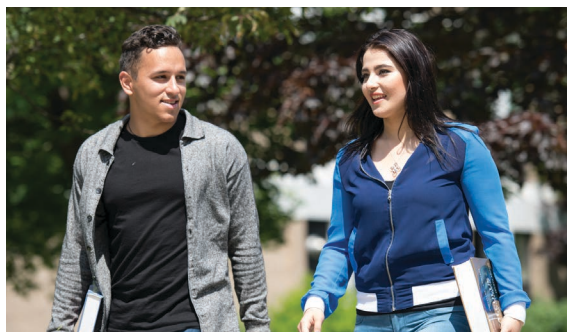


# CREATE AN AWARD



# CREATE OPPORTUNITY

A guide to establishing student scholarships and bursaries at UNB

# Empower the next generation of leaders and change makers.

## 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 innovation 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 your options.

**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.

Marilyn Garland was a steadfast donor to UNB and held her own in the company of UNB's basketball teams, which she so loved.

Upon her death in 2018, Marilyn left the university a generous bequest, divided evenly to establish the Eric C. Garland Scholarship in Engineering, and the Eric C.

& Marilyn M. Garland Athletic Award. Marilyn's gift has created a legacy that will honour her and her husband's memory, and impact UNB students and athletes for years to come.



# TYPES OF AWARDS

There are several types of awards you can create. Some donors establish need-based awards to help students who might not otherwise have the opportunity to attend university. 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.

As a third-year psychology student, Ashlee Morrell managed a full course load alongside a full-time job, numerous volunteer positions on and off campus, and a part-time job as a research assistant.

Ashlee's dedication earned her the Craig S. Haynes Award for Distinguished Community Builders, which is awarded annually to a Saint John student who is active on campus and in their community.





**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 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.



## 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:

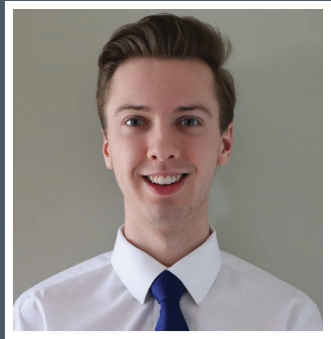
**Field of Study:** You can choose to direct the award to a specific department or faculty. For example, some donors want to give back to their own field of study, or that of the person for whom the award will be named. You can also choose to keep it open to any field of study.

**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 (see page 7). You might also find it helpful to know that a \$50,000 endowment will establish a \$2,000 annual scholarship in perpetuity.

**"I am beyond grateful. I knew I wanted to stay here in New Brunswick, so UNB was a great choice for me. I'm not sure what path I want to pursue but I know I'll have the education to succeed. Thank you for investing in me. You have made a difference in my life."**

— Matt MacMillan  
David Kent Plummer Memorial Scholarship



**Terms for the Award:** UNB 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.

You can also choose to keep the terms of your award open, allowing UNB to direct it to any deserving student.

Here's a sample scholarship description:

## **New Scholarship**

**Field:** Unrestricted.

**Value:** \$2,000.

**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:** Donor Name, BA '72.

A \$50,000 gift will establish a fund that supports a \$2,000 annual scholarship forever.

## FUNDING AN AWARD

There are two main methods for financing an award:

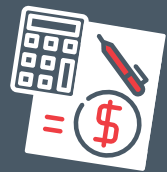
1. donations are invested by UNB such that the interest produces the award amount annually forever,
2. annual contributions from the donor are awarded each year (minimum \$500).

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%, set by UNB's Board of Governors. Once established, a fund usually requires a waiting period of two years before awards can be given, providing the fund the opportunity to earn 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	\$7,488
Other fees	\$664
Health and Dental	\$285
Residence and Meals	\$12,371
Books	\$1,500
Miscellaneous	\$1,500
<b>Total</b>	<b>\$23,808</b>

International undergraduate students' costs are more than **\$31,000**.

Graduate students' budgets are **\$23,000 – \$25,500** for Canadians and **\$27,900 – \$30,200** for international students.

For current tuition and fees visit [unb.ca/moneymatters/tuition-fees.html](http://unb.ca/moneymatters/tuition-fees.html)





## 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 or higher.

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

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



**"It made such a huge difference in the amount of time I could spend studying and being involved in student events. Thank you so much for your support."**

— Vienna Munck  
Edwin Jacob Special University Scholarship



Don Stevenson established the Audrey Stevenson Memorial Scholarship to honour his late mother. Don was grateful to meet the 2019-20 recipients of the award, from left, Melissa Garrett, Katie Burt, Jennifer Bell and Jennifer Moore.

## 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. 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.

# CREATE AN AWARD, CREATE 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. They create opportunities for future ground-breaking researchers and innovative entrepreneurs to access education.

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.



**“Getting the scholarship boosted my confidence. It was recognition of my hard work, and encouragement to keep going. I am very grateful.”**

— Mehedee Siddiquee  
Harold Burke Memorial Scholarship



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

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