

2024-25

# Donor **IMPACT** Report

## Message from the President



**T**he 2024-25 academic year has been one of great accomplishment at UNB thanks to your transformational investments. Your dedication, your pride and your belief in what this university stands for and what we can achieve collectively have been the driving force behind every step forward.

I feel incredibly proud of what we've accomplished together as a community at UNB through your support.

We've built real momentum around our strategic vision, UNB Toward 2030, a bold and forward-looking roadmap that reflects our shared aspirations.

Our determined focus on growth that generates community impact has shaped the development of new programs, expansion of enrolment and expansion in online programs, as well as strengthening our culture of impact across the university.

With your help, we have built new and renovated residences, a new building for engineering in Fredericton, as well as a new – indeed extraordinary – health building on our Saint John campus. Coupled with the determination to establish a new home for the UNB Law School in downtown Fredericton, our capital renewal program approaches \$200 million. That is extraordinary, and it would not have been possible without you.

From lecture halls and libraries to laboratories, playing fields and residences, our students can see the impact that your foresight and generosity has in their daily lives. Your commitment helps connect them to UNB's global community of more than 100,000 alumni.

It has been one of the greatest privileges of my career to serve as president of this remarkable institution. Thank you for welcoming me back into the UNB family, for your trust and for making this university such a special place to lead, to learn and to belong.

The world needs more people like you.  
The world needs more UNB.

**Dr. Paul J. Mazerolle**  
UNB President and Vice Chancellor ■

## Your **GIFT** makes a **DIFFERENCE**

*Join us in our ongoing effort to define excellence at UNB.*

If you have questions regarding making a donation, please contact us:

### DEVELOPMENT AND DONOR RELATIONS

PO Box 4400      devdr@unb.ca  
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## Find the **DONOR HONOUR ROLL** online

Support from donors like you is critical to the mission of UNB. We celebrate those who give in the Donor Honour Roll (May 1, 2024 - April 30, 2025), recognizing each donor at:

**unb.ca/dhr**



We are grateful to each of our alumni and friends who step up to empower our students and help us tackle society's challenges for a better tomorrow.

# IMPACT *of Giving*

2024-25

## STUDENT SUPPORT: \$14,834,457



Donors supported **1,983** students in 2024-25, ensuring access to a UNB education and the opportunities that foster the next generation of engaged and educated citizens.

## RESEARCH AND CHAIRS: \$2,542,311



Thanks to our donors, UNB is tackling society's great challenges head-on. With the guidance of our research chairs, the industry-leading work done at more than 45 major labs and centres across UNB has the power to change the world.

## CAPITAL MAINTENANCE: \$2,200,976



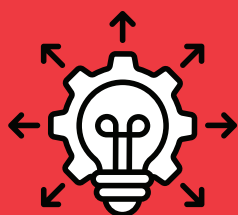
UNB strives to preserve architectural heritage while upgrading energy efficiency and accessibility. Through donor support, UNB maintains our spaces, ensuring every student has access to experiential learning in an inclusive environment.

## TEACHING PROGRAMS: \$2,496,313



At UNB, our faculties and schools manage more than 75 undergraduate and graduate programs for thousands of students on our campuses. With support from our donors, we continue to lead the way in providing quality education.

## OPPORTUNITIES FUNDS: \$426,656



Gifts toward the Opportunities Funds on each of our campuses, and for the university as a whole, allow us to support new initiatives, pursue emerging priorities and help students with unforeseen needs.

## ATHLETICS: \$471,687



A gift to athletics allows us to attract and retain talented student-athletes to our teams. In 2024-25, donors supported 312 athletes across our campuses, recognizing their hard work on the field of play to showcase UNB.

## OTHER PURPOSES: \$2,751,035

# TOTAL: \$25,723,435

**THANK YOU!**

Your support makes it all possible. Interested in making a donation?

# Rooted & Rising

**K**ieran Johnson (BScF'25) is excited for the learning she has yet to do, and feels well equipped for what's ahead with the skills she acquired at UNB.

Kieran, who comes from the Eskasoni Mi'kmaw Nation in Unama'ki (Cape Breton), is a recipient of the **Atlantic Salmon Federation Wild Salmon Grant**. The grant is awarded to an undergraduate Indigenous student for a project that reflects the value of traditional Indigenous knowledge related to the preservation of rivers and natural spaces. The grant is funded through a donation from **Dr. J.W. (Bud) Bird** (LLD'87).

After graduating, Kieran worked as a forestry summer student in Saskatchewan. Her degree prepared her for the work in multiple ways - not only did she learn practical skills like software used on the job, but the field work component meant she was ready and able to work outdoors in all weather. She also credits the forestry program with providing opportunity to learn from her peers. "My degree has prepared me for working well with others. Working through different jobs and getting different experiences really helps me understand various points of view, which is crucial for management in my opinion."

Kieran strives to strike a balance in her work between forestry and conservation. "Elders have told me to be observant, that you need to feel things when you're outside. There's a lot of ceremony and gratefulness, and a reciprocal relationship that I think about a lot when I work outside.

It usually isn't accounted for, or it isn't given space when doing forestry, which is usually driven by a western perspective. I think the amount of gratefulness, consideration, and respect my culture has is something so beautiful, and something I want to carry with me forever."

This awareness and perspective mean that Kieran sees where there's room for improvement, in education and in policy. "It's because of my culture, and the people I am surrounded by, that I realize that the forestry and environmental management programs have a long way to go. I feel like there are relationships that all natural resource managers should have when working in different territories, unceded lands, and treaties.

"Policy makers and governments should be working more with Indigenous organizations, land users,

knowledge keepers and so on. It is their responsibility to carry out their duties and actions that have been laid out in the treaties, and as huge stakeholders, the longest stewards of the land, it is important that wisdom and responsibility that has been carried for generations is upheld and considered."

Looking ahead, Kieran sees many opportunities to grow in her work. "I'm really excited about connecting people to the land, and about allowing space for culture and community to thrive. I'm very thankful to my own community and my family - it was because of their support that I was able to continue my studies. I want to learn from my elders and community. I'd like to be able to manage things better using knowledge and wisdom I've received from all avenues.

"I think I'm really excited just to learn." ■

□ Kieran Johnson



# The *World* in his backyard



□ Matthew Heans

**M**atthew Heans has won multiple awards and scholarships during his three years at UNB Saint John, prizes he says have opened doors of opportunity and knowledge to a kid from small town New Brunswick.

Matthew is in the final year of a bachelor of arts degree in philosophy and politics. He says he has been helped enormously in his academic pursuits by the awards he has received, including the **Carl Fraser (BBA 1974) Student Award**, the **Alumni Student Leadership Award**, the **Prof. Jack A. Iwanicki Scholarship** and the **MacLauchlan Prize for Effective Writing**.

Matthew grew up in Rothesay, N.B., but not in the wealthy part of town, he says. He credits the awards he has received with allowing him to experience at UNB what he describes as an intellectual and cultural awakening.

“It truly has been a formative

experience. I come from a small town and on some days, it feels like the world has been brought into my backyard. I don’t think I’d ever even met or had a conversation with a person from Nigeria or India or China before university. It has been a major cultural awakening for me. I’ve learned a lot and I’ve made many friends from diverse backgrounds. UNB is very multicultural.”

Matthew is deeply involved in student life and campus activities. He founded and presided over the UNB Saint John debate club, worked in a number of capacities for the Students’ Representative Council and volunteered as a learning coordinator for the Promise Partnership.

Matthew says that, for him, volunteering at school and in the community is emotional therapy.

“People often complain that society is getting worse. There are more people

who are poor, there is more crime, more people on the streets, there is more war, more corruption - whatever the political issue of the day is, people complain about it relentlessly and act like the world is always getting worse. But I find when you are with other people who are actively trying to make change in the same way you are, it gives you a lot of hope. So in a way, it’s like therapy for me.”

Matthew hopes to continue his studies next year at the UNB faculty of law in Fredericton, and eventually make his mark on the world as a private practice barrister and solicitor. ■



# Strength *in the* Open Air



□ Michèle Banks

**M**ichèle Banks's research explores the intersection of outdoor recreation, environmental sustainability and the lived experiences of marginalized women. Her work has taken her to northwest England, where she connected and worked with a not-for-profit organization operating outdoor recreation programs for women. "There are years of generational poverty, oppression, and often very patriarchal systems. I'm particularly interested in understanding the barriers these women face, especially those from disadvantaged or abusive backgrounds."

This work is personal for Michèle, who raised a family as a single mother on a shoestring budget and underwent years of stalking and emotional abuse. It is a continuation of decades of volunteering with women's organizations, children's organizations, coaching and advocating for communities to spend more time outdoors and involved in sports. And, in many ways, it is a natural evolution from her 21-year teaching career, when she taught high school math and science and

integrated her teaching into an outdoor pursuits program and experiential education for at-risk students.

In the course of her research, Michèle has been struck by the resilience and creativity of the women she works with. "Despite facing significant systemic and personal barriers, many of them have found ways to use outdoor experiences for healing, for empowerment, and more importantly, for community leadership."

The **Leslie E. Bruce Environmental Scholarship** and the **Pam and John Little Overseas Scholarship** provided invaluable support for Michèle's work.

"It's allowed me to dedicate myself to my research, given me the opportunity to travel abroad as a researcher and connect with women whose stories parallel mine. It's a reminder that people believe in the power of this research. This support not only eases my financial pressures, but it also

strengthens my sense of responsibility to carry this work forward."

Education got Michèle through challenging times and she thinks it's key for women facing difficult situations. "Education is not just academia. But academia allows us the opportunity to create a platform where individuals with innate knowledge can amplify their voices. It's an opportunity for collaboration, coexistence, giving agency to people who are on the margins and seldom heard. It's about putting women's voices at the centre.

"I think the measure of success is whether this research helps others in outdoor spaces and sustainability initiatives create transformation for the people who really matter, the people at the grassroots level. I firmly believe that if you allow the opportunity for women to amplify their own voices, you will bring about sustainable change." ■





□ David Foord

## DIGITAL INNOVATION

*You can find the  
2025 McKenna Institute  
Impact Report online:*



[unb.ca/mckenna](https://unb.ca/mckenna)

# Past Perspectives SUSTAINABLE FUTURES

**D**r. David Foord (PhD'13) brings a unique historical and social science perspective to the challenges society faces in trying to create a sustainable energy industry.

David, associate professor and acting dean of UNB's faculty of management, is an historian by training. He brings his knowledge of the past to his research focusing on change and continuity in today's technological industries.

David is the inaugural **Wilson-McKenna Fellow in Digital Sustainability**. The fellowship, established through UNB's McKenna Institute with a gift from **Mike and Jane Wilson**, focuses on the role of technology as an enabler for environmental, social and governance (ESG) progress. Along with post-doctoral fellow Taylor Gray, David is conducting research on topics like

decarbonization in the electric power industry and governance of transitions. He has also, in conjunction with Taylor, developed a course on ESG for the BBA and MBA programs within the faculty of management.

"Historians take you into the past," David says. "They take you into, say, Canada in the 1850s to give you a sense of the political, social, cultural, economic and technological contexts and how different that time was from the present. They also try to get you to think about the continuities and changes between those past worlds and the present."

This historical research has informed his social science studies in contemporary social and technological transitions, fostering insights into how industrial transitions have worked in the past and in the present.

"One of the strands of social science work focuses on sustainability transitions - how do we transition from our current economic and political system into one that is decarbonized and sustainable? There is a whole social science research field that has arisen in the last 20 years which tries to understand that."

His contributions to this field were recently recognized at a national conference of business and management researchers. At the 2025 Administrative Sciences Association of Canada Conference, David received multiple Best Paper awards and won the Spark Tank pitch competition for his presentation on Canadian infrastructure transitions. ■

Your support makes it all possible. Interested in making a donation?



□ George Cassar

## Chronicler of Conflict GIVES BACK

**D**r. George Cassar (BA'62, MA'63) has been a university professor for more than five decades and is a leading expert on the history of the First World War, but before arriving at UNB he held little hope of an academic future.

"I was a very poor student in high school. I used to spend my afternoons in the pool hall instead of going to class."

After a year or two of what he calls "dead-end jobs," George arrived at UNB from his home in southern Quebec, and started on the trajectory that would become his life's work. "I didn't know how to study because I'd never studied before, and I didn't know how to take notes because I'd never taken notes before." He soon made friends within UNB's close-knit student community who helped him hone these skills.

By his second year George was a straight-A student, and he discovered he had an excellent memory - a useful

trait for his chosen major in history. The university's small size offered an opportunity to know his professors personally, including the then-chair of history, Alfred G. Bailey (BA'27, DLitt'70). "Dr. Bailey was probably the best lecturer I ever had, anywhere. He was just a brilliant man. And I don't know why, but he liked me." Dr. Bailey offered George a scholarship to stay and complete a master's degree at UNB, which he did.

Still not fully decided on what he would do with his life, George then moved on to McGill to pursue a PhD. "As friendly as UNB was, McGill was just the opposite. It was distant and cold." Despite not enjoying his time there like he had his time at UNB, he credits his thesis director with helping set the course of his career by choosing George's topic - a campaign in the First World War.

George's teaching career began at Northern Michigan University. Within a

few years he had moved on to teaching at Eastern Michigan University, and there he stayed for 50 years until his retirement in 2018. Retirement has not slowed his research, however - he is currently writing his sixteenth book.

George's fondness for UNB brought him back to Fredericton for class reunions every five years, and he has given regular annual donations to his alma mater for a remarkable five decades. "I owe UNB a great deal, so I will continue to give regularly until I pass from the scene." He has also established a bequest to create a scholarship after his passing.

Asked what he would say to his fellow alumni who might be considering a donation to UNB, George has this to say:

"It's a great university, full of opportunity - and Maritimers are just so friendly!" ■



# A healthier future for New Brunswick is taking shape.

**U**NB's **Integrated Health Initiative** has reached powerful milestones this year – graduating future health leaders, advancing breakthrough research, expanding community programs and building a home for innovation with the Health & Social Innovation Centre.

This isn't just progress – it's transformation powered by collaboration, vision and a belief in what's possible. Support from donors like you help make it possible.

We invite you to explore our **2025 Progress Report** and see how partnerships, education and innovation are shaping tomorrow's health system today.



**READ THE REPORT:**



[unb.ca/integrated-health](https://unb.ca/integrated-health)

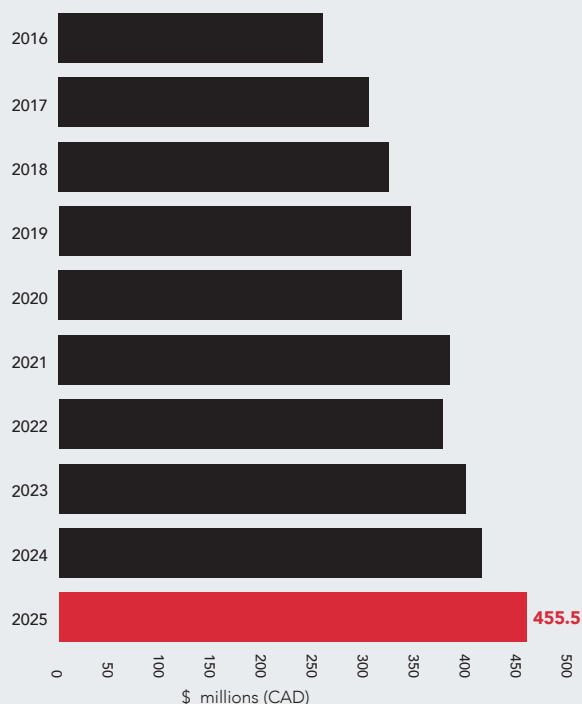


## UNB'S TRUST AND ENDOWMENT FUND

Read the full report online: [unb.ca/giving](https://unb.ca/giving)

### PRINCIPAL GROWTH 2016-25

AS OF APRIL 30, 2025



### CHANGES IN TRUST AND ENDOWMENT

#### Balance 2024-25

(Market value in millions)

Balance April 30, 2025 \$455.5

Balance April 30, 2024 \$411.3

**Net increase during the year \$44.2**

#### INCREASE DUE TO:

Donations and other additions to capital \$25.6

Investment income \$45.1

Spending - \$26.4

**\$44.2**

Your support makes it all possible. Interested in making a donation?





□ Michelle Gray, dean of forestry, UNB; Hon. Frank McKenna; Malcolm Cockwell, chairman, Acadian Timber Corp.; Hon. John Herron, minister of natural resources; Paul J. Mazerolle, president and vice chancellor, UNB.

## Logging into the *future*

**T**hanks to **Acadian Timber Corp.** and its largest shareholder, Macer Forest Holdings Inc., forestry and environmental management (ForEM) students at UNB will be able to employ the latest digital tools.

The \$2.5 million investment is being made as part of the McKenna Institute's drive in support of the digital transformation of New Brunswick's economy. A portion will be used to renovate space in the forestry and environmental management building to create a welcoming learning environment and access to new technologies, including computers and software. The renovated digital forestry lab will be home to 60 new workstations with updated teaching technology and improved room infrastructure.

The gift will also support the establishment of a new digital ForEM

stream within UNB's existing master of forestry professional degree program, including curriculum development, instructors, research practicums and study or research stipends to build enrollment momentum and awareness of the program.

Digital forestry students will collaborate on applied projects focused on modelling forest growth, operational planning, or environmental monitoring on Acadian Timber lands, using tools such as remote sensing, digital twinning, and AI-driven decision support.

UNB's faculty of forestry and environmental management is the only one of its kind in the Atlantic region. This makes Acadian Timber's investment both timely and strategic, says Dr. Paul J. Mazerolle, president and vice chancellor at UNB.

"This isn't just an investment in future foresters: it is an investment in the future of forests, the future of Canadian industry, and the future of our world, which is inextricably bound to sustainable forest management. We are deeply grateful to Acadian Timber for ensuring UNB has the resources it needs to operate at the leading edge of forestry innovation in the era of AI and machine learning."

It's all about positioning New Brunswick to take advantage of emerging economic opportunities, says The Hon. Frank McKenna, founder of the McKenna Institute at UNB. "This historic initiative will help position New Brunswick as a hub for sustainable, data-driven forestry while advancing the transformative impact of digital education in legacy industries." ■



□ L-R: Jeff Rankin, executive director, Off-site Construction Research Centre; David MaGee, vice president, research, UNB; Anne Oxley, director, Ocean Capital Holdings Limited; Hans O. Klohn, president, OSCO Construction Group; John Irving, chair of the OSCO Construction Group; and Peter Klohn, director, Ocean Holdings Inc.



□ Hans O. Klohn

# REINVENTING HOW CANADA *BUILDS*



**UNB's Off-site Construction Research Centre (OCRC)** is entering an exciting new chapter with a \$2.5 million investment from its founding partner, OSCO Construction Group. This renewed commitment marks a major step forward in advancing research that is reshaping how buildings are designed and delivered.

Since its inception in 2018, the OCRC has forged partnerships that support more than 60 companies, helping the construction industry adopt innovative, off-site building methods that save time, reduce costs and increase sustainability. With OSCO's latest investment, the centre is expanding its research capacity, supporting new projects and deepening collaboration between academia and industry.

"We are pleased to have been the founding partner of the Off-site

Construction Research Centre at UNB, and proud to support the advancement of knowledge and skills in the fields of engineering and construction," says John Irving, chair of the OSCO Construction Group. "There is a long history of expertise and skill by New Brunswickers at solving some of the most pressing challenges we face. UNB has been at the centre of many of these accomplishments."

The construction industry represents nearly eight per cent of Canada's total workforce, ranking as the sixth largest labour sector nationwide. As the sector faces rising labour costs, material shortages and urgent climate challenges, the centre's work has never been more relevant. "Off-site construction is no longer just a promise - it's a necessity," says Brandon Searle, OCRC's director of innovation and operations.

For UNB students, this partnership

means more opportunities to engage in hands-on research, collaborate with industry professionals and contribute to solutions shaping the future of the built environment. Dr. Paul J. Mazerolle, UNB's president and vice chancellor, noted that the investment strengthens UNB's research leadership and the region's capacity to meet pressing infrastructure needs.

"Through the Off-site Construction Research Centre, we are advancing technologies and practices that will help build more efficient, innovative and sustainable communities across Atlantic Canada and beyond. We are deeply grateful to OSCO for their continued partnership and vision."

As demand for housing and resilient infrastructure grows across Canada, UNB's OCRC continues to demonstrate how innovation, collaboration and education can transform the way we build. ■

Your support makes it all possible. Interested in making a donation?



# Raising the Bar for Legal Education

**U**NB's faculty of law has officially launched *Where Leaders Are Made*, the most ambitious fundraising campaign in its history. At a celebration on May 16, 2025, faculty leaders, alumni, students and legal professionals gathered at the Wu Centre to announce the \$23-million goal – and celebrate early success, with \$13.7 million already raised.

The event highlighted key leadership gifts that will enhance student support, expand experiential learning and modernize facilities. **Law foundations from Nova Scotia, PEI, and Newfoundland and Labrador** pledged more than \$1.4 million for student scholarships, building on the **New Brunswick Law Foundation's** landmark \$3.25-million contribution – including \$2.5 million for the UNB Legal Clinic.

**Stewart McKelvey** marked its 35th anniversary with a \$1.5-million commitment to establish the legal observatory, while the **Hewitt Foundation** made a \$2-million gift toward revitalizing UNB Law's future home in the Justice Building.

Alumni support is also driving momentum, with \$1-million gifts from **Earl Brewer** (BA'70, LLB'70, DLitt'24), **Wayne Carson** (BSE.CE'87, LLB'90) and **Chancellor Wade MacLauchlan** (LLB'81). The **Hon. Graydon Nicholas** (LLB'71, LLD'15) and his wife, **Beth Nicholas** (BA'76, LLB'79), also announced a gift creating a new scholarship for Indigenous students. ■

**WHERE LEADERS  
ARE MADE**

READ MORE ABOUT  
UNB LAW'S CAMPAIGN



[unb.ca/lawcampaign](https://unb.ca/lawcampaign)



□ Hon. Graydon Nicholas



□ Lydia Bugden, (LLB'91) K.C., CEO and managing partner, Stewart McKelvey campaign co-chair, *Where Leaders are Made*



□ Hon. Wade MacLauchlan, Chancellor, UNB



# A Legacy That Maps The Future



The late **Dr. Eric Ross** (BA'51, MA'54) is remembered for his warmth, his quick wit, and his excellence as a teacher. Now his memory lives on through his legacy at UNB.

The field of geography was in its infancy in Canada when Eric completed his PhD in the subject at the University of Edinburgh. His time in Scotland also marked the beginning of a lifetime of world travel, and his enduring curiosity about people, places and cultures made him a consummate geographer.

Eric spent the bulk of his career at Mount Allison University, where he founded the department of geography in 1972 and where he remained until his retirement in 1994. His fondness for his alma mater never wavered, though, and upon his death in 2019 he provided UNB with a legacy gift in support of scholarships, teaching infrastructure and research.

In 2015, Eric established two awards at UNB. These scholarships, endowed through his legacy gift, can now be awarded in perpetuity. The David and Maisie Ross Memorial Scholarship was created in memory of his parents, David Dewitt and Clara Maisie (Wells) Ross. The George and Linda Vlasak Scholarship was named in honour of Eric's dear friends, his classmate Linda Vlasak (BA'51) and Linda's late

husband George. Both scholarships are valued at \$10,000 and awarded annually to two students entering the third or fourth year of an undergraduate degree.

Funds from Eric's estate have also allowed the university to transform an existing classroom in Tilley Hall into an elite learning facility featuring state-of-the-art teaching technology. Built-in microphones, tracking cameras and interactive screens will allow for hybrid teaching of students both in the classroom and learning remotely. The Dr. Eric Ross Room was opened for the 2025 fall semester and serves as a model for classroom upgrades across the university.

It is fitting, given his own impact as a researcher, that Eric's support also extends to research with the establishment of the Dr. Eric Ross Research Fund. This fund will support research initiatives within the faculty of arts, allowing for the timely and strategic investment in promising scholars and research.

"Dr. Ross's legacy - within the faculty of arts and across the university - is profound and far-reaching," says Peter Thompson, UNB's dean of arts. "We are tremendously grateful that he chose to include UNB in his estate planning; his generous support will continue to benefit students, faculty, and research for years to come." ■

## Ways to GIVE



### SCHOLARSHIPS AND BURSARIES

Support the next wave of innovative thinkers at UNB.



### MEMORIAL GIFTS

Dedicate an award in a loved one's name.



### ANNUAL GIVING

Join alumni and friends in supporting UNB.



### BEQUESTS

Build a legacy: leave a gift to UNB in your estate.



### RESEARCH

Support the innovative work being done at UNB.

Explore all the ways you can give and donate today:

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