Two totem poles that were originally carved by the late Tsimshian artist, Ray Wesley, and erected more than three decades ago in SFU’s Naheeno Park, have been restored through funds provided by the SFU Alumni Association. The poles were welcomed to their new home outside of the SFU Office for Aboriginal Peoples in the AQ during a rededication ceremony that occurred in July 2010.
MESSAGE TO ALUMNI

Transition and new beginnings were driving forces this year, bringing vital energy and momentum to alumni engagement and also to the university.

We bade farewell to Michael Stevenson after a decade of distinguished leadership and welcomed Andrew Petter as SFU’s new President. His commitment to keep SFU the best comprehensive university in Canada is the catalyst for envision>SFU, a strategic visioning process seeking input from all the university’s stakeholders, including alumni. We’ve ensured the important voice of alumni is heard by gathering their input at events, focus groups and online.

Alumni also played a significant role in the nomination and selection of SFU’s new Chancellor, alumna Carole Taylor (LLD ’02). The Chancellor is now appointed by the Board of Governors upon recommendation by the Alumni Association Board of Directors. Carole will replace Brandt Louie (LLD ’05) who steps down in June 2011 after six years as Chancellor.

This year also marked SFU’s first year of competition in the NCAA. To support student athletes in this challenging transition, the Alumni Association presented its first Homecoming event for students, faculty, staff and alumni prior to an SFU Football game. Other new Alumni Association programs include Young Alumni events to address the needs of our increasing proportion of younger grads, and the Online Alumni Directory which launches in spring 2011 to facilitate alumni connections and networking.

Another first: SFU Woodward’s opened its doors, providing a new home for the School for Contemporary Arts and a new venue for alumni to reconnect with SFU through dance, theatre, film and visual arts performances. SFU Woodward’s is helping to positively transform Vancouver’s Downtown Eastside, much like SFU Surrey has done for its surrounding community.

Indeed, SFU has become a leader in community outreach, and we are proud to see alumni being leaders in their own communities to help others and encourage positive change. The Alumni Day of Service was created last year to celebrate and strengthen the spirit of giving back to our communities. The next Day of Service is planned for June 18, 2011. We look forward to building this into another proud alumni tradition.

This year also brought a new record in alumni giving with a $22 million donation by alumnus Ryan Beedie (BBA ‘91) and his father Keith Beedie. The amount may be extraordinary, but Ryan’s desire to help the students who follow in his footsteps is shared by a growing community of alumni donors. We thank alumni for giving what they can to help students - our future alumni - flourish and succeed.

As we kick off an exciting new year, we are launching a strategic planning process to move alumni engagement to new levels. We invite alumni and all of our stakeholders to keep the momentum going. Share your input, participate in our programs, network with alumni, and engage with your community. Celebrate your SFU alumni spirit.

Thank you for staying connected!

Bernie Maroney, MBA ’06 (MOT)  
President, Alumni Association

Julie Saito, BBA ’98  
Executive Director, Alumni Association

Stay connected
OUR ALUMNI COMMUNITY

DEMOGRAPHICS

SFU’s alumni population is growing at an accelerating rate, given the expansion of academic programs, new capacity at multiple campuses, and increasing rates of individuals pursuing a post-secondary education. Today, there are over 111,000 alumni in 130 countries, with a predicted 160,000 by 2020. Other trends include growing numbers of young alumni, more females, and more alumni in Metro Vancouver. The average SFU graduate is now more likely to be female, under 35 years of age, and living in Metro Vancouver. The changing composition of the alumni population has important implications for alumni engagement strategies, program planning and delivery.

www.sfu.ca/alumni/our_alumni/figures

AT A GLANCE

For the year ended March 31, 2011

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFU Alumni Association members</td>
<td>111,961</td>
</tr>
<tr>
<td>International alumni members</td>
<td>6,281</td>
</tr>
<tr>
<td>Countries where alumni reside</td>
<td>130</td>
</tr>
<tr>
<td>Alumni groups (interest-based &amp; regional)</td>
<td>46</td>
</tr>
<tr>
<td>Outstanding Alumni Award recipients</td>
<td>120</td>
</tr>
<tr>
<td>Honorary Degree Recipients</td>
<td>275</td>
</tr>
<tr>
<td>Alumni Update E-newsletter circulation</td>
<td>52,787</td>
</tr>
</tbody>
</table>

2 / By age (all living grads with at least one SFU credential)

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;30</td>
<td>13</td>
</tr>
<tr>
<td>30–39</td>
<td>26</td>
</tr>
<tr>
<td>40–49</td>
<td>16</td>
</tr>
<tr>
<td>50–59</td>
<td>12</td>
</tr>
<tr>
<td>60–69</td>
<td>6</td>
</tr>
<tr>
<td>&gt;70</td>
<td>1</td>
</tr>
</tbody>
</table>

2 / By faculty

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Social Sciences</td>
<td>40.3%</td>
</tr>
<tr>
<td>Education</td>
<td>18.2%</td>
</tr>
<tr>
<td>Business</td>
<td>13.9%</td>
</tr>
<tr>
<td>Science</td>
<td>11.3%</td>
</tr>
<tr>
<td>Communication, Art &amp; Technology</td>
<td>6.5%</td>
</tr>
<tr>
<td>Environment</td>
<td>4.8%</td>
</tr>
<tr>
<td>Applied Science</td>
<td>4.0%</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

3 / # of alumni in each region
STAYING CONNECTED

ONLINE DIRECTORY
The Alumni Association is introducing an online directory service that will enhance opportunities to network and make new connections. Features include:
- Global search to locate peers and facilitate connections
- Class Notes to share news & updates with peers
- Resume upload to facilitate career networking
  and job search connections
www.sfu.ca/alumni/directory

EMAIL FORWARDING
Over 14,000 alumni have signed up for their complimentary Alumni Email Forwarding address. This is a convenient way for alumni to stay connected while showing their SFU alumni status with a professional @alumni.sfu.ca email address. The address also provides login privileges for online transcript requests and free wireless access at all campuses participating in the Eduroam network.
www.sfu.ca/alumni/emailforwarding

WEB PRESENCE
The Alumni website increased traffic by over 30% this year. The success of the website contributed to the recent ranking of SFU’s main website as #2 among Canadian universities and #31 in North America.
www.sfu.ca/alumni

FRIENDS, FANS AND FOLLOWERS
Stay up to date on alumni news, events, and discussions via the Alumni Association’s social media networks. We’ve expanded our outreach to alumni worldwide, producing significant growth in our Twitter following (466%, to 788 followers ), LinkedIn group (32%, to 4,025 members) and new official Facebook page (120%, to 425 fans). Our Flickr page had 6073 views last year. Stay connected by joining today.
www.sfu.ca/alumni/keep_in_touch

@SFUalumni   SFU Alumni Association
Simon Fraser University Alumni   SFUalumni
BENEFITS & SERVICES

**NEW: ONLINE TRANSCRIPT REQUESTS**
Alumni are now able to request transcripts online through the use of a complimentary Alumni Email Forwarding Address. [www.sfu.ca/alumni/benefits/](http://www.sfu.ca/alumni/benefits/)

**MOST POPULAR CAMPUS AND ONLINE SERVICES:**

**LIBRARY BORROWING & JOURNAL ACCESS**
Alumni are eligible for select borrowing privileges at SFU libraries including online journal access. Last year, alumni borrowing accounted for 2.5% of overall circulation with 11,022 items borrowed. [www.lib.sfu.ca/my-library/services-for-you/alumni](http://www.lib.sfu.ca/my-library/services-for-you/alumni)

**DIAMOND ALUMNI CENTRE**
Alumni can book rooms at discounted rates for meetings, special events and celebrations. In 2010, 85% of wedding bookings were from alumni. [www.sfu.ca/alumni/benefits/DAC.html](http://www.sfu.ca/alumni/benefits/DAC.html)

**CAREER SERVICES**
In 2010, recent graduates accessed on-line job postings, career development information, work search seminars, career conferences, job fairs and more through SFU Career Services over 800 times. [www.sfu.ca/career](http://www.sfu.ca/career)

**RECREATION**
Alumni, their partners and dependents can access SFU Burnaby’s recreation facilities at discounted rates. Over 125 alumni had valid recreation passes in the last year. [students.sfu.ca/recreation/](http://students.sfu.ca/recreation/)

**AFFINITY SERVICES**
Alumni Affinity programs provide value-added products and services for alumni and generate essential revenue to support the work of the Alumni Association.

**NEW: ACCRETIVE ADVISOR**

**BMO SFU ALUMNI ASSOCIATION MASTERCARD**
AIRMILES and Cash Back options. [www.bmo.com/sfu](http://www.bmo.com/sfu)

**MANULIFE FINANCIAL**
Term life, health & dental, & disability insurance. [www.manulife.com/sfu](http://www.manulife.com/sfu)

**TD INSURANCE MELOCHE MONNEX**
Home and auto insurance. [www.melochemonnex.com/sfualumni](http://www.melochemonnex.com/sfualumni)

**LEADER FRAMES**
Degree, certificate & photo frames. [www.degreeframes.com](http://www.degreeframes.com)
We traveled near and far this year, reaching the following areas of the world: Bangkok, Beijing, Kuala Lumpur, New York, Montreal, Ottawa, and Toronto.

Here is just a sampling of the events we organized or supported this year: [www.sfu.ca/alumni/events](http://www.sfu.ca/alumni/events)

- 2010 Alumni Association Annual Gathering & General Meeting
- Computing & Engineering Science Alumni Reception
- SFU Alumni Day of Service
- President’s Reception for International Graduating Students
- Faculty of Communication, Art & Technology Alumni Reception
- SFU Homecoming
- Regional and International Alumni Events
- 2010 Outstanding Alumni Awards

**Young Alumni Events**

Catering to our growing younger alumni population, the Alumni Association organized three events specific to the interests of our most recent graduates. “Kick Your Career Into Overdrive” featured three entrepreneurs who shared insight about how to best network and find one’s niche; “Get a Mentor, Get Ahead” focused on the value of both formal and informal mentor relationships; and the latest event, “Defining Excellence – An Evening with Ryan Beedie” featured alumnus Ryan Beedie sharing his advice and perspective on career success.

**Alumni Day of Service**

Whether it be protecting the environment, helping those who are disadvantaged, or a multitude of other causes, SFU Alumni around the world participated in the first annual Alumni Day of Service on June 4, 2010. Stories shared afterwards shed light on the impact made by our volunteer alumni across the world. In 2011, the Alumni Association has partnered with the Ride to Conquer Cancer on June 18 to provide a central opportunity for alumni in the lower mainland to gather and give back to their community. [www.sfu.ca/alumni/dayofservice](http://www.sfu.ca/alumni/dayofservice)

**Global Resources: Groups & Reps**

SFU graduates around the world stay connected through alumni groups and reps. Groups organize their own activities based on common interests or location. Representatives serve as a local resource for SFU and alumni in the region and often help lead alumni group activities. As our alumni membership grows more mobile and diverse, so do our alumni groups. We now have more than 40 groups spread near and far around the world. [www.sfu.ca/alumni/groups](http://www.sfu.ca/alumni/groups)
AWARDS & ACHIEVEMENTS

OUTSTANDING ALUMNI AWARDS
Over 120 alumni have been acknowledged as our most accomplished graduates through the Outstanding Alumni Awards. Nominations are made each year by alumni, faculty, staff, students and SFU’s many friends in the community. Recipients epitomize the highest level of excellence and achievement through academics, athletics, arts & culture, service to the community and public service. www.sfu.ca/alumni/our_alumni/outstanding

View videos of our 2010 recipients here: www.sfu.ca/alumni/events/OAA2010.html

ARTS & CULTURE
Norman Armour, BA ’87
Executive Director, PuSh International Performing Arts Festival

SERVICE TO THE COMMUNITY
Mae Burrows, BA ’72, MA ’96
Former Executive Director, Toxic Free Canada

PUBLIC SERVICE
Jim Chu, BBA ’86
Chief Constable, Vancouver Police Department

ACADEMIC ACHIEVEMENT
Alan Rugman, PhD ’75
Research Director & Professor, International Business, University of Reading (UK)

OUTSTANDING STUDENT LEADERSHIP AWARD
The Alumni Association is proud to support the success of today’s students – our future alumni.

Senior SFU Clan student-athlete Robyn Buna, a Kinesiology major and guard on the SFU women’s basketball team, received the SFU Alumni Association’s 2010 Outstanding Student Leadership Award. Despite her busy schedule, Buna contributes to her community by coaching Inner City youth, Special Olympics athletes, and children across the Lower Mainland and Okanagan, where she grew up.
ALUMNI GIVING:

Thanks to our generous alumni donors, the amount of student support continued to grow this year.

Totals are at March 31, 2011

- Alumni donated more than $600,000 through the student calling program for scholarships, bursaries, awards and the library
- Total alumni donations reached a new record: $23,519,676
- Nearly 1,100 alumni are making continuous monthly donations totalling $170,000
- Total financial aid disbursed by the Alumni Scholarship & Bursary Endowment Fund: $176,350

Thank you for investing in students, our future alumni.

FUNDING GRANTS

Many activities for current and future alumni are made possible in part by funding grants awarded by the Alumni Association. The following programs received financial support in 2010/2011:

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIESEC AlumNight</td>
<td>$300</td>
</tr>
<tr>
<td>Communication Co-op Alumni Event</td>
<td>$500</td>
</tr>
<tr>
<td>Young Alumni Event: Kick Your Career Into Overdrive</td>
<td>$500</td>
</tr>
<tr>
<td>Clan Golf Tournament</td>
<td>$500</td>
</tr>
<tr>
<td>President’s Farewell Gala - Student Guests</td>
<td>$1200</td>
</tr>
</tbody>
</table>

A GIFT OF HISTORIC PROPORTIONS

On February 9, 2011, Ryan Beedie, BBA 91, made history in the form of gifting the largest donation to SFU since the university opened in 1965. With his father, Keith, Beedie donated $22-million, which established the Beedie School of Business at SFU. Beedie valued the contribution his SFU education made to his personal and career success, noting: “The strength of the education to me was the wide range of course offerings that a liberal arts education provides. I had some truly amazing professors, some of whom made a big impact on the way I approached issues. The education process at SFU taught me how to learn; I became a more open minded person and my ability to evaluate and think critically improved significantly.”
The SFU Alumni Association gratefully acknowledges the support of our sponsors. Their gifts of cash, services and gifts-in-kind are vital to our sustainability and success.

2010/11 SPONSORS
Burnaby Board of Trade
BMO MasterCard
Business in Vancouver
CBC
Chartwells Food Services
Clearsight Investment Program
Dell
Flower Factory
Four Seasons Hotel Vancouver
H.R. MacMillan Space Centre
Integral Financial Services
Leader Frames
Manulife Financial
Metropolis at Metrotown
Scotiabank
Sharps Audio Visual
SFU Athletics
SFU Continuing Studies
SFU Document Solutions
SFU Meeting, Event & Conference Services
Swank Audio Visual
TD Insurance Meloche Monnex
TELUS World of Science

Volunteers provide SFU and the Alumni Association with valuable insight, energy and expertise. We thank the many alumni volunteers who dedicate their time each year to help our current and future alumni.

CHANCELLOR
Brandt Louie, LLB ‘05

BOARD OF GOVERNORS
Jeanette McPhee, BBA ‘84
Lynda Brown-Ganzert, BSc ‘90, MEd ‘99

SENATE
James McArthur, PDP ‘75, MALS ‘97
Colin Percival, BSc ‘01
Cynthia Lewis, MEd ‘87
D’Arcy Warner, MBA ‘72

EXCELLENCE IN TEACHING COMMITTEE
Sharon Blair, PhD ‘97
Bernie Maroney, MBA ‘06

ALUMNI ASSOCIATION BOARD OF DIRECTORS
President Bernie Maroney, MBA ‘06
Vice President Chris Hilliard, BA ‘88, BA ‘06
Treasurer Lien Yeung, BA ‘06
Past President Allan Maynard, BSc ‘70, MSc ‘72

Members at Large
Marisa Beraldin, BGS ‘98, CLA ‘99
Sharon Blair, PhD ‘97
Derrick Chee, BBA ‘02
Bill Cunningham, MBA ‘95
Ian Davis, BA ‘77
Dale Flood, MBA ‘07
Larry Hayes, BA ‘82
Kalpana Mangat, CLA ‘04, BA ‘04, PDP ‘05 (to January 2011)
Cailey Murphy, BA ‘05
Mike Reid, BA ‘03 (from March 2011)
Armita Seyedalikhani, BA ‘02
Greg Taylor, BSc ‘03
Jason Wong, BA ‘04

ALUMNI RELATIONS STAFF
Executive Director Julie Saito, BBA ‘98
Associate Director Catherine Price, MA ‘09
Manager John Grant, BA ‘06
Program Assistant Yovanka Contreras, BA ‘05
NOTICE TO READER

On the basis of information provided by management, we have compiled the statement of financial position of the Alumni Association of Simon Fraser University as at March 31, 2011 and the statements of changes in net assets, operations and cash flows for the year then ended. We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon. Readers are cautioned that these statements may not be appropriate for their purposes. Burnaby, BC, May 4, 2011

David Curll Inc., Chartered Accountant
1418–4710 Kingsway, Burnaby, BC V5H 4M2
STATEMENT OF FINANCIAL POSITION

**STATEMENT OF FINANCIAL POSITION — MARCH 31, 2011**

(UNAUDITED – SEE NOTICE TO READER)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>76,867</td>
<td>44,798</td>
</tr>
<tr>
<td>ACCOUNTS RECEIVABLE</td>
<td>38,177</td>
<td>38,558</td>
</tr>
<tr>
<td>ACCOUNTS RECEIVABLE FROM SIMON FRASER UNIVERSITY</td>
<td>16,558</td>
<td>15,624</td>
</tr>
<tr>
<td>SHORT-TERM INVESTMENTS</td>
<td>138,187</td>
<td>123,986</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>269,789</strong></td>
<td><strong>222,966</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT LIABILITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACCOUNTS, PAYABLE AND ACCRUED.</td>
<td>20,801</td>
<td>16,540</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UNRESTRICTED</td>
<td>248,988</td>
<td>206,426</td>
</tr>
</tbody>
</table>

---

**Approved by the Executive**

BERNIE MARONEY, PRESIDENT
LIEN YEUNG, TREASURER

---

**STATEMENT OF CHANGES IN NET ASSETS—MARCH 31, 2011**

(UNAUDITED – SEE NOTICE TO READER)

<table>
<thead>
<tr>
<th>BALANCE</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEGINNING</td>
<td>206,426</td>
<td>197,278</td>
</tr>
<tr>
<td>EXCESS OF REVENUES OVER EXPENDITURES</td>
<td>42,562</td>
<td>9,148</td>
</tr>
<tr>
<td><strong>Balance, Ending</strong></td>
<td><strong>248,988</strong></td>
<td><strong>206,426</strong></td>
</tr>
</tbody>
</table>
**STATEMENT OF OPERATIONS**

**STATEMENT OF OPERATIONS—YEAR ENDED MARCH 31, 2011**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affinity Programs</td>
<td>68,433</td>
<td>28,073</td>
</tr>
<tr>
<td>Event Sponsorship and Ticket Sales</td>
<td>64,662</td>
<td>54,035</td>
</tr>
<tr>
<td>Frame Sales</td>
<td>6,735</td>
<td>7,378</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>1,728</td>
<td>3,923</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>141,558</td>
<td>93,409</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EXPENDITURES</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Awards Event</td>
<td>45,864</td>
<td>36,256</td>
</tr>
<tr>
<td>Annual General Meeting and Annual Report</td>
<td>14,268</td>
<td>14,068</td>
</tr>
<tr>
<td>Alumni Groups</td>
<td>1,292</td>
<td>5,146</td>
</tr>
<tr>
<td>Convocation Alumni Pins</td>
<td>7,768</td>
<td>6,619</td>
</tr>
<tr>
<td>Database Management</td>
<td>3,677</td>
<td>3,622</td>
</tr>
<tr>
<td>General Events</td>
<td>1,940</td>
<td>—</td>
</tr>
<tr>
<td>Marketing (AQ Magazine and Frame Program)</td>
<td>1,198</td>
<td>1,528</td>
</tr>
<tr>
<td>On-Line Directory</td>
<td>13,262</td>
<td>—</td>
</tr>
<tr>
<td>Scholarships and Bursaries</td>
<td>-</td>
<td>10,000</td>
</tr>
<tr>
<td>Student Initiatives and Student Leadership Award</td>
<td>3,500</td>
<td>1,938</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td>92,769</td>
<td>79,177</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EXPENDITURES — ADMINISTRATION AND BOARD</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>1,590</td>
<td>2,251</td>
</tr>
<tr>
<td>Board Committees and Planning Session</td>
<td>965</td>
<td>458</td>
</tr>
<tr>
<td>Board Meetings</td>
<td>1,575</td>
<td>1,317</td>
</tr>
<tr>
<td>Office and Miscellaneous Board Expenses</td>
<td>2,051</td>
<td>1,153</td>
</tr>
<tr>
<td>Contest Prizes, Recognition Gifts</td>
<td>46</td>
<td>(95)</td>
</tr>
<tr>
<td><strong>Total Administration and Board</strong></td>
<td>6,227</td>
<td>5,084</td>
</tr>
</tbody>
</table>

**Total Expenditures**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>98,996</td>
<td>84,261</td>
</tr>
</tbody>
</table>

**Excess Revenues Over Expenditures**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42,562</td>
<td>9,148</td>
</tr>
</tbody>
</table>
STATEMENT OF CASH FLOWS

STATEMENT OF CASH FLOWS—YEAR ENDED MARCH 31, 2011
(UNAUDITED – SEE NOTICE TO READER)

OPERATING ACTIVITIES
EXCESS OF REVENUES OVER EXPENDITURES ........................................... 42,562 ................. 9,148

CHANGES IN NON-CASH WORKING CAPITAL
ACCOUNTS RECEIVABLES .................................................. 381 ............... 28,156
ACCOUNTS RECEIVABLE FROM SIMON FRASER UNIVERSITY ................... (934) .............. (10,666)
SHORT-TERM INVESTMENTS ........................................... (14,201) ............... (3,923)
ACCOUNTS, PAYABLE AND ACCRUED ........................................... 4,261 ................ 13,553

CASH PROVIDED BY OPERATING ACTIVITIES ........................................... 32,069 ................. 36,268

INCREASE IN CASH ........................................................................... 32,069 ................. 36,268
CASH, BEGINNING ................................................................. 44,798 ................ 8,530

CASH, ENDING ........................................................................... 76,867 ................. 44,798

NOTES

ACCOUNTING POLICIES
Short-term investments are recorded at cost and have a fair market value of $138,187 (2010 - $123,986). The investment portfolio consists of low risk investments such as treasury bills, GIC’s and other money market instruments.

Revenue recognition Affinity programs, sponsorship and sales are recognized as revenue in the period in which they are earned. Affinity revenue and sponsorship includes receipts associated with BMO Bank of Montreal MasterCard, Clearsight Wealth Management, Manulife Financial, Integral Financial Services, and TD Insurance Meloche Monnex.

Contributed services Volunteers contribute a significant number of hours per year to assist the Association in carrying out its service delivery activities. Contributed services are not reflected in the financial statements.

PURPOSE OF THE ORGANIZATION
The purpose of the Alumni Association of Simon Fraser University is to enhance the excellence of Simon Fraser University and foster an active and ongoing relationship between alumni and their alma mater.

OPERATIONS
The Association is incorporated pursuant to the Society Act of British Columbia as a non-profit organization effective January 21, 1969.

ACCOUNTS RECEIVABLE FROM SIMON FRASER UNIVERSITY
The operations of the Association are supported by the University, which maintains alumni records, publishes aq magazine and provides administrative support for association activities. The Association reimburses the University for expenses paid on its behalf.
ENGAGING THE ALUMNI COMMUNITY

With so many new beginnings this year – a new President, new Chancellor, new buildings and programs, and a soon-to-be unveiled new vision for SFU – now is an ideal time to take a fresh look at how SFU engages with alumni, and how alumni engage with SFU.

Alumni are one of the fastest growing and most lifelong members of SFU’s stakeholder groups. How can we help them connect with each other and with SFU for mutual benefit? How can we leverage the social capital of over 111,000 alumni worldwide? How can we enhance the engagement of students, our future alumni? How can we improve our services to be more relevant to alumni needs?

This spring the university and alumni association launched a strategic planning process aimed at answering some of these questions to enhance alumni engagement and the alumni experience for SFU graduates.

We are encouraging input from alumni, faculty, staff and students to help us move alumni engagement to new levels.

Check us out online, and thank you for sharing your input!

www.sfu.ca/alumni/engage
The SFU Alumni Association was founded in 1969. We are a registered non-profit society with a membership of over 111,000 alumni in more than 130 countries worldwide. We are governed by an elected Board of Directors and receive administrative assistance from the SFU Alumni Relations Office.

The Alumni Association represents the interests of SFU graduates worldwide. We are committed to keeping our alumni informed, involved and invested in the alumni community and the future of SFU. Working closely with the university, we offer communications, events, benefits and services for our current and future alumni.

We are proud to support SFU and its graduates in making their finest contributions to society.