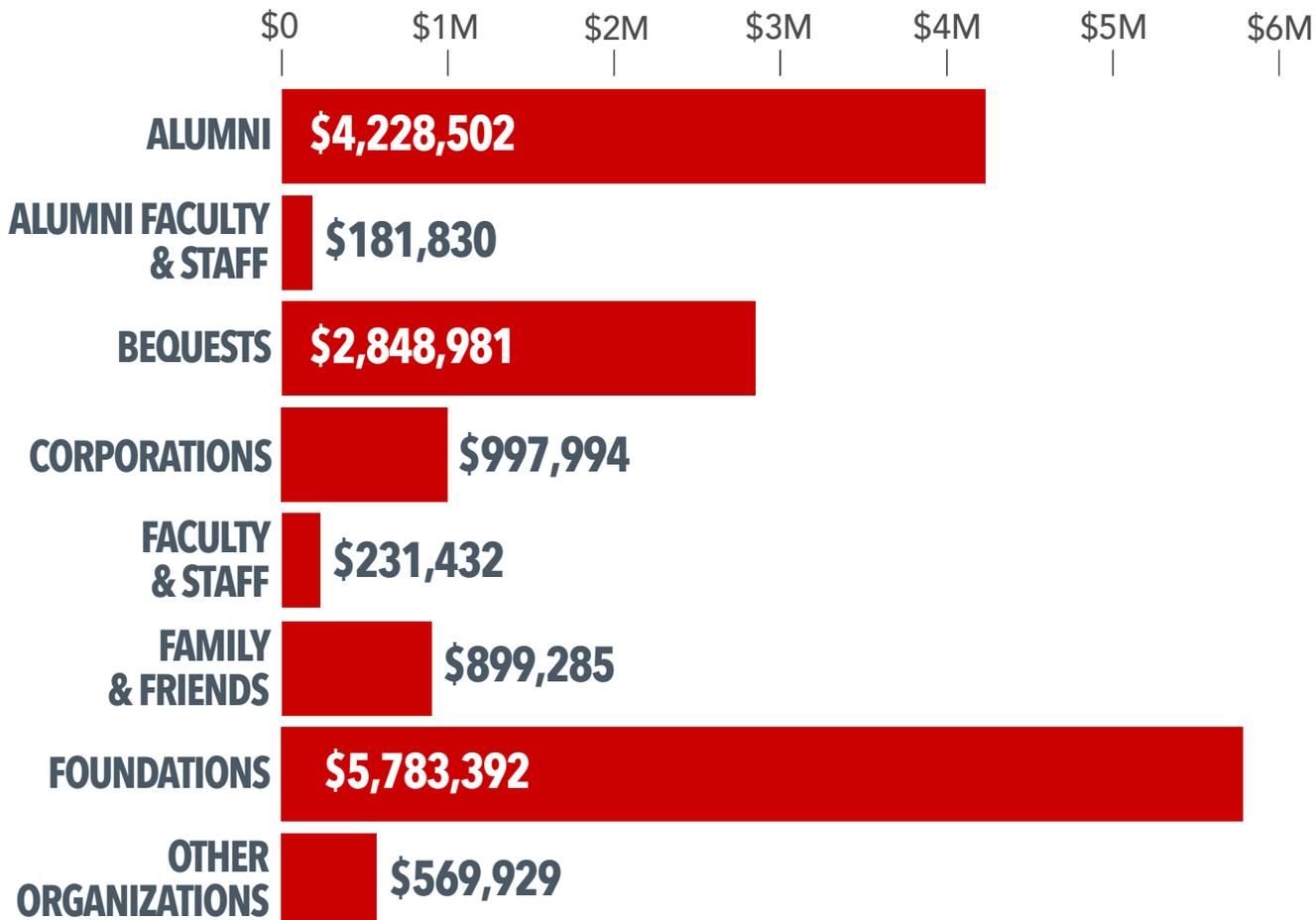
With help from donors, the Moncton native is harnessing her education and work experience to build a better New Brunswick.



KERRIE LUCK
DOCTORAL CANDIDATE
BUILDING A BETTER PROVINCE

ANNUAL FUNDRAISING TOTALS ACCORDING TO DONOR CONSTITUENCY 2014-15

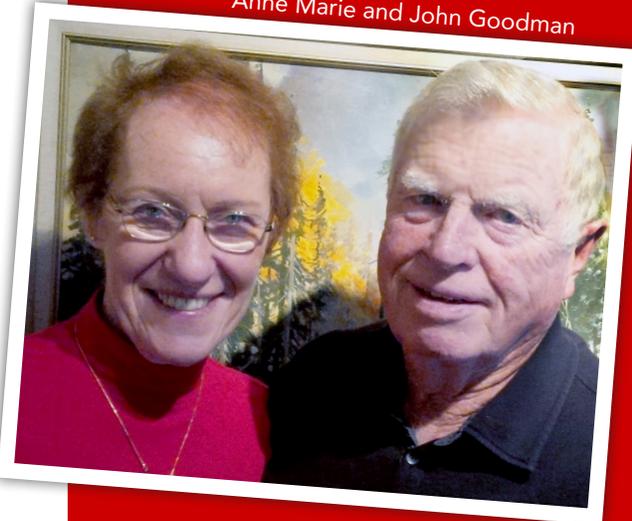
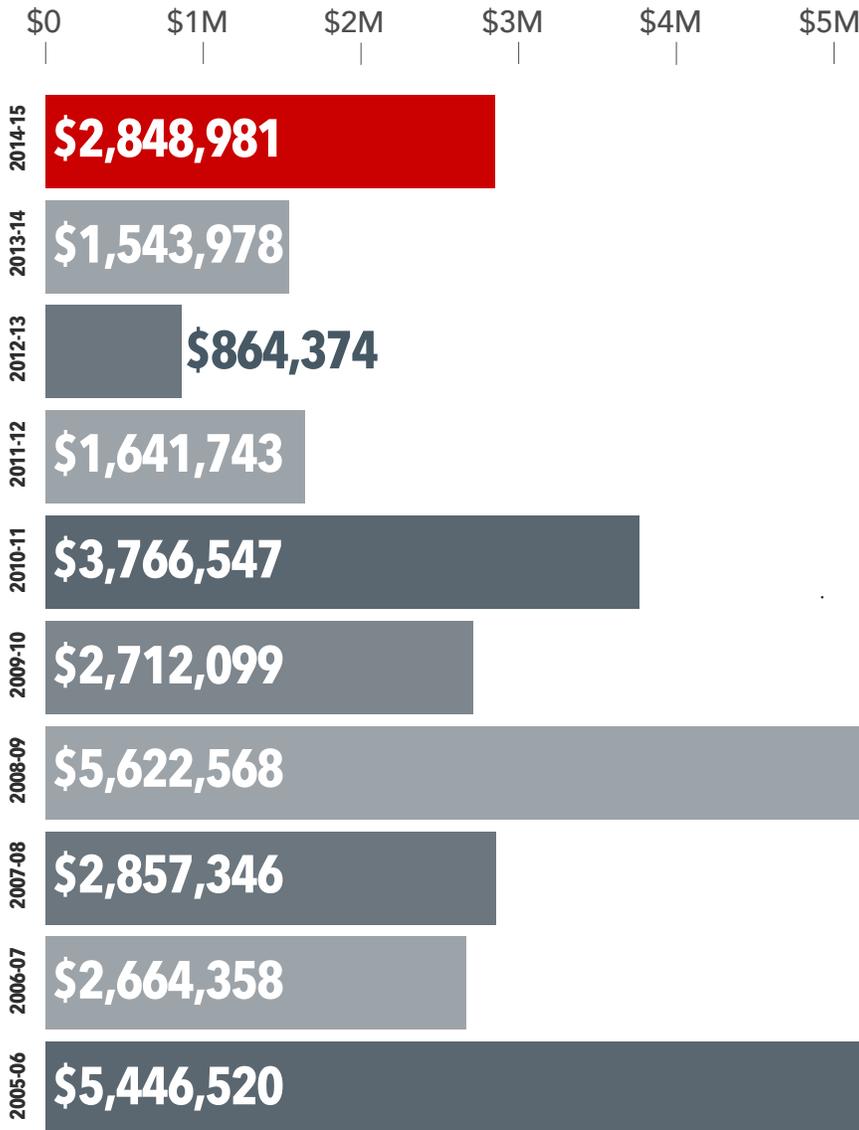
Gifts from individuals, such as alumni, faculty & staff, family and friends, including bequests, represent the greatest source of philanthropic support for UNB.



ANNUAL ESTATE AND PLANNED GIVING DONATIONS

2005-06 to 2014-15

Estate and planned gifts to UNB have accounted for 19% 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.



For John and Anne Marie Goodman, the University of New Brunswick holds a special place in their hearts.

The couple met at the Lady Beaverbrook Rink when Anne Marie (BPE '65) was volunteering at an event that John (BSF '64) was attending. They married shortly after graduation and have built a family and careers – John in the forestry sector and Anne Marie as a teacher and nurse.

John and Anne Marie, who now call Kanata, Ont. home, have decided to pay tribute to the place where it all began with a bequest to the University.

"It was natural for us to want to give back to the university that had such a great influence on our lives," said John. "It made sense that we needed to contribute and give back."

Anne Marie grew up in Fredericton, and fondly recalls the days when she would toboggan down the hills that make up today's modern day campus.

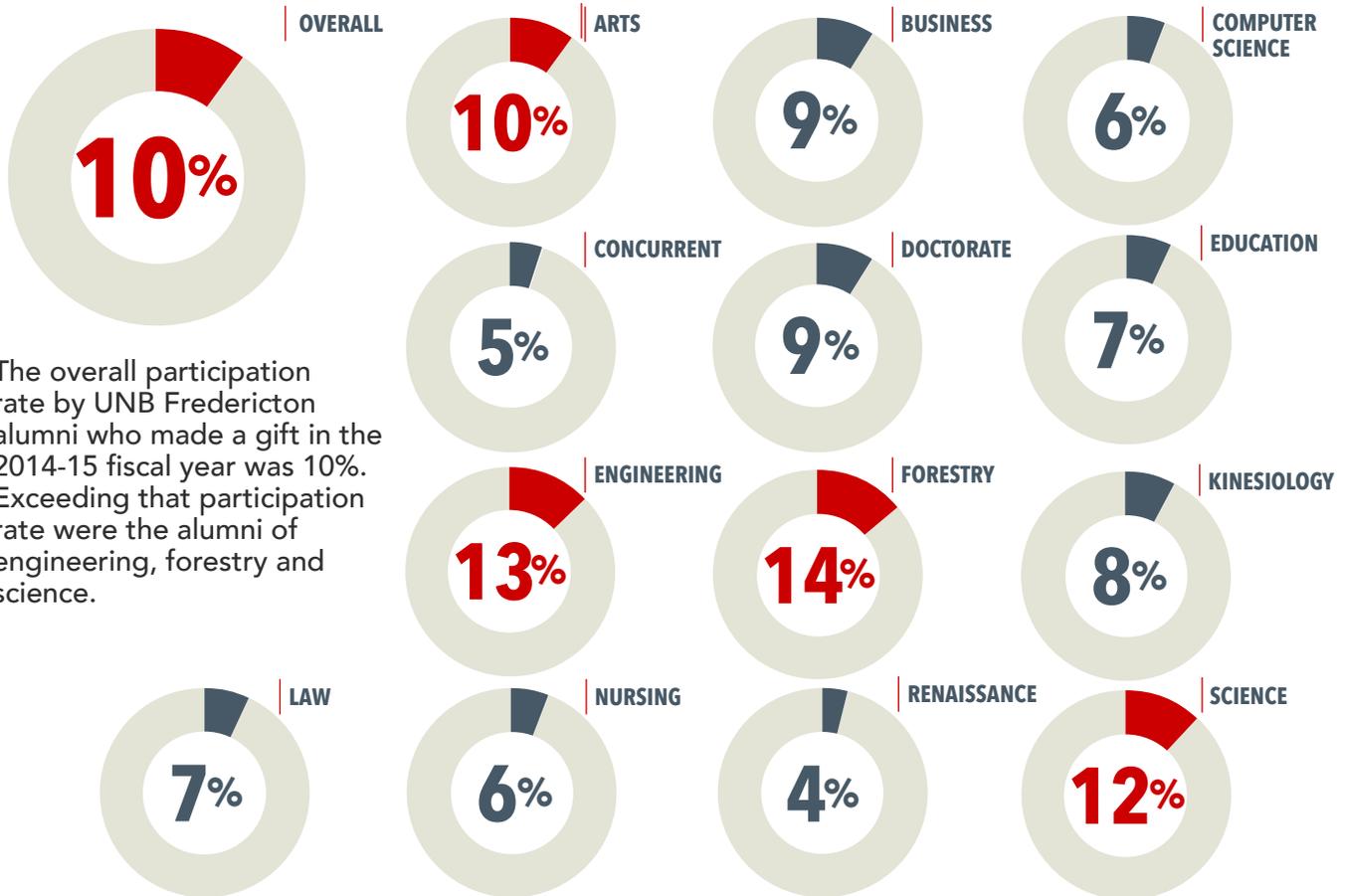
"It was always my dream to go there as a student," she said. After earning her nursing credentials following high school, she saved and worked her way through UNB's physical education and health program.

John, raised in Ontario, was drawn to UNB's forestry program and thrived in the close knit environment at UNB where professors worked closely with their students. After he graduated, he spent his career with the Ontario government, leaving as assistant deputy minister and later becoming a private international consultant in forestry and fire management.

Both John and Anne Marie were the first members of their generation to attend university and that experience fostered a deep appreciation for post-secondary learning that was passed to their children.

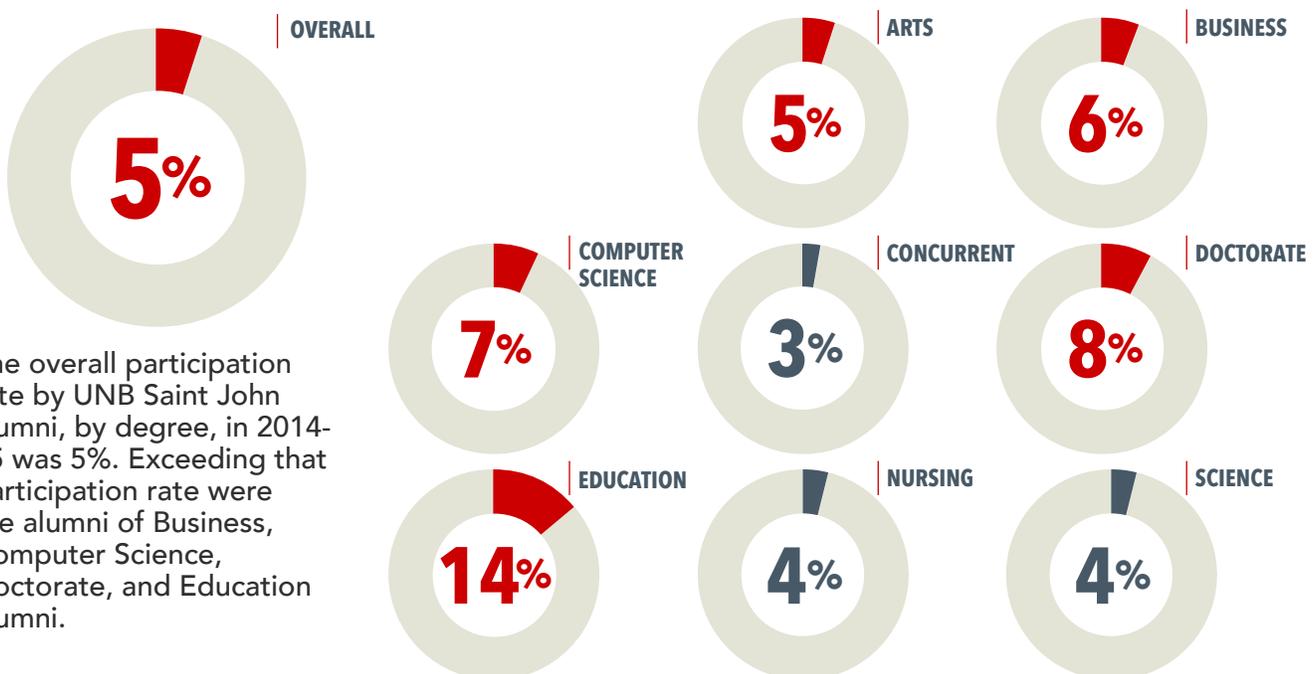
"It was a life-changing opportunity," John said. "Attending UNB, graduating and practising our professions enabled us to develop a culture with our own children that values higher education."

UNB FREDERICTON ALUMNI PARTICIPATION RATE BY DEGREE 2014-15



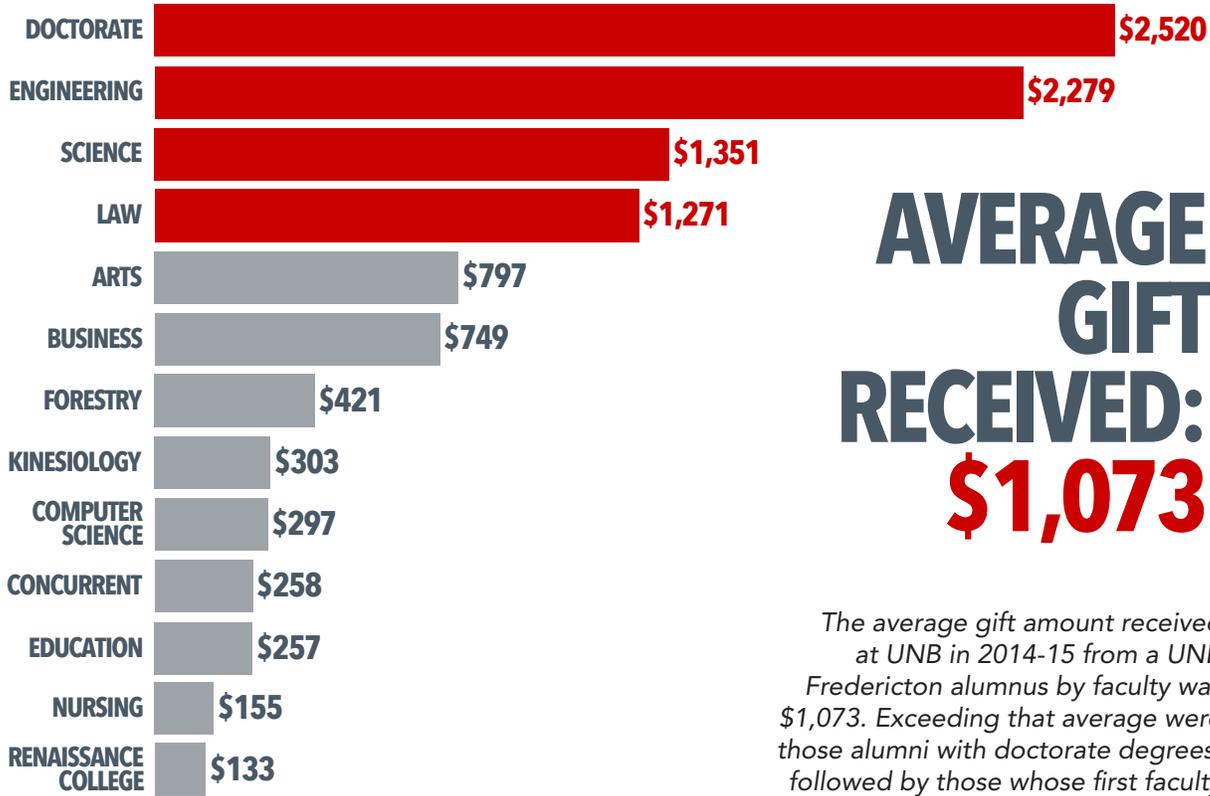
The overall participation rate by UNB Fredericton alumni who made a gift in the 2014-15 fiscal year was 10%. Exceeding that participation rate were the alumni of engineering, forestry and science.

UNB SAINT JOHN ALUMNI PARTICIPATION RATE BY DEGREE 2014-15



The overall participation rate by UNB Saint John alumni, by degree, in 2014-15 was 5%. Exceeding that participation rate were the alumni of Business, Computer Science, Doctorate, and Education alumni.

UNB FREDERICTON ALUMNI AVERAGE GIFT SIZE BY DEGREE 2014-15

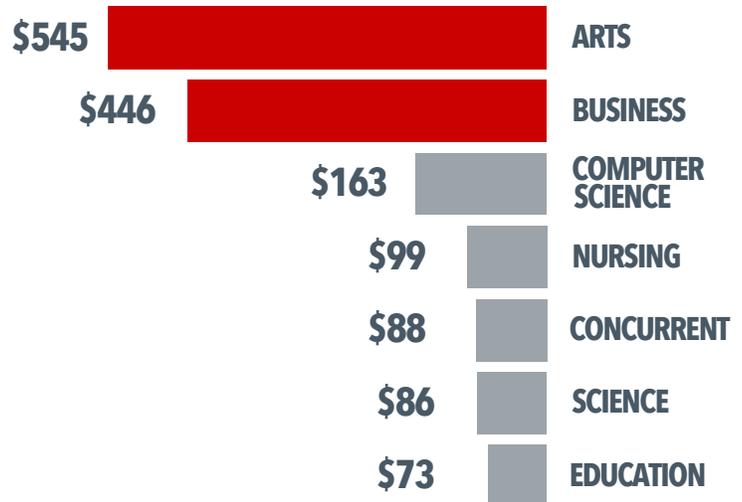


**AVERAGE
GIFT
RECEIVED:
\$1,073**

The average gift amount received at UNB in 2014-15 from a UNB Fredericton alumnus by faculty was \$1,073. Exceeding that average were those alumni with doctorate degrees, followed by those whose first faculty at UNB was engineering.

UNB SAINT JOHN ALUMNI AVERAGE GIFT SIZE BY DEGREE 2014-15

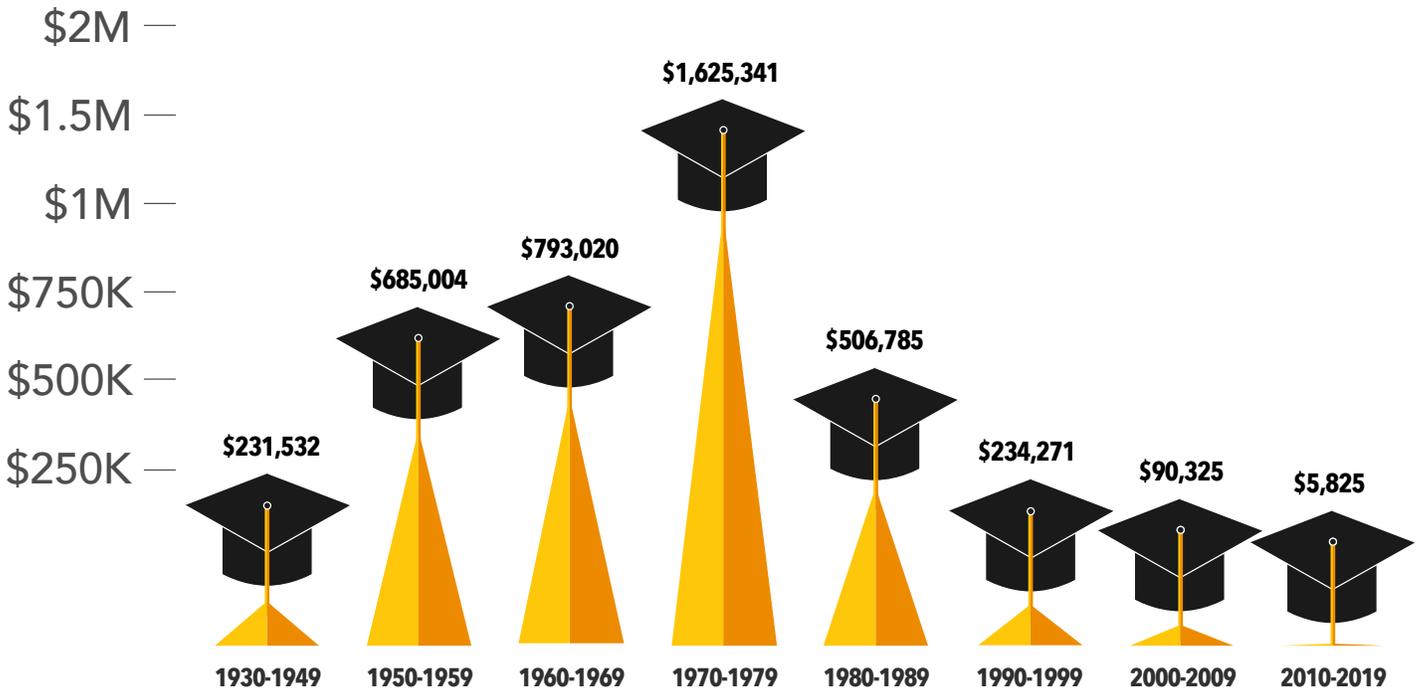
**AVERAGE
GIFT
RECEIVED:
\$357**



Arts degree recipients led the way in terms of average charitable gift amount at UNB in 2014-15 from UNB Saint John alumni.

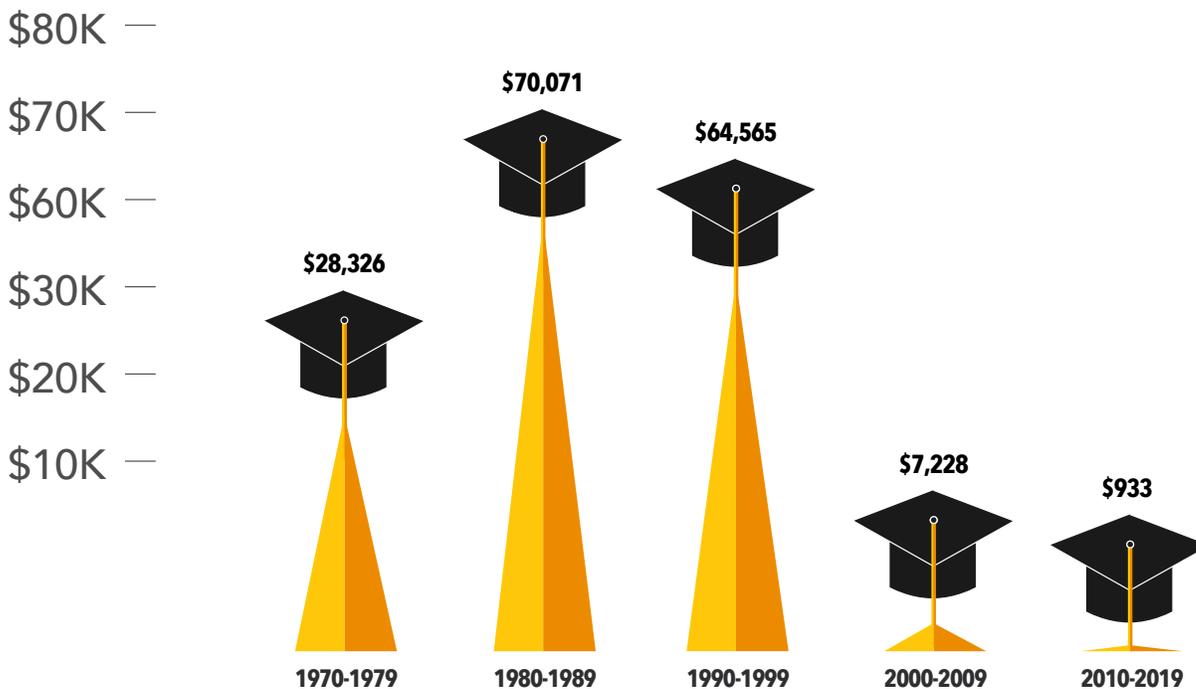
ANNUAL FUNDRAISING TOTALS FROM UNB FREDERICTON ALUMNI ACCORDING TO DECADE OF GRADUATION 2014-15

As a group, UNB Fredericton alumni from the 1970s gave the most in 2014-15, contributing a total of \$1,625,341. Alumni from the 1960s followed with total giving of \$793,020.

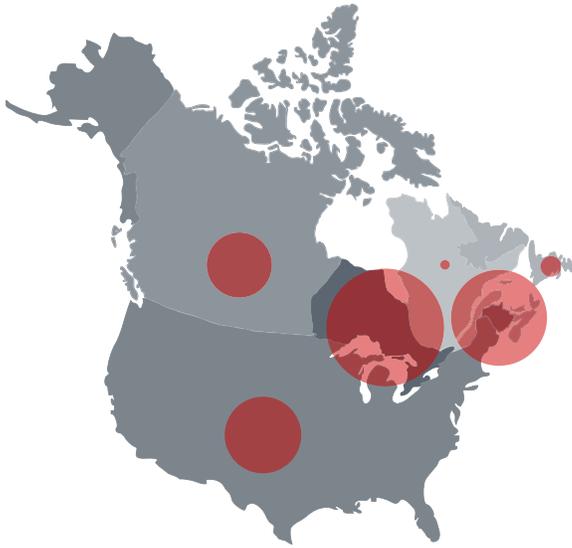


ANNUAL FUNDRAISING TOTALS FROM UNB SAINT JOHN ALUMNI ACCORDING TO DECADE OF GRADUATION 2014-15

As a group, UNB Saint John alumni from the 1980-1989 graduating classes gave the most in 2014-15, contributing a total of \$70,071. Alumni from the 1990-1999 classes followed with total giving of \$64,565.



ANNUAL FUNDRAISING TOTALS FROM UNB FREDERICTON ALUMNI BY GEOGRAPHIC REGION 2014-15



| | | | |
|---------------|--------------------|-----------------------------|------------------|
| ONTARIO | \$1,207,947 | WESTERN AND NORTHERN CANADA | \$680,503 |
| NEW BRUNSWICK | \$968,239 | OTHER ATLANTIC PROVINCES | \$170,251 |
| UNITED STATES | \$723,379 | QUEBEC | \$87,188 |

OTHER COUNTRIES **\$334,597**

UNB Fredericton alumni living in Ontario led the way in 2014-15 contributing \$1.2 million to their alma mater. Alumni residing in New Brunswick were second at just under \$1 million.

ANNUAL FUNDRAISING TOTALS FROM UNB SAINT JOHN ALUMNI BY GEOGRAPHIC REGION 2014-15



| | | | |
|-----------------------------|------------------|--------------------------|----------------|
| NEW BRUNSWICK | \$130,280 | OTHER ATLANTIC PROVINCES | \$3,975 |
| ONTARIO | \$26,373 | UNITED STATES | \$1,415 |
| WESTERN AND NORTHERN CANADA | \$5,005 | QUEBEC | \$250 |

OTHER COUNTRIES **\$3,825**

UNB Saint John alumni living in New Brunswick led the way in 2014-15 contributing over \$130,000 to their alma mater.



**UNIVERSITY OF
NEW BRUNSWICK
DEVELOPMENT AND
DONOR RELATIONS**

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(506) 453-5053

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G. Forbes Elliot Athletic Centre
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Saint John, NB E2L 4L5
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