

CSPG Educational Trust Fund 2005 Year End Report

To meet its annual goals, the CSPG Educational Trust Fund (Trust) inspires individuals to pursue a career in petroleum geoscience through funding innovative, informative educational programs. The Trust promotes community awareness of petroleum geology and the impact petroleum geoscientists have on society.

In order to meet this vision, the Trust restructured itself to be less operationally driven. Committees such as the Honorary Address, the Student Industry Field Trip and the University Outreach Committee were placed within the CSPG organizational structure and a University Outreach Director position was established to sit on the CSPG Executive. The Trust essentially has become the funding arm for selected programs which meet the mandate defined by the Trust and the CSPG.

The Trust continues to have its assets managed by the Calgary Foundation. The Calgary Foundation has over \$265MM under management, and has a very long term horizon for investment. Only a small percentage of annual income from the fund is available for use in funding current philanthropic programs.

In the 2004/05 fiscal year, the Trust focused its efforts towards developing a planned endowment campaign that will increase the current fund balance from approximately \$1 million to approximately \$5-\$10 million so that the Trust will become self-sufficient. This campaign is multifaceted and will be officially announced in 2006.

In the spring of 2005, the Trust embarked on an awareness campaign, "Fresh Eggs Needed", to increase awareness of the geologic community of the Trust, and the need to stimulate more students to pursue careers in geosciences. This is also part of societies and many companies anticipation of mass retirement of the current geoscience professionals in the next 5-15 years. Teaser campaign ads ran in the Reservoir magazine and at the CSPG Technical Luncheons. The campaign was launched at the 2005 AAPG Annual convention hosted by the CSPG at the Stampede Round-Up Centre. Chocolate eggs that held winning tickets for various prizes such as fossils, Burgess Shale hikes, and iPods, were sold for \$5. A total of \$2700 was raised for the fund through this campaign with 175 prizes awarded to the lucky winners.

In addition to the awareness campaign, the Trust continued its annual support for the CSPG Student Industry Field Trip, the CSPG University Visiting Lecture Tour, Inter-University Geological Conferences, Regional Scholarships and Undergraduate awards with a combined investment of \$34400. Through these university targeted programs which educate individuals about petroleum geology, the Trust accomplished the following:

- Reached approximately 500 students at 31 universities across Canada
- Trained 31 university students to be petroleum geologists in a two week intensive program
- Placed 10 students in summer jobs with the following companies: Burlington Resources Canada Ltd., ConocoPhillips Canada, Duvernay Oil Corp., EnCana Corporation, Husky Energy Inc., Nexen Inc., Schlumberger Canada, Total E&P Canada Limited
- Partnered with industry to encourage students to consider a career in petroleum geology

- Promoted petroleum geology to earth science professors at universities across Canada
- Supported 3 Inter-University Geological conferences across Canada
- Supported scholarships for graduate and undergraduate students across Canada
- Established liaisons with oil and gas companies for future hires
- Increased awareness of the petroleum industry
- Strengthened relations with key stakeholders

To promote public education regarding the environment, science and geology, the Trust supported the CSPG Honorary Address: Volcanoes of the Deep Sea. The Address was presented by National Geographic Photographer Emory Kristof who introduced the audience to the sunless world that flourishes along the mid-oceanic ridges at over 2000 feet below sea level. The 2004 Honorary Address was well received with approximately 2500 Calgary elementary students attending the afternoon performance and about 750 people attending the evening performance. At the end of the evening \$3955 was raised for the Trust through the Annual Silent Auction tables and everyone walked away a more inspired about earth sciences.

Other general philanthropy programs funded to a total of \$36000 by the Trust this past fiscal year were:

- Burgess Shale Geoscience Foundation
- EdGeo (National Geological Education program for teachers)
- Science in a Crate Program
- Atlantic Geoscience – Geology of Halifax Harbour movie
- Evergreen Theatre – Rockin & Erodin'
- Canmore Stones & Bones

(Chair: Bruce McIntyre, Treasurer: Chuck Buckley, Secretary: Claus Sitzler, Directors: Astrid Arts, Tim Bird, John Cuthbertson, Doug Hamilton, John Hogg, David Middleton, Cindy Riediger. Ex-Officio: Tim Howard, Business Manager & Kim MacLean, Corporate Relations Manager)