



YOUR IMPACT

REPORT ON GIVING
2021-2022

MountAllison
UNIVERSITY



A MESSAGE FROM THE VICE-PRESIDENT

On behalf of the Mount Allison University community, I extend the deepest thanks for your generosity. You are making education possible, supporting young people through challenging times, and providing extraordinary learning inside and outside the classroom. Thanks to you, Mount Allison continues to deliver Canada’s best undergraduate experience.

The Mount Allison community has emerged from the pandemic stronger than ever, and there was so much to celebrate this year as we returned to in-person Convocation ceremonies, launched new academic programs, and began ambitious campus renovation projects. We also celebrated tremendous philanthropic gifts, some of which you will read about here.

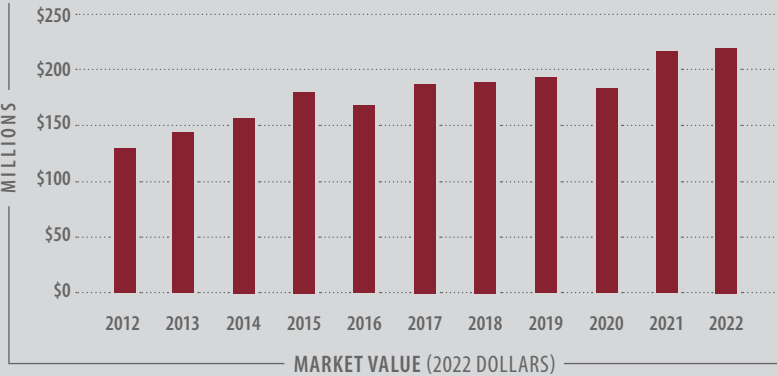
You are integral to Mount Allison’s success. Your gifts of time, mentorship, financial resources, and other supports are having life-changing impacts on today’s students and future generations.

Our most sincere thanks for all that you do.

COURTNEY PRINGLE-CARVER
VICE-PRESIDENT, UNIVERSITY ADVANCEMENT
MOUNT ALLISON UNIVERSITY

544
OF FIRST-YEAR STUDENTS
WHO RECEIVED SCHOLARSHIPS, PRIZES,
AWARDS, AND BURSARIES

ENDOWMENT GROWTH



2021-22 TOTAL GIVING \$7,753,686
GIFT BY DESIGNATION

55%
STUDENT AID



12%
STUDENT SUPPORT &
EXPERIENTIAL LEARNING



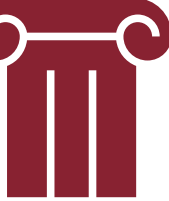
4%
UNRESTRICTED



11%
ACADEMIC
INNOVATION



15%
CAPITAL
PROJECTS



3%
ATHLETICS



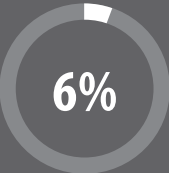
PERCENTAGE OF ALL DONORS BY CONSTITUENCY



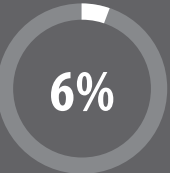
ALUMNI



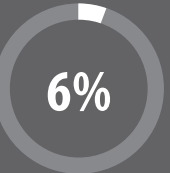
FRIENDS



PARENTS
(FORMER AND CURRENT)



CORPORATIONS
& FOUNDATIONS



FACULTY & STAFF
(FORMER AND CURRENT)



ALUMNI,
NON-DEGREE



MOUNT ALLISON MUSIC FAN DONATES HARPSICHORD

Mount Allison now has a beautiful Flemish harpsichord that will create incredible learning opportunities for students and will be used by faculty and guest performers in the annual concerts of early music.

Joanna Manning donated the harpsichord in thanks for the many precious hours of music she and her late husband, Gary, enjoyed at the University.

“Whether we heard international guest performers, faculty members, or talented students, our drive home was always part review and part re-lived enjoyment,” says Manning.



HAROLD CRABTREE AQUALAB CELEBRATES 10 YEARS

The Harold Crabtree Aqualab has advanced our understandings of the biology of Atlantic salmon, brook trout, and several other species, and research findings have resulted in close to two dozen published scientific papers. The facility provides unique opportunities to understand how aquatic animals cope with ecologically relevant changes in temperature, salinity, oxygen, and exposure to contaminants.

A leadership gift from the Crabtree Foundation helped make the Aqualab possible. It is a great example of the many powerful outcomes a gift toward research can have.



REISMAN INTERNSHIPS CHANGE LIVES

In 2016, the Gerald Schwartz and Heather Reisman Foundation created the Reisman Internships at Mount Allison. The program, which has supported more than 30 internships and counting, provides start-up grants, mentoring, and other supports to student entrepreneurs. Businesses created thanks to the program’s support include a popular craft brewery, new water sports equipment rental, and a successful dance studio in Southeastern New Brunswick, along with numerous artists’ studios and food and beverage start-ups.

The Reisman Internships are just one example of the growing number of entrepreneurial opportunities made possible by increased philanthropic investment and innovative thinking on campus. *Pictured: 2021 Reisman Intern Libbie Farrell, artist and rug maker.*



WESTJET SUPPORTS MTA AVIATION STUDENTS

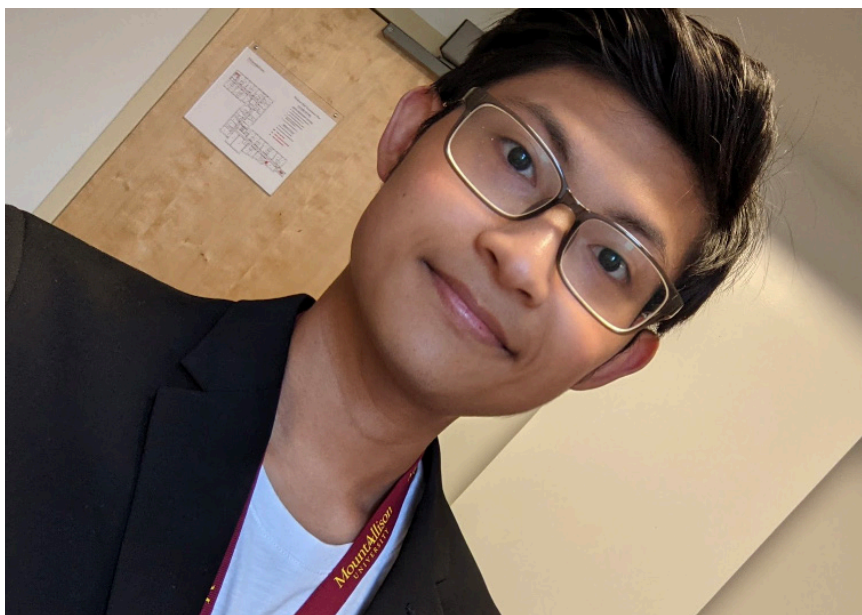
Thirty-eight students in Mount Allison’s Business of Aviation course visited WestJet’s headquarters in Calgary. Students toured the company’s campus, networked with WestJet employees, and attended presentations on the aviation industry. They also toured the Calgary International Airport. WestJet covered the costs for the trip and the University and company are planning future collaborations that offer students unique learning experiences.

Business of Aviation is one of the core courses in the University’s unique Aviation degree, which sees students earning either a Commerce or Science degree alongside their pilot’s license.



COMING TOGETHER FOR STUDENTS

THE **MOUNTIE2MOUNTIE** FUND IS WHERE DONORS UNITE AND MAKE AN IMMEDIATE AND LASTING DIFFERENCE IN THE LIVES OF STUDENTS.



KHANG NGUYEN

In 2021-22, individual Mountie2Mountie gifts ranged from \$5 to \$20,000 and collectively more than \$300,000 was raised. Donations supported direct financial aid to students, work-integrated learning opportunities for international students, sexual violence prevention and education, and the student food bank.

“There are so many activities and resources that go into the education that differentiates Mount Allison from other universities,” says Marcie Meekins ('12), Mount Allison's manager of alumni giving. “The Mountie2Mountie Fund is a powerful way donations of all sizes can have a direct impact on delivering this unique educational experience.”

Khang Nguyen was one of 60 students who received a scholarship or bursary from the fund.



THE 1839 SOCIETY

Mount Allison's newly founded 1839 Society recognizes and celebrates donors who put the University high on their philanthropic priorities with contributions of \$1,000 or more annually. Members receive specialized reporting on the impact of their gifts and exclusive invitations to events. Individuals who make contributions of \$1,000 or more in one calendar year are automatically members of the Society for the following year.

To learn more, visit mta.ca/annualgiving

“I am an international student from Vietnam and just finished my first year at Mount Allison,” says Nguyen. “This dream of mine only did come true thanks to the generosity of the Mountie2Mountie donors, therefore, I want to say from my heart “Cảm ơn” (Thank you).”

Nguyen is pursuing a Commerce degree, with a minor in psychology. He sees these two areas of study as a perfect set for his ambition to work in marketing. Beyond the classroom, his favourite experience as a first-year student was making the varsity badminton team.

Nguyen describes receiving a Mountie2Mountie bursary as making life more comfortable and adding joy to his life.

“Every little bit counts and it's amazing to receive this support from people who don't even know me,” he says. “It shows me how willing Canadians are to help.”

Each year, the Mountie2Mountie Fund will support much-needed financial aid along with identified emerging priorities and new learning programs and services.

“We are really grateful to our Mountie2Mountie donors for making this collective effort to support students,” says Meekins.

“ Every little bit counts and it's amazing to receive this support from people who don't even know me.”



MICHAEL MOHAMMED ('03)

MAKING EDUCATION POSSIBLE

LEGACY GIVING IS A POWERFUL WAY TO SUPPORT FUTURE ALLISONIANS.

When Michael Mohammed ('03) turned 40, he realized he didn't have a will and started looking at his options.

"It was as simple as understanding I was at a point in my life where I had acquired assets, had no plan for them, and it was time I made sure that those assets would go where I wanted them to go."

Mohammed quickly settled on creating a student award at Mount Allison and reached out to his *alma mater* to discuss the details. His legacy gift will create the Michael I. Mohammed Award, which will cover full university costs (tuition, accommodations, meals, and textbooks) for students with a physical or sensory disability.

"I want to give others the opportunity to have the kind of productive, happy, engaging experience I had as a university student, so my *alma mater* was the obvious choice of where to leave my gift."

““ I want to give others the opportunity to have the kind of productive, happy, engaging experience I had as a university student, so my *alma mater* was the obvious choice of where to leave my gift.”

Mohammed is legally blind and remembers with great warmth the personalized, collegial supports he received on campus when he arrived as a transfer student from university in his hometown of Toronto.

"There was a wonderful willingness to work with me. When I had a concern or needed an accommodation, Mount Allison immediately responded. I always felt like I was getting much better service than I would have at a large institution."

The intent of Mohammed's legacy gift is to remove barriers to education for future students. He points out that people with disabilities are less likely to attend post-secondary education, to graduate from University, and to find meaningful employment. He knows there are so many obstacles and wanted to remove one of them — the worry about money.

Mohammed recently attended an event for members of the Mount Allison Legacy Society, individuals who have included a gift to the University in their estates. He says he was surprised and a little disappointed that there were not more people in attendance from his age demographic.

"It would be great to see other people in my age group taking these kinds of steps. You don't have to leave everything to the University — it could be just a small part of your estate, but it's nice to think you are giving back to an institution that has shaped your life while at the same time you are helping shape the lives of future generations."

THANK YOU LEGACY GIVING DONORS

IN THE LAST FIVE YEARS, 42 DONORS HAVE
ARRANGED A GIFT TO THE UNIVERSITY IN
THEIR ESTATE PLANS.



“Mount Allison has done an amazing job in supporting us in our charitable giving. We genuinely feel that our gifts are appreciated and are making a difference.”

DOUG ('80) AND CATHERINE FRASER ('80)

Giving back to Mount Allison through your estate is an extraordinary expression of appreciation and dedication.

“With legacy gifts, donors of various means can have historic impacts on the Mount Allison experience and on student success,” says Bruce Blandford ('79), Mount Allison’s senior advancement officer.

“The University also recognizes that estate planning is a deeply personal decision and I am honoured to work with individuals and families making this type of investment in the future.”

Doug ('80) and Catherine (MacQuade) Fraser ('80) are from a family filled with Mount Allison alumni. They recently arranged gifts in their wills toward the Doug and Catherine Fraser Family Scholarship to support students from Alberta to attend Mount Allison. The couple is also making current gifts toward their scholarship so they can see its impact during their lifetimes.

“Mount Allison has done an amazing job in supporting us in our charitable giving. We genuinely feel that our gifts are appreciated and are making a difference.”

The University’s Legacy Society recognizes and celebrates the visionary philanthropy of friends and alumni who have confirmed that Mount Allison is part of their estate plans. Members receive special communications and invitations to select donor gatherings.

For more information on Legacy Giving, visit mta.ca/legacygiving



OUR DEEPEST APPRECIATION GOES TO THE MEMBERS OF THE MOUNT ALLISON LEGACY SOCIETY

Dr. Dorothy J. Armstrong
Bruce Blandford & Ron Atkinson
Janet Veniot Ayer
Janet C. Bain
Gabrielle R. Becker
Donald Boudreau
Garland P. Brooks
Dr. Randall & Diane Brooks
Rebecca C. Brown
Ian F. Cameron
Keltie Campbell
Joan Carlisle-Irving
Carol Anne Carlyle
Dr. Sandra Carrigan
Daniel B. Chadwick
Steve Clark
Marion E. Clarke
Ann Clipstone
Sheila Cole-MacDonald
Louise Cooke
David Cuthbertson
Judi Denison
Robert DeWolfe
Linda Duncan

Stan Dunfield
Gary Foshay
Lorne M. Fox
Catherine & Doug Fraser
John French
Richard Fulford
Nancy Gilbert
Harvey & Judy Gilmour
David Greenwood
Robert Greenwood
John M Grew, CM
Robert F. Gunn
Dr. George Hale
Rosemary Harrington
Marilyn & Reid Harrison
Sharon Hart
Rev. Dr. Brent L. Hawkes
Jennie Henderson
Cheryl Hodder
Jol & Maura Hunter
George Inman
Richard & Pamela Joho
Glenn Josephson
Shaun Keyes

Judith Lave
Jane Lemon
Aileen Lewis
Dr. Diana Locke
Earle Lockerby
Dr. Frank Lovely
Kenneth Lund
Douglas & June MacEachern
Margaret Machum
Catherine MacKenzie
Shawna MacKenzie
Brian MacLeod
Donald A. MacLeod
Albert Lou Medynski
Dr. John R. & Vida C. Mercer
Sadie Miller
Michael I. Mohammed
Kathleen Morrell
Alastair A. Morrison
Kelvin Nelson
Michael & Suzanne Nolan
Terry North
Bryan K. Parker
Donald W. Patterson

Donald W. Patterson
Joan Peggs
Margaret Pullin
Jill (Hemeon) Rafuse
Ivan & Sheila (MacKinnon) Richardson
Carol Jane Robertson
Keith M. Rogerson
Roger & Geraldine Roy
Elizabeth M Saunders
Romer Shewchuk
Alberta Smith
Vincent Stephen Smyth
Kathryn & Gordon Stanfield
E. Nancy Stevens
Judith Symes
John Thorburn
Brian & Barbara Trenholm
Nancy Vogan
Pauline S. Watkins
Elizabeth A. Wells
Helen Pottle Wesanko
John R. & Patricia Williamson
Anonymous (6)



The Legacy Society’s inaugural event was this past summer during Reunion Weekend and the University was thrilled with this opportunity to say thank you.



MAKING MOUNT ALLISON AN INNOVATION LEADER

JANE CRAIGHEAD AND JAMES CHERRY INNOVATION GRANTS SUPPORT BEYOND-THE-CLASSROOM LEARNING.

Mount Allison's unique brand of education and student experience is where it all started for Jane Craighead ('80).

After graduating, Craighead went on to earn a CPA and PhD and enjoy a long career in leadership at some of Canada's largest companies. Throughout it all, she's remained a long-time volunteer with Mount Allison — a stalwart supporter of the University's historical strengths and a passionate advocate for what her *alma mater* can achieve next.

This is why Craighead and her husband, James Cherry, created prestigious grants for students pursuing exciting innovations — everything from entrepreneurship and the development of new product prototypes and technologies to vital community engagement projects.

"Outside the box thinking is more critical today than ever and the Mount A model is the perfect setting to foster creative thinking and innovation," says Craighead. "Where else can someone be so easily exposed to so much — the arts, the sciences, and the social sciences? Mount Allison is a natural incubator."

The Jane Craighead and James Cherry Innovation Grants are co-ordinated through the University's Office of Experiential Learning and Career Development. Thanks to Craighead, Cherry, and other donors, each year staff in this office administer valuable incubator and start-up funding to student-led ventures.

"It's another way students at our small, top-quality institution always get to stand out, forge new paths, and make positive change in this world," says Rebecca Leaman, Mount Allison's director of experiential learning and career development.

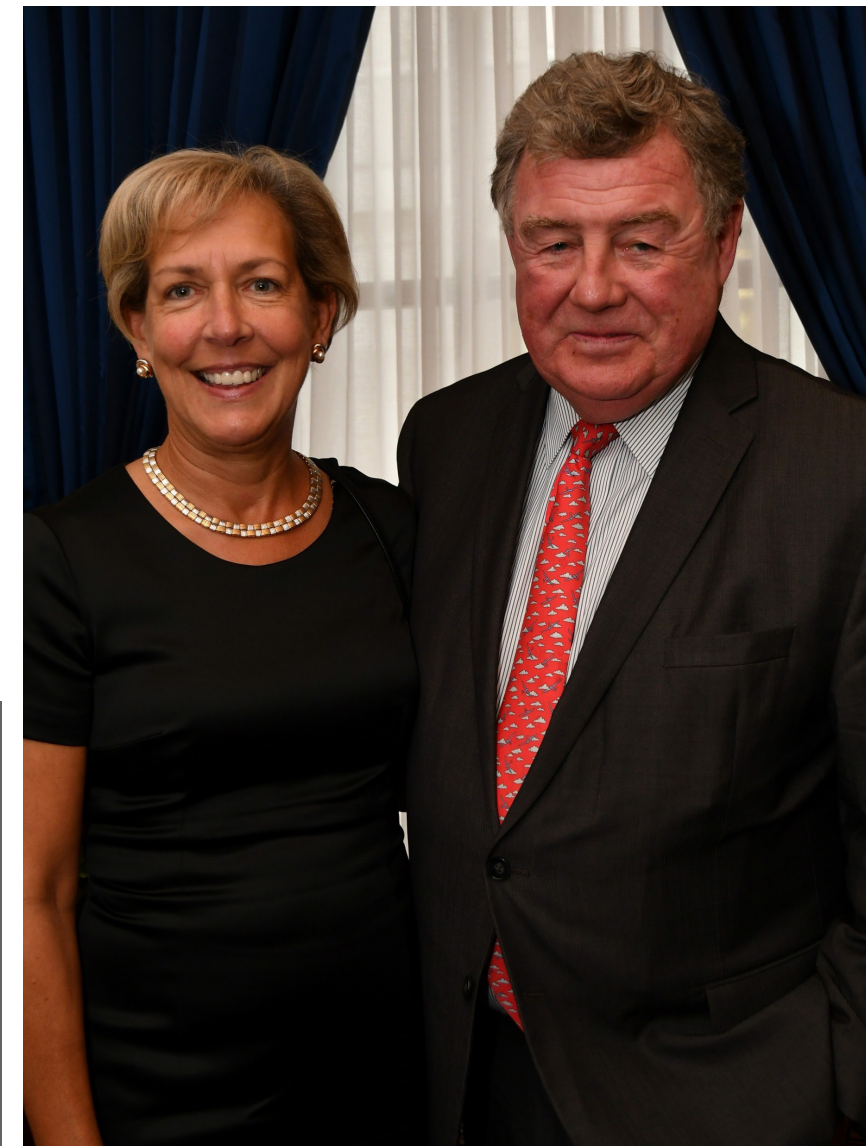
"Beyond-the-classroom innovation is a Mount Allison priority," says Leaman. "We are deeply appreciative to Jane and James for showing others what powerful opportunities exist to support students."

Following her second year as a Commerce and aviation student, Alexia Bourgeois received the Jane Craighead and James Cherry Innovation Grant. An aspiring entrepreneur, Bourgeois is developing an online travel planning platform that will offer users more personalized trip suggestions.

"I am so appreciative to Jane Craighead and James Cherry for this opportunity," says Bourgeois. "I have connected with brilliant entrepreneurs and mentors, been able to pitch my ideas, and gained incredible feedback and advice."



The Jane Craighead and James Cherry Innovation Grants are foundational to the University's innovation agenda, which includes working with community members to create more internships and experiential learning opportunities for students. It also includes a historic capital project to build a Hub for Innovation and Learning on campus that will serve generations of Mount Allison students and economic and social development in our region.



JANE CRAIGHEAD ('80) AND JAMES CHERRY



CYNTHIA DYCK ('22)

SUPPORTING STUDENT SUCCESS

SCOTIABANK DONATION IMMEDIATELY HELPS NEARLY HALF OF MOUNT ALLISON STUDENTS.

Students are benefiting from increased academic support services thanks to the generosity of Scotiabank. Created last fall, ScotiaSPARC (Student Peer Academic Resource Centre) offers study skills workshops for first-year students; peer tutoring and peer mentoring programming; outreach and support specifically designed for Indigenous, international, and first-generation students; and an early alert system that helps the University identify and support struggling students and get them the supports they need as soon as possible.

In its first year, close to 1,000 students used ScotiaSPARC programming.

“ScotiaSPARC builds on the University’s existing resources and programs and provides students lots of options for help as they navigate their pursuit of a university education,” says Shelly Collette, manager of academic support. “These kinds of supports are more important than ever as students are transitioning to university life after years of learning in challenging pandemic conditions.”

This past year, emphasis was placed on creating programming for students first in their family to attend university. These first-gen students often face additional challenges such as low-income, difficulty integrating into academic communities, and lack of professional networks.

“Education was always a big deal in my family — neither of my parents got the opportunity to complete their high school education growing up,” says Cynthia Dyck ('22). “Reaching the next level, university, was a huge milestone in my family’s eyes. I remember a lot of my peers in high school viewing university as just another step to take in the path of life — but for me, I was deviating from family norms.”

““ I was so proud to be Mount Allison’s First Gen Post-Grad Intern, helping create programming to support new students from backgrounds like mine.”

Dyck graduated with a Bachelor of Commerce and this past year, thanks to ScotiaSPARC, took on a new role at the University.

“I was so proud to be Mount Allison’s First Gen Post-Grad Intern, helping create programming to support new students from backgrounds like mine. For example, I kicked off a new first-generation peer mentor program, where first-year students were paired with upper-years to help navigate the social aspects of university. We had 45 students participate.”

ScotiaSPARC is part of ScotiaRISE, the bank’s 10-year \$500 million initiative that aims to promote economic resilience among disadvantaged groups. Through ScotiaRISE, Scotiabank partners with programs and organizations that provide the tools people need to improve their education and employment prospects, adapt to changing circumstances, and increase the likelihood of financial success.

THE WORLD NEEDS MORE MOUNT ALLISON

DANNY WILLIAMSON ('03) WORKS TO ENGAGE FELLOW ALUMNI AND SUPPORT FUTURE GENERATIONS.



DANNY WILLIAMSON ('03)

At Mount Allison, there is a long tradition of Convocation and Reunion events happening the same weekend each spring. It's meant generations of Allisonians coming together to celebrate graduates, reminisce, and share stories across the decades, whether at formal on-campus events or while waiting in line for coffee at a Sackville café.

When Danny Williamson attended his five-year reunion in 2008, he met the University's alumni association president and found himself in a passionate conversation about young alumni engagement and the role Mount Allison graduates could play in the future of the University. The conversation led to Williamson serving on the Alumni Association Board from 2009 to 2015 and continuing to volunteer with his *alma mater*.

"The alumni board was my first big board experience," says Williamson. "It was work that was really valuable and as a young alum it was a great professional experience."

234
OF ALUMNI VOLUNTEERS
IN 2021-22

“You just don't know what a Mount A graduate will do, how they will impact the world, but I know the world has a better chance thanks to past, present, and future graduates of Mount Allison. They are going to go out there and surprise us.”

Much of Williamson's volunteerism and advocacy with the University has focused on his belief that the world needs more Mount Allison graduates.

"I'm interested in helping Mount Allison and its students tackle the big challenges the world faces, everything from climate change to good governance," says Williamson. "These issues are complex, interconnected, layered on top of one another. The kind of high-quality education Mount A students get is so important to addressing these challenges."

Williamson understands students today face tremendous pressures and that there are many ways alumni and friends of the University can help remove obstacles and make it just a little bit easier to get a Mount Allison education.

"We can volunteer in classrooms, with special events and the alumni association, connect with students. Mount Allison needs our energy and effort — and for volunteers, it's a rewarding experience."

Williamson recently volunteered with the Alumni Engagement Office on strategic planning and with helping students through COVID-related isolation requirements. He is now busy planning his 20th Reunion.

While there are lots of people and places where you can give your time and money, Williamson argues that supporting the Mount Allison experience will have a powerful ripple effect.

"You just don't know what a Mount A graduate will do, how they will impact the world, but I know the world has a better chance thanks to past, present, and future graduates of Mount Allison. They are going to go out there and surprise us."



KAILEY TRENHOLM

NEW STUDENT AWARD

EMERA COMPANY MAKES IMPORTANT INVESTMENT IN EDUCATION.

The Emera BIPOC Returning Student Award supports students who are Black, Indigenous, or People of Colour (BIPOC)

Kailey Trenholm is one of the award's inaugural recipients. She identifies as mixed with Cree roots to Fort McKay First Nation in northeast Alberta and has spent most of her life in the territory of the Mi'kma'ki in Southeastern, NB.

"This award and others like it are extremely important because it is showing students from a historically oppressed minority that they are worth an education and there are people who stand in their corner," says Trenholm. "As an Indigenous person, I feel deeply connected to the heart-breaking events that have happened throughout Canada's history and still today. Mount Allison has done an amazing job at decolonizing its campus and ways of thinking, making it a more inviting space for Indigenous students."

Trenholm is in her fourth year of a degree in classics, with a minor in Indigenous studies. After graduating, she plans to pursue a Bachelor of Education and to teach Kindergarten.

"The Emera BIPOC Returning Student Award will ease some of the stress that comes with paying for my final year of school and will give me a little more time to focus on my studies."

The award was created through Emera's Diversity, Equity, & Inclusion Fund, a collaborative effort across Emera and its operating companies to directly support programs and initiatives that advance and promote diversity, help to remove barriers, and support education and awareness.

Mount Allison is committed to Indigenous language, knowledge building, healing, and reconciliation. Recent activities have included introducing a Minor in Indigenous studies, a Certificate in Studies of Indigenous History, and a Certificate in Mi'kmaq Studies.

“ Mount Allison has done an amazing job at decolonizing its campus and ways of thinking, making it a more inviting space for Indigenous students.”

OTHER RECENT MOUNT ALLISON ACHIEVEMENTS

- Return to in-person Convocation with ceremonies for the Classes of 2020, 2021, and 2022.
- Named best undergraduate university in Canada for record 23rd time (*Maclean's* rankings).
- McCormack Gymnasium and Athletic Centre undergoes a \$5.5 million renewal project that includes a new gymnasium floor, scoreboard, and seating.
- Students participate in field schools in the Netherlands and Belize as part of the Government of Canada's Global Skills Opportunity program.
- 25 new degree and certificate programs including a minor in Indigenous studies, Certificate in Mi'kmaq Studies, Bachelor of Arts and Science in Interdisciplinary Health Studies, joint major in Computer Science and Music, and Certificate in Arts Administration.
- President Jean-Paul Boudreau named to *Atlantic Business Magazine's* Top 50 CEO list.

Mount Allison University is built on the generosity of community. **Thank You.**



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