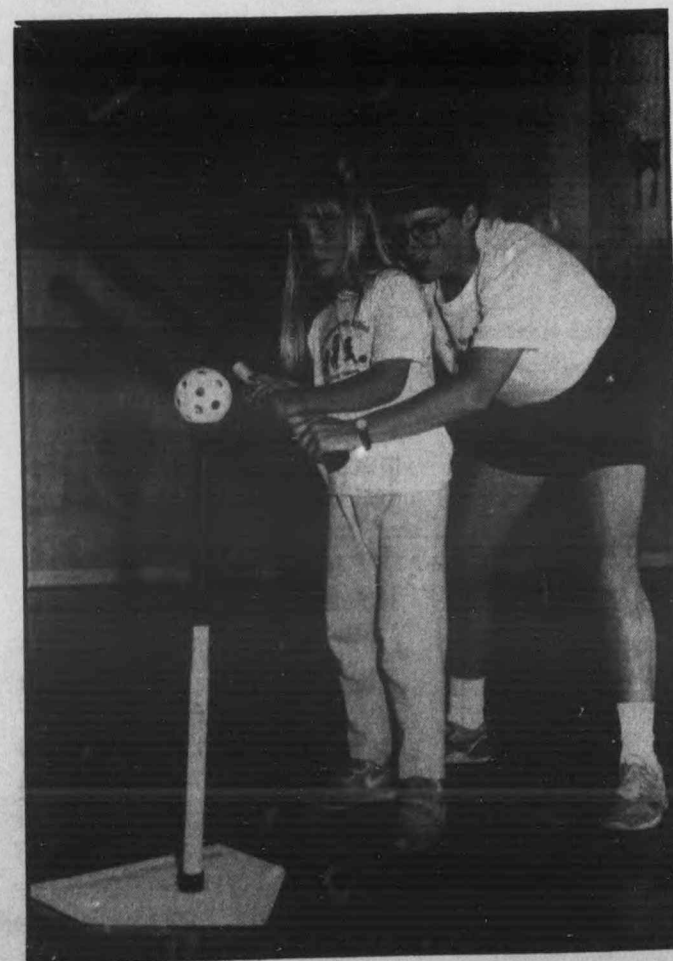


# The Futures Fund

Through the Human Interaction Lab, Nursing students are able to practice their communication skills in role-playing situations. By using the cameras and VCRs, the students can critique their individual performances and perfect their interpersonal skills.



Students are shown working with a production house film crew on a videotape that was produced to help in the recruitment of new students to UNB.



At the Motor Development Clinic, young children work with current Education and Physical Education students in developing their motor skills. Sessions are held weekly and the emphasis is on improving basic skills such as jumping, hopping and hitting a ball.

**FACT:** Traditional sources of funding at universities across Canada are dwindling.

**FACT:** At \$1,975, tuition fees at UNB are among the highest in Canada -- and yet they account for only 15% of the overall operating income.

**FACT:** Government grants can no longer keep pace with the rising costs of education. Although government support continues to provide 57% of the overall operating income for the University, the remainder must come from research grants, the sale of goods and services investments and gifts.

**FACT:** The continuous increase in student enrollments, coupled with the rising cost of inflation, means that more money is needed each year for a university to operate.

With these realities in mind, the University of New Brunswick recognized the need to generate funds from outside sources such as individuals, companies and foundations. In 1984, UNB established the Office of Development as its central department for fund raising. A major initiative of this Office has been the Futures Fund, UNB's undesignated endowment.

The Futures Fund was created to help the University take advantage of unforeseen opportunities, meet short term needs, and -- most importantly -- foster new initiatives. Quite simply, The Futures Fund allows for the establishment of projects and programs that might not otherwise exist. Since 1988, 42 such projects have been created.

Students benefit directly from The Futures Fund because so many of the projects affect their studies and research. For example, in the first year, a new printer was purchased to replace the obsolete model that had been used in the Arts Resource Centre. In 1989, the Harriet Irving Library received a CDROM work station that enables users to access and collect information from major periodicals in a more efficient manner. And earlier this year, funding was made available to help the Faculty of Engineering develop computer-aided instruction modules for first and second year students.

Perhaps the most unique feature of The Futures Fund is that there is no wait to experience its benefits -- the projects that are created are here now, for the use of today's University community.

In addition to these projects, The Futures Fund provides more than \$100,000 annually to the Alumni and Alumnae associations. These groups provide funding to student projects and organizations as well as bursaries and scholarships for UNB students. The President of the Alumni Association serves as Chair of The Futures Fund.

Since 1986, UNB students working for the Annual Giving Office have secured over \$3.2 million in gifts and pledges for The Futures Fund. The initial goal of The Fund is \$5 million. As an endowment, this money is invested and it is the interest that is used each year to create the many worthwhile projects.

Students play an extremely important role in the success of The Futures Fund. It is through the student caller that the prospective donor learns not only about The Fund but also about life at UNB in the 1990's. Equally important is creating an awareness of The Futures Fund among the current student population. An individual's relationship with UNB does not end upon graduation; all UNB students become alumni, and all alumni are invited to contribute to The Futures Fund.

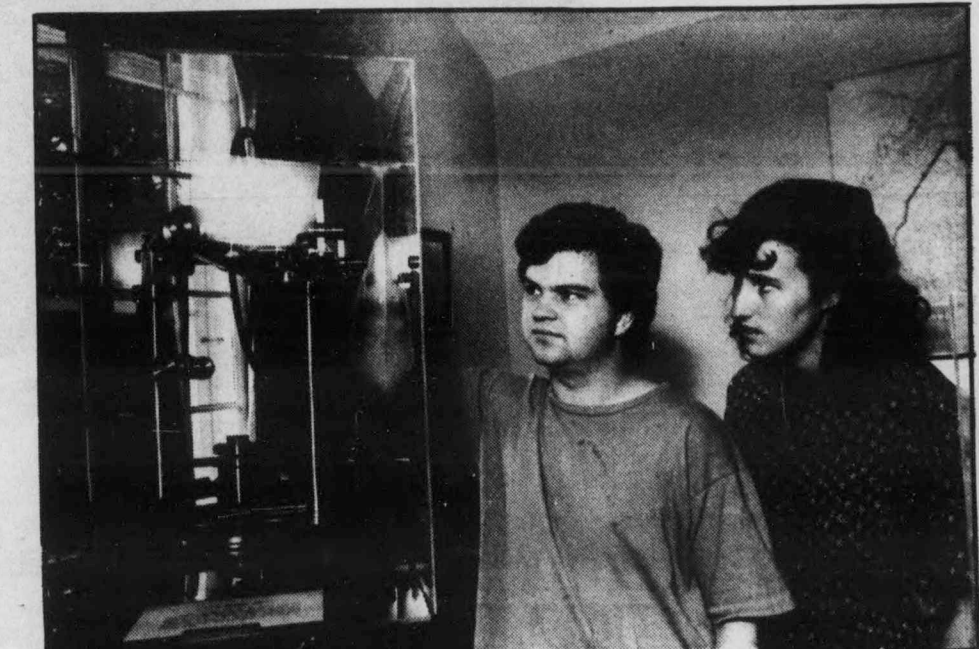
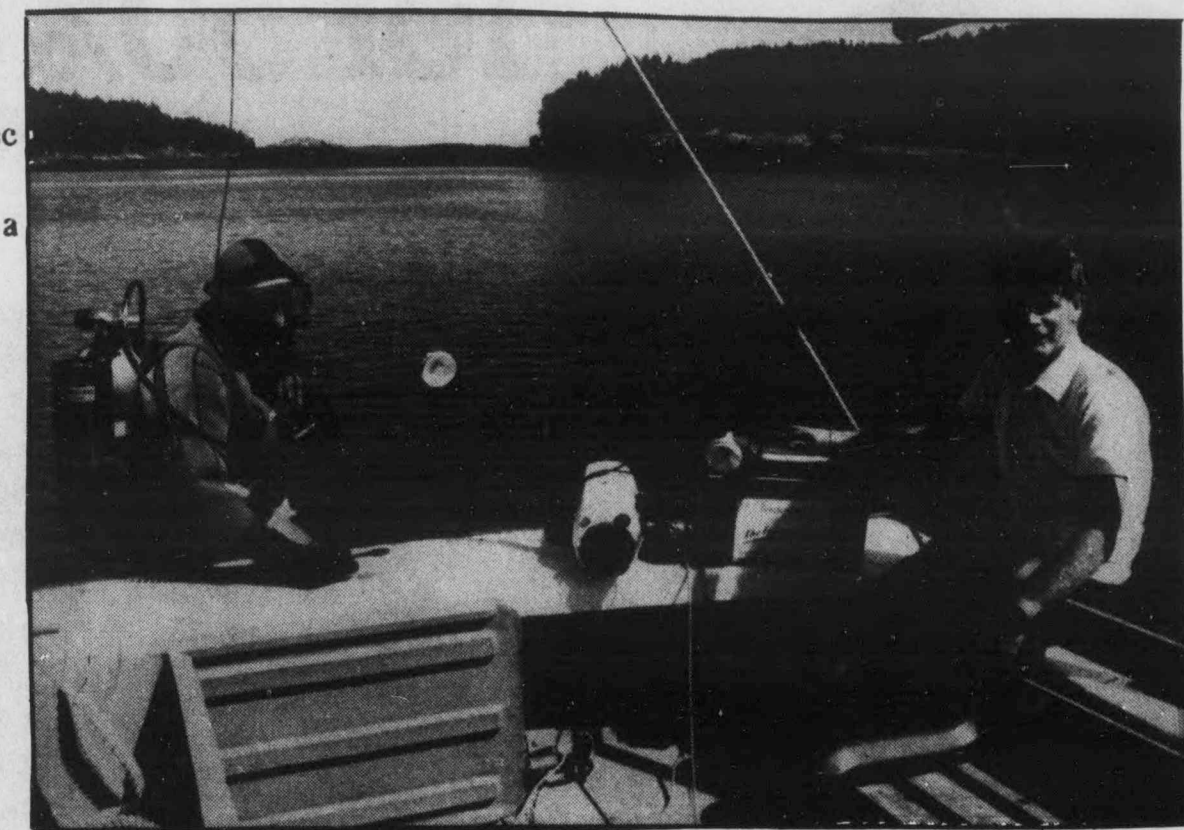
Over the past few years, as more students and members of the University community became aware of The Futures Fund and the positive impact it had on UNB, the participation rate from alumni continued to increase. Most encouraging is the support from recent graduates -- new alumni. In 1987, the first year UNB approached new alumni, the participation rate was 27 per cent; this past year, 32 per cent of the members of the Class of 1989 pledged their commitment to The Futures Fund. Overall, 33 per cent of all alumni contacted have supported The Fund.

Parents are also contacted to support The Futures Fund. In 1988, after researching successful examples of many Canadian and American universities, UNB decided to approach parents of current students. Over the past two years, 18 per cent of the parents contacted have made a gift or pledge to The Futures Fund -- for a grand total of \$148,000! Communicating with parents has proven to be a very pleasant experience: many parents enjoy the contact with the Institution and welcome the opportunity to participate with The Futures Fund. One couple was so impressed with the success of The Fund and the calibre of their son's experience at UNB, they forwarded a personal cheque for \$10,000!

The Futures Fund will continue to grow and benefit the University because The Futures Fund allows UNB to go beyond the basics -- beyond the *status quo* -- to enhance the educational environment at the University of New Brunswick.

**STRENGTHENING  
OUR TOMORROWS**

UNB Saint John specializes in the study of marine biology. Thanks to a grant from the Futures Fund, researchers are now able to videotape underwater, thus expanding the capabilities of the MARY O research vessel.



The Brydson Jack Observatory, located next to the Old Arts Building on the Fredericton campus, operates as a historic and tourist site. Funding has been made available to ensure that the Observatory is staffed throughout the summer months.

"Hello, UNB!" Student callers are pictured with Annual Giving Officer Lynn Fraser at The Futures Fund calling site located in Tibbits East. Anyone interested in working for the Fund can call 453-5133 for information.

