

CSPG EDUCATIONAL TRUST FUND – 2010 Annual Report

CSPG Trustees: (Claus Sitzler, Chair; Peter Harrington, Treasurer; Dan Krentz, Secretary; Bob Dick, Corporate Fundraising Director; Alice Payne, Government Fundraising Director; John Hogg, Individual Fundraising Director; Mike DesRoches, CSPG Liaison - Outreach Director; John Cuthbertson, Director; Clint Tippett, Director; Bruce McIntyre, Director)

I would like to provide our stakeholders with an annual update for 2010 as well as some guidance on the direction the Trust intends to take over the next several years.

On behalf of the CSPG Educational Trust Fund (Trust) I would like to take this opportunity to express a sincere thank you to those individuals and corporations that have supported the Trust over the years through their participation, contributions and dedication to our shared vision.

Over the last year the Trust received donations of \$41,824 from both individual and corporate donors. This amount includes sponsorship contributions that have been directed towards specific programs such as the Student Industry Field Trip, Honorary Address, and the new Kids in Science program. The Trust's fund as managed by The Calgary Foundation had a value of \$1,151,806 at year end. The fund increased in value by \$55,530 after \$13,875 in fees during fiscal 2010; including the unrealized gain on the market value of the investments.

The Trust's mandate is to inspire individuals to pursue a career in petroleum geoscience through the funding of innovative, informative educational programs. A growing demand for energy, declining production of petroleum, and our aging demographic require an increasing number of qualified petroleum geoscientists. To address these challenges, the Trust recognizes the need to support programs that promote both community awareness of petroleum geology and the impact geoscientists have on almost every facet of our society.

In order to identify a career in petroleum geology as an option we must touch individuals at various stages of their education. The Trust will allocate a large portion of its efforts towards university geoscience students and their faculties. In addition to university students, the Trust will also direct a portion of its support to public education at the K-12 level, as well as, general public awareness of our profession.

The major university initiative to date, the Student Industry Field Trip (SIFT), has been extremely successful in attracting young, enthusiastic geoscientists into our industry. The CSPG with the support of the Trust, has significantly increased student membership. We are now nearing 600 CSPG student members across Canada, a dramatic increase from recent years. To solidify these gains we need to expand the visiting lecturer program so that the new members get a direct visit from a CSPG member in industry to gain insight into our exciting profession.

The Trust supports general public education and K-12 education with funding directed to various science educational programs. In order to receive funding from the Trust, each program must make application and meet criteria specific to raising awareness of geoscience. Trust supported educational programs are the National EdGEO workshop program for teachers, the Student Industry Field Trip, CSPG University Outreach and the Calgary Youth Science Fair. The Trust's challenge to date has been its limited ability to provide funding to all of the worthy programs that apply for the Trust's support and the ability to extend its funding to more national scale programs. The Trust would like to help the CSPG attend more career fairs than their Outreach budget currently allows. This is an important time to reach students when they are actively looking at their career choices.

With continued individual and corporate support, the Trust has the ability to fund its current programs. To expand upon this current program list, the Trust's Board and the CSPG Executive have identified a number of university outreach, K-12, and public educational programs that will require additional funds.

Please consider the Trust in tax planning initiatives or in your will to keep the foundation of your society strong now and in the future.

On behalf of the CSPG Educational Trust's Board of Trustees I thank you for your interest and continuing support of the Trust.