

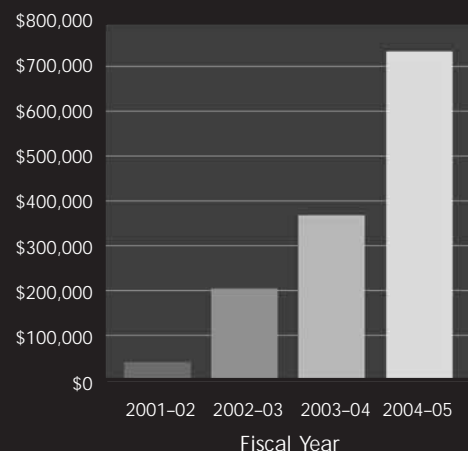


NSAC Development & Alumni Relations

Report to Donors 2004 - 2005

Continuing the pattern for the last few years, the Development and Alumni Relations office recorded excellent growth in the dollar value of donations and the number of donors during the fiscal year 2004-2005. The fund raising effort at NSAC is making steady progress. We are building and expanding our base of donors and ways in which donations are solicited. With the assistance of volunteers both on and off campus, we will be successful in building a program that will assist the students of NSAC long into the future.

Figure 1. Annual Donations to NSAC

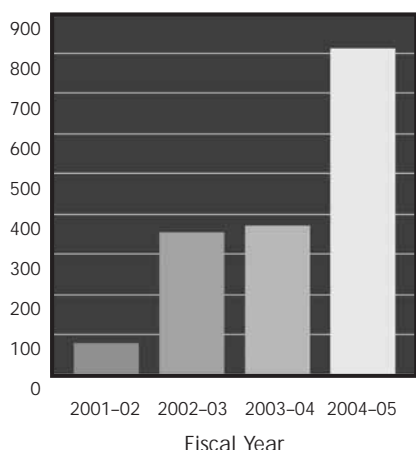


Report to Donors 2004-2005

Of particular significance to our activities is the volume of transactions that the office processed for the year and the increase in the numbers of donors with whom we interact.

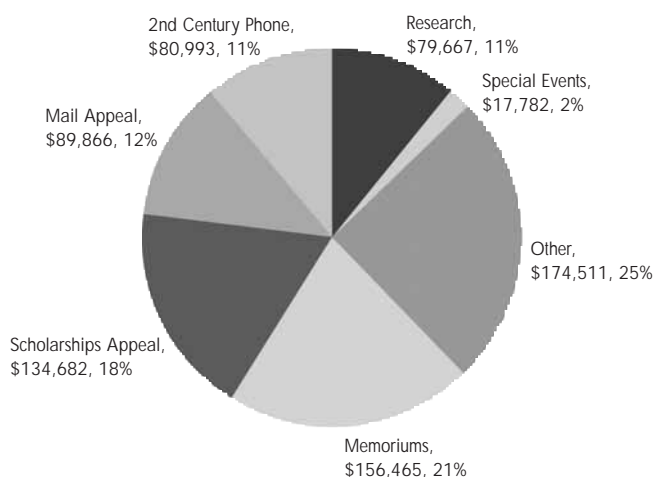
There were 377 donations received in 2003-04. In 2004-05, this number over doubled to 808. Figure 2 shows the growth in donor numbers over the past 4 years.

Figure 2. Number of Donors



Our new donor information system allows us to analyze the information in a more comprehensive way than ever before. We have designated the various methods that donations come to us under a series of campaigns including, annual mail appeal, scholarship appeal, research funding, special events and memorials. For the first time this year the phone-a-thon was included as part of the Second Century Endowment campaign. Donations received that cannot be attributed to a particular campaign are classified as 'other'. For example this may include items such as the unsolicited donations of books to the library and transfers of cash from the Atlantic Agricultural Hall of Fame for investment. A summary of the various campaigns is shown in Figure 3.

Figure 3. Campaign Summary



All of the various campaigns that were run by the Development and Alumni relations office were very successful. In particular the phone portion of the Second Century Endowment Campaign was completed in a 7-week blitz. The students managed to reach 2696 of our alumni by phone. This is approximately 54% of the 5000 for which we had phone numbers. Of those, 310 (11%) pledged a total of \$73,911 to come in over the next three years. Outright gifts to the campaign brought the total at years end up to almost \$81,000.

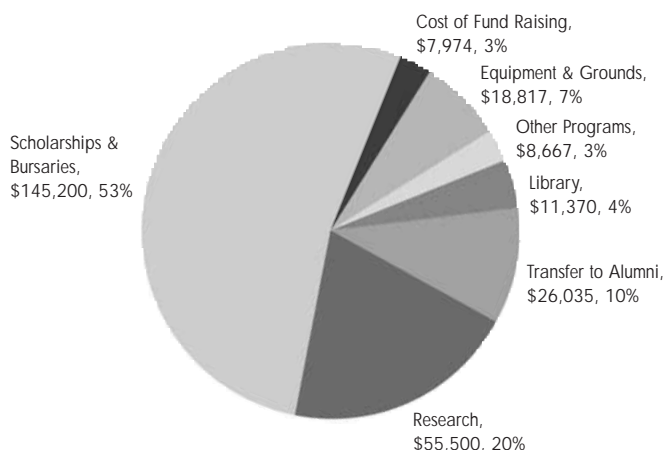
Additional donations were being received in the new fiscal year that will make the campaign very successful for NSAC. As important as the dollars raised by the phone campaign, is the heightened awareness of the fund raising activities at NSAC and the acquiring of new donors.

Several newly endowed scholarships were started during the year. The G.G Smeltzer Bursary was converted from an annually funded award to an endowed fund by the donation of the necessary capital. The Dr. Allan and Barbara MacKay Scholarship and the Randy & Gladys Keddy Memorial Bursary are new awards that each result from the donation of the base capital.

The annual mail campaign continues to grow each year. A total of almost \$90,000 was received from the fall mail out and the winter follow-up in the alumni magazine. Donations went to the unallocated AC Fund (NSAC's highest priority) as well as to several other specific funds including named scholarships, various class funds and the library. There were 260 donations through the annual appeal for a 4.7% response rate. This is compared to 3.1% for the previous year and means a 51% increase in response rate. The annual appeal raised \$19 per dollar invested. This is a significant increase over other years and demonstrates how our success in fund raising is building.

The disbursements from the various funds appear in Figure 4.

Figure 4. Disbursements 2004-05



Report to Donors 2004-2005

As an important part of the NSAC's program of student support, scholarships and bursaries continue to account for over 50% of the total disbursements from the fund. All other categories either remained relatively the same as the previous year or increased slightly except research, which went from 7% to 20%. This is the result of the unusually large transfer of the gift-in-kind of mink for the new fur research facility.



Ryan Riordan, M.Sc. student, fits a cow with a methane sampling halter. "It's imperative that people and organizations continue to support the education of future community leaders. Scholarships are much appreciated given recent increases in tuition and cost of living," said Ryan. "It's a good feeling to know donors value the education of tomorrow's workforce"

Class of '44 were major contributors to this project along with support from the NSAC Teaching Associate Group and the staff of the MacRae library. Over \$8800 was used from donated funds for the project in 2004-2005.

The provision of up-to-date classroom instruction equipment is a continuing priority. For the second year, a \$10,000 contribution from donated funds was matched with funding from NSAC administration and used to equip two classrooms with the latest in multimedia auto/visual equipment. The modern

Because 2005 is the centennial year for NSAC, a special project was commissioned to build a lasting celebration to the occasion. The student designed and constructed Centennial Amphitheatre was begun in 2004 and completed in 2005 using donated funds.

The members of the



NSAC students participating in the construction of the labyrinth pattern in the Amphitheatre floor.

lecture style has rapidly converted to the use of computers for presentations and students expect to find classrooms functional with such equipment. It is necessary to thank all those that have helped in the fund raising efforts during the past year including all the directors of the Foundation and Alumni Association, alumni volunteers, students who made the phone calls, and RBR Development for their excellent council.

As is past years, we have listed all those who have donated to NSAC between April 1, 2004 and March 31, 2005 arranged by the total gift amounts. We do our best to insure accuracy with this information however, we apologize for any errors or omissions that occur.

NSAC Donor Summary Donations made between April 1, 2004 and March 31, 2005.

Planned Gifts

Peter Hamilton
Malcolm MacQuarrie

Gifts in Kind

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Stephen Barr
Peter Barkhouse
Donald Boyd
Corberrie Farm Management
Tim Delaney
Elite Farms
Paul Flemming
Paul Harris
Heritage Fur Farms Ltd.
Philip Hicks
Ross Hill
Don Hilton

Colin Huntley
Lee Valley Tools
Leslie Wood Fur Farms
Walter MacAlpine
Jeff Mitchell
Lowell Sabine
Randall Sabine
Sissiboo Investments Ltd

Gifts over \$25,000

Anonymous
Dr. J. Allan MacKay
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Harrison McCain Foundation
Mr. Stewart R. Keddy
Mrs. Helen Smeltzer
Nova Scotia Egg Producers

\$10,000 — \$24,999

Leslie Wood Fur Farm

\$5,000 — \$9,999

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Corberrie Farm Management Ltd.
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Elite Farms
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Mr. Charles Eaves
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Nova Scotia Animal Breeders

\$1,000 — \$4,999

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Atlantic Fertilizer Institute
Canadian Association of Agri-Retailers

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Compass Group Canada
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Dairy Farmers of Nova Scotia
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 Scotsburn Cooperative Services
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