

# CREATE AN AWARD CREATE AN OPPORTUNITY



**A GUIDE TO ESTABLISHING STUDENT SCHOLARSHIPS AND BURSARIES AT UNB**



# Scholarships and bursaries are the most important contribution you can make to UNB students.

## CREATE OPPORTUNITY FOR STUDENTS

When you contribute to scholarships and bursaries, you're opening doors for students, many of whom couldn't be at university without your support. You're helping to create the opportunity of a lifetime.

You're also helping attract bright minds to UNB - students who build a culture of fresh thinking and leadership - while fostering the next generation of engaged and educated citizens.

It's relatively easy to set up an award at UNB and we can assist you through the process. This guide is intended to give you a general understanding of the options you may consider in creating an award.

**There are several steps and options outlined in the following pages:**

- 1) Determine the **name of the award**.
- 2) Choose the **type of award** you want to create.
- 3) Consider the award details, such as **value, duration,**  
and **eligibility options**.
- 4) Decide how you will **fund the award**.
- 5) Have UNB draft an award description **for your approval**.
- 6) **Begin supporting students**.



## NAMING YOUR AWARD

When you create a named award, you may do so in your own name or that of a family member, mentor or friend. It's an easy and meaningful way to ensure that you or someone you care about is remembered.

Sometimes teammates, a group of friends or an entire class will create a special scholarship and contribute to it over a number of years.

The scholarship or bursary you create establishes a relationship with UNB and our students that lives on forever.

While celebrating their silver wedding anniversary by volunteering in Bangladesh, John and Suzanne Johnston became inspired to give back even more – this time to UNB. John (BSE EE'77) and Suzanne (BN'92, MN'00) chose to leave a bequest to the university honouring their mothers, Marjorie Mackin and Audrey Johnston. They are excited about providing UNB students with the quality of education that prepared them for their own fulfilling careers.





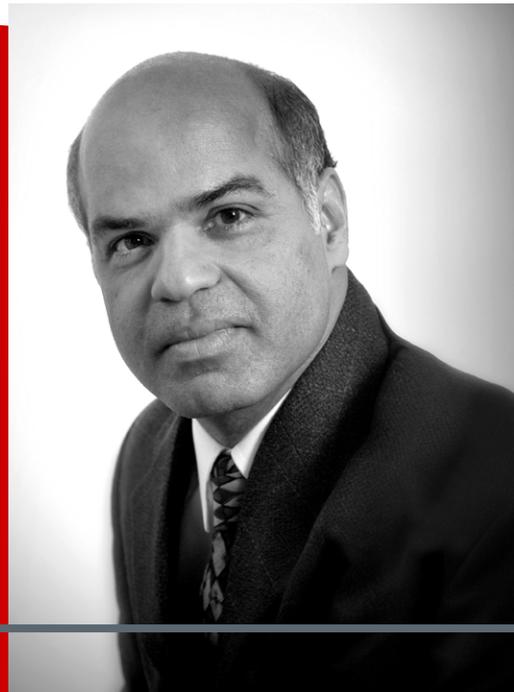
## TYPES OF AWARDS

There are several types of awards you can create. Some donors establish needs-based awards to help students who might not otherwise have the opportunity. Others focus on merit to recognize high-achievers and attract them to UNB.

There are different kinds of awards to consider:

**Scholarships** are awards based on academic achievement. Some scholarships consider financial need and/or participation in extracurricular activities as well.

Dr. Santosh Kabadi was a familiar and friendly face on the UNB Fredericton campus. He is warmly remembered by many for his more than 25 years of teaching and research within the faculty of business administration. While on sabbatical in India in 2010, Kabadi tragically passed away in a drowning accident. To honour his memory, friends and colleagues established the Dr. Santosh Kabadi Memorial Scholarship, creating an enduring legacy of excellence.





**Bursaries** are awards based on financial need for students who have achieved successful academic performance.

**Merit Awards** are awards which recognize a non-academic achievement. These awards are provided to students who have demonstrated a special talent, such as athletic or leadership ability, while also achieving successful academic performance.

**Prizes** are based on specific academic achievement in a course or program and are awarded on the recommendation of the appropriate academic department, faculty or unit.

**Off-Campus Study Awards** are established to encourage students to study abroad or elsewhere in Canada. They are provided to students who are involved in an approved off-campus study program or have been accepted to another university which has established a formal exchange agreement with UNB.



***“Thank you so much for the possibilities that you give us!”***

David Copp is a civil engineering student and a recipient of the Beaverbrook Scholars Award. Learn more about how scholarships impact students at [unb.ca/giving](http://unb.ca/giving).

## SETTING AWARD CONDITIONS

---

There are several options to consider in setting award conditions. We recommend making award conditions as broad as possible to help ensure that a strong candidate can be found. Following is a brief overview of the conditions that may be applied:

**Field of Study:** You can choose to direct the award to a specific department or faculty. For example, some donors want to give back to their own field of study, or that of the person for whom the award will be named.

**Duration:** Both annual and renewable scholarships recognize students for their academic achievements and provide them with motivation and confidence to succeed. Supporting annual scholarships allows you to touch many lives by offering support to a different student each year. Renewable scholarships enable you to have a positive impact on select students throughout their time at UNB - normally four years in duration.

**Value:** The amount of the award is up to you. It may help to consider a student’s annual budget (pictured on page 7). You might also find it helpful to know that a \$25,000 endowment will establish a \$1,000 annual scholarship in perpetuity.

**Terms for the Award:** The University can accommodate various specific conditions. For example, you may choose to support students who are from your hometown, in a specific year of study, pursuing undergraduate or graduate studies, studying on a particular campus and/or students who demonstrate financial need.



You can also choose to designate the award to full-time or part-time students. Full-time students have a heavy budget to balance and working even 10 hours a week greatly decreases the likelihood that they will complete their degree. Part-time students are often parents who are trying to advance their education while managing their family responsibilities.

Here's a sample scholarship description:

### ***New Scholarship***

**Field:** Unrestricted.

**Value:** \$1,000.

**Number:** 1.

**Duration:** 1 year.

**Conditions:** Awarded to a student enrolled in an undergraduate degree program. Selection will be based on academic achievement. Consideration may be given to financial need or extracurricular activities.

**Donor:** New Donor, BA 1972.

**A \$25,000 gift will establish a fund that supports a \$1,000 annual scholarship forever.**

## **FUNDING AN AWARD**

There are two main methods for financing an award:

- 1) donations are invested by UNB such that the interest produces the award amount annually forever,
- 2) annual contributions from the donor are awarded each year (minimum \$500).

Some donors choose to do both: begin an annual gift that goes to students now, while building an endowment with additional contributions each year or a bequest in their will.

To establish a named scholarship or bursary endowment, the minimum amount is \$10,000, resulting in a \$400 annual award for students in perpetuity. This is based on a pay-out rate of 4.0%, set by UNB's Board of Governors. Once established, a fund usually requires a waiting period of three years before awards can be given, providing the fund the opportunity to earn the one-time administration fee of 5%, an inflation reserve and the value of the first award.

### **a student's annual budget**

To decide on the amount of the award, it can be helpful to look at an average UNB undergraduate student's annual budget:

Tuition:	\$ 6,187
Other fees:	619
Health & Dental:	260
Residence & Meals:	9,170
Books:	1,500
Misc.:	1,500

**Total: \$ 19,236**

International undergraduate students' costs are more than **\$22,000**.

Graduate students' budgets are **\$16,000-\$21,000** for Canadians and **\$20,500-\$25,500** for international students.



## **MATCHING GIFTS**

Many corporations and foundations will match their employees' donations to the University of New Brunswick. Most are matched on a 1:1 basis, but many will match on a 2:1, 3:1 or higher basis.

Matching gifts are an important and easy way for an employee to maximize the financial impact of his or her donation.

To provide a matching gift, obtain a matching gift form from your employer's HR department and send it to us for completion.

*"I graduated with a degree in civil engineering from UNB in 1980 and have since hired several brilliant young UNB engineering graduates. I consider it a privilege to be able to help a deserving student pursue his or her career goal at UNB. My family and I look forward to a lasting relationship with the university through this scholarship."*

Greg Dixon



Greg Dixon and his wife Shelli (with their children) established the Dixon Family Foundation Scholarship.



## PUTTING AWARDS INTO ACTION

Once you've decided on the award conditions and funding, we'll prepare an award description for your approval.

Where possible, we'll provide you with an opportunity to meet with the students you are supporting. The relationship you have with your scholarship recipients can have a big impact on their lives and many donors find it rewarding to be informed of the students' progress.

No matter how involved you are, we will provide you with an update each year on the award you have established, including any investment income generated by the fund and the name(s) of the student(s) who will receive the award.

Since receiving his geology degree from UNB in 1959, Mac Watson has become a respected mentor in his field, always supporting the achievements of others. With the establishment of the MacKenzie (Mac) Watson Bursary in Geology, he has continued this practice. "The opportunity to obtain a university education makes all the difference in a person's life," says Mac. "You allow people the chance to discover what they are capable of by supporting students."



Mac and Rena Watson enjoy getting to know their bursary recipients.

## **CREATE AN AWARD. CREATE AN OPPORTUNITY.**

---

Awards inspire students to come to UNB – and they inspire them to stay. They motivate students and recognize their hard work and achievements. They make families proud and prospective employers take notice.

Awards set an example to students and are a tangible symbol of caring passed on unselfishly from you, the donor.

Creating an award also gives you the opportunity to remember someone or ensure that your own family name is carried on in a lasting way at UNB.

Your gifts transform individual students' lives and help them have a positive impact on entire communities.

Please contact us to find out how you can establish an award at UNB to suit your goals and provide our students with the opportunity to succeed. We are happy to help you in any way we can.

***“To receive a scholarship is to receive the gift of education itself.”***

James Kitchen (BA'13), a third-year law student, received the Frederick D. Toole Memorial Scholarship.





---

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

P.O. Box 4400  
13 Bailey Drive  
Alumni Memorial Building  
Lower Level  
Fredericton, NB E3B 5A3  
(506) 453-5053

P.O. Box 5050  
100 Tucker Park Rd  
G. Forbes Elliot Athletic Centre  
Room 107A  
Saint John, NB E2L 4L5  
(506) 648-5989

devdr@unb.ca  
[unb.ca/giving](https://unb.ca/giving)

---