

# IT BEGINS HERE WITH A VISION ESTABLISHED MORE THAN 230 YEARS AGO TO PROVIDE THE PEOPLE OF NEW BRUNSWICK WITH A HIGH-QUALITY EDUCATION.

## HERE'S WHAT WE'LL DO TOGETHER.

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PREPARE OUR STUDENTS TO SUCCEED IN THE WORLD

We are proud of being the first English-language university in Canada, and we are committed to remaining at the forefront of teaching, discovery and applied research. Our outstanding faculty, award-winning entrepreneurship programs, national-calibre athletic teams and state-of-the-art facilities draw students from across Canada and around the globe. We are launching our *It Begins Here* campaign to build on these strengths. It is the largest fundraising effort in our University's history, and half of our \$110 million campaign goal will be dedicated to support for students.

*It Begins Here* has five priorities: To give our students a great start. To invest in our faculties. To build on our academic strengths. To lead Canada's next wave of innovation. And, to prepare our students to succeed in the world.

This is an historic moment. I hope you will join with us in creating new opportunities for our students and our communities.

You will make a difference in the lives of young people and enhance their experiences, on campus and elsewhere. You will have a greater impact on Atlantic Canada, on the nation and on the world.

It begins here!



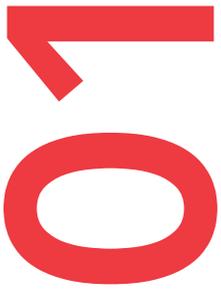
H.E.A. Eddy Campbell  
President and Vice-Chancellor



it begins here



THE CAMPAIGN FOR THE UNIVERSITY OF NEW BRUNSWICK



# GIVE OUR STUDENTS A GREAT START

*Investments in student support at UNB will align our scholarships and bursaries more closely with our students' collective needs, and keep our offers competitive with other institutions.*

## UNDERGRADUATE AND GRADUATE STUDENT SUPPORT - \$50 MILLION



For Barry Riordon of Pokeshaw, N.B., it began with the dream of pursuing a career in engineering. Upon his admission to UNB's Engineering program in 2016, Barry was offered a **Currie Undergraduate Scholarship**, one of UNB's largest and most prestigious awards. UNB Chancellor Emeritus Dr. Richard J. Currie, O.C. (Class of 1960, LLD 1987) created these full-tuition scholarships to recognize students who have demonstrated outstanding leadership skills within their communities, as well as strong academic performance. With the financial support of Dr. Currie and the personal support of his family and community, Barry was able to begin his journey toward a rewarding career as an engineer.

Students from all over the world come to study at UNB so it's no surprise that the Varsity Reds men's soccer team has an international flavour of its own. Midfielder Diego Padilha's soccer dreams began in Brazil, but it was UNB that led him to be one of the best university soccer players in Canada. Along with his all-star abilities on the soccer field, Diego excels in his civil engineering studies at UNB. Now in the fourth year of his program, he has maintained his position on the Dean's List since he was a freshman. In recognition of Diego's achievements both on and off the field, UNB awarded him a **BMO Financial Group Soccer Award**. The awards, which recognize members of the men's and women's Varsity Reds soccer teams who demonstrate strong academic performance as well as athletic excellence, were made possible as part of a **\$1.75 million** donation from BMO Financial Group.



it begins here



THE CAMPAIGN FOR THE UNIVERSITY OF NEW BRUNSWICK

*We will create strategic funds with the aim of developing the quality and reputation of each faculty. These resources will be used for special projects, research, innovative initiatives and professional development.*



**INVEST  
IN OUR  
FACULTIES**

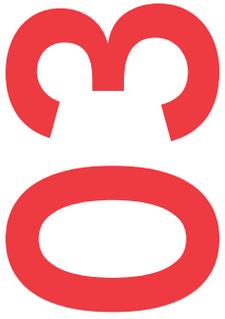
## **FACULTY OPPORTUNITY FUNDS - \$10 MILLION**



For Dr. Martin Sénéchal, a new faculty member in Kinesiology, it began with the dream to build muscle mass in the body without exercise. After co-leading a study at UNB and gathering initial results, he and his team hope to develop a protein drink that does just that. Recognizing his potential in the field of health and wellness, UNB granted Dr. Sénéchal a **Harrison McCain Young Scholars Award** for 2016-17. Knowing how important it is to attract and retain promising young faculty like Dr. Sénéchal, the Harrison McCain Foundation renewed support of its faculty awards program earlier this year with a gift of **\$1.25 million**. Thanks to this award, Dr. Sénéchal and other recipients like him will have increased resources for pursuing and presenting their innovative research.

For Karl Ferguson (BScME '58), it began when he walked through the doors of Head Hall for UNB's mechanical engineering program, his first steps in what developed into a long and successful career that took him across the country and to the UK. A longtime supporter of UNB, Karl was first employed with Canada Wire, then Catelli and finally with Dairyland. Ever gregarious, he was always eager to discuss his affection for UNB. Recognizing the importance the university played throughout his career and in his life, he created the **Karl Ferguson Fund** with a bequest of **\$615,000** to support the Department of Mechanical Engineering. Thanks to his generosity, the department can provide support in areas ranging from undergraduate and graduate scholarships to research activities to the purchase of new laboratory equipment.





## BUILD ON OUR ACADEMIC STRENGTHS

*Looking forward to where UNB wants to be in the next 10 years, we are investing in specific areas of academic strength. We will create named chairs, professorships and fellowships, and invest in state-of-the-art laboratory spaces, new classrooms, and more library resources.*

### CENTRES FOR ACADEMIC LEADERSHIP & DISTINCTION - \$12.5 MILLION ACADEMIC, LEARNING & RESEARCH FACILITIES - \$12.5 MILLION



For Dr. Shelley Doucet (BN 2005, PhD 2010), it began at UNB Saint John when she was a graduate student in nursing and interdisciplinary studies. She recognized the need for more coordinated and patient-centred care for N.B. families dealing with complex health conditions. Her research received national recognition, which culminated in her being appointed the **Jarislowsky Chair in Interprofessional Patient-Centred Care**. Dr. Doucet's current research focuses on improving health care practices for children who face chronic illnesses, thanks to investments of **\$1 million** from the Jarislowsky Foundation, **\$500,000** from the Sir James Dunn Foundation and **\$750,000** from the New Brunswick Children's Foundation.

If you have ever stopped in an unfamiliar place and wondered where you are and what there is to do in that location, take heart. One of the world's top scholars in digital data is leading a team of researchers at UNB in designing interactive maps that inform and guide people based on data from their phones. Under the leadership of Dr. Monica Wachowicz, who holds the **Cisco Systems Chair for Big Data**, UNB launched the People in Motion Lab in June 2015. Her journey to UNB began in the Netherlands, where she worked for 10 years at the Centre for Geo-Information at Wageningen University. Her research chair and lab at UNB were made possible by a **\$2 million** endowment donation from Cisco Systems. Researchers at the lab are developing new algorithms to analyze information for the transportation, tourism and municipal planning sectors, enabling policy makers and service providers to make informed decisions that serve people better.



it begins here



THE CAMPAIGN FOR THE  
UNIVERSITY OF NEW BRUNSWICK

*At UNB, we believe entrepreneurship is an essential part of post-secondary education. With your support, we will expand our experiential education programs in entrepreneurship, and increase the capacity of our specialized programs and institutes.*

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## LEAD CANADA'S NEXT WAVE OF INNOVATION

**INITIATIVES IN INNOVATION: \$5 MILLION**  
**YOUNG RESEARCHERS PROGRAM: \$5 MILLION**



A stronger culture of innovation begins with recruiting Student Ambassadors through the **Pond-Deshpande Centre (PDC)** at UNB Fredericton. With investments of **\$2.5 million** from both Dr. Gerry Pond (BA 1966, DLitt 2004) and Dr. Gururaj (Desh) Deshpande (MScEE 1975, DSc 2001) and his wife Jaishree, as well as **\$100,000** from the National Bank, the PDC immerses promising young entrepreneurs in the world of business development, where their skills are nurtured by enthusiastic faculty, talented alumni, partner businesses and peer students. The Student Ambassador program, with YES Atlantic (Youth Entrepreneurial Summit), encourages youth to take action, seize opportunities, leverage support and join the entrepreneurial community in the region.

It began with the idea of creating a socially-conscious clothing company. When Kayley Reed (BPhil '14) and her business partner Kyle MacNevin needed information about how to make the idea a reality, they turned to the Dr. J. Herbert Smith Centre for Technology Management & Entrepreneurship (TME) at UNB Fredericton. With the guidance of TME leaders, Kayley and Kyle launched the award-winning Wear Your Label, which has been featured in national and international news outlets. The company has generated interest and support from major companies that believe in its mission. That list is topped by RBC, whose generous donation of **\$1 million** will support the **RBC Innovation Action Fund** at TME. The fund will support a variety of experiential activities, creating new business opportunities for students as well as members of the community.





# PREPARE OUR STUDENTS TO SUCCEED IN THE WORLD

*Our students need to be engaged global citizens after graduation. To ensure this, we will create an exceptional teaching and learning environment on our campuses and elsewhere, with immersive hands-on experiences, opportunities to work and study overseas, and cutting-edge research programs.*

**EXPERIENTIAL LEARNING: \$2.5 MILLION**

**STUDY IN CANADA AND INTERNATIONALLY: \$2.5 MILLION**

**SAINT JOHN STUDENT AND INTERNATIONAL SERVICES CENTRE: \$10 MILLION**



For Jordan Tracey (BSc 2015), what began as a volunteer opportunity, became one of the best experiences of his time as an undergraduate student at UNB Saint John. Thanks to donors like TD Bank, which provided **\$250,000** in support, **The Promise Partnership** gives educational support for K-8 students in two of the city's low income neighborhoods. Student volunteers help boost these children's literacy and math skills, and help build their confidence to succeed in school. The program also provides meaningful hands-on learning experiences for UNB Saint John students. Currently pursuing his second degree at the campus, Jordan is now President of the SRC and continues to volunteer his time with The Promise Partnership as a tutor and mentor.

It began here at UNB for Alysha-Rae Weekes, a third year business student who participated in an international exchange to Germany. Alysha-Rae was awarded a **Scotiabank International Study Award** from UNB and, without this financial support, she might not have been able to study for a semester in Heilbronn and participate in a co-op placement in Hamburg. Thanks to Scotiabank's investment of **\$1 million** in this program, students like Alysha-Rae are able to gain a greater understanding of other cultures and broaden their educational experiences without having to worry about many of the costs associated with travel.

