



2024

# Impact Report

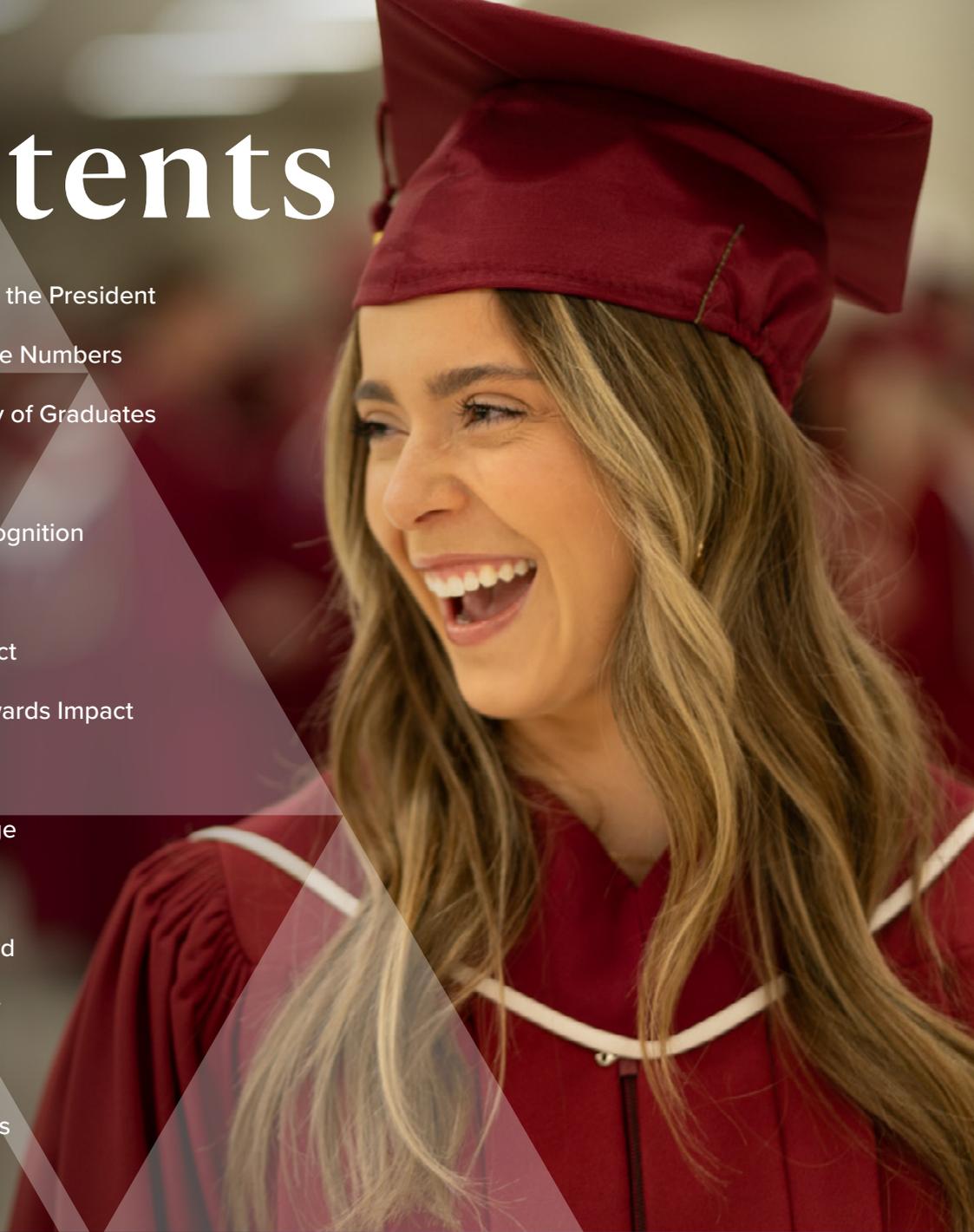


Assiniboine  
College

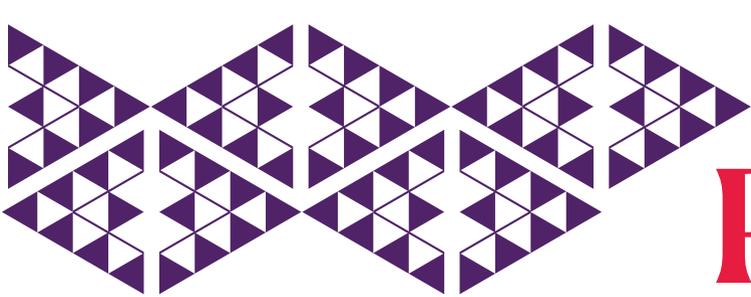
FOUNDATION

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**Assiniboine College is privileged to provide learning opportunities on the lands of the Dakota Oyate, Nakoda Oyate, Ininiwak, Nehethowak, Nehiyawak, Anishininewuk, Denesuline, Anishinaabeg, and the National Homeland of the Red River Métis.**



# FROM THE DESK OF THE President



As we reflect on the past year, I want to take a moment to express my deepest gratitude for your generosity and unwavering support. Your contributions have made a profound impact on the lives of our students, opening doors to opportunities they might never have imagined.

Education is a powerful tool, and thanks to you, more students are able to pursue their academic goals without the overwhelming burden of financial constraints. Because of you, students who may have once questioned whether higher education was within their reach are now achieving milestones, discovering their passions, and preparing to lead in their chosen fields.

Beyond the financial impact, your support sends a powerful message—it tells our students that they are not alone. It reassures them that there is a community of people who believe in their potential and are invested in their success. Your generosity is more than just a gift; it is a beacon of hope, motivation, and encouragement. It instills confidence in our students and reminds them that they have the support they need to overcome challenges and reach their aspirations.

2024 saw us celebrating the largest graduating class in the college's history: 2,907 graduates. We are also exceptionally proud of delivering programming in 49 rural and remote locations across the province with 56 per cent of Indigenous graduates coming from these community-based settings. In the college's 2023 Graduate Follow-up Survey, 92 per cent of Indigenous graduates were employed within six months of graduating, with 97 per cent choosing to live and work in Manitoba after graduation.

Throughout this year, I have witnessed firsthand the incredible transformations that take place when students are given the opportunity to learn, grow, and dream without limits. Whether it is a first-generation college student breaking new ground for their family, a future healthcare worker discovering their passion for caring, or an aspiring educator gaining hands-on experience in an early learning centre, each success story is a testament to the power of your kindness and belief in our mission.

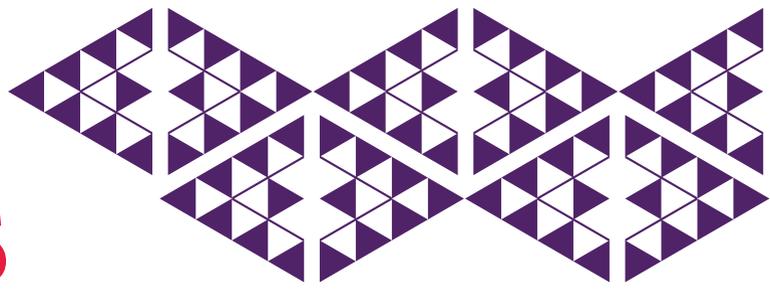
As we look forward to the coming year, know how much we value and appreciate your generosity. Your support fuels the heart of Assiniboine, ensuring that all students—regardless of background—can thrive. Because of you, we continue to cultivate an environment of learning, innovation, and opportunity for all.

On behalf of our students, faculty and staff, thank you for being an essential part of our community. We are honored to have your partnership, and we look forward to sharing more stories of student success with you in the year ahead.

With appreciation,

**Mark Frison**

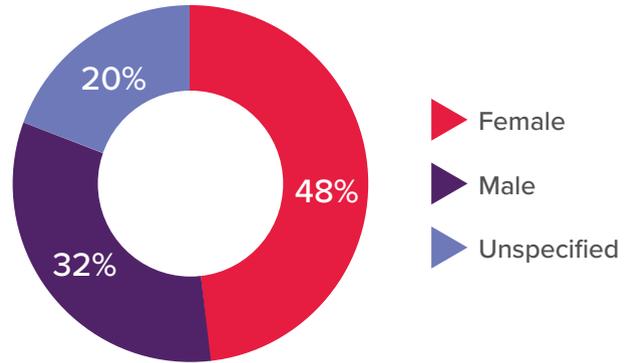
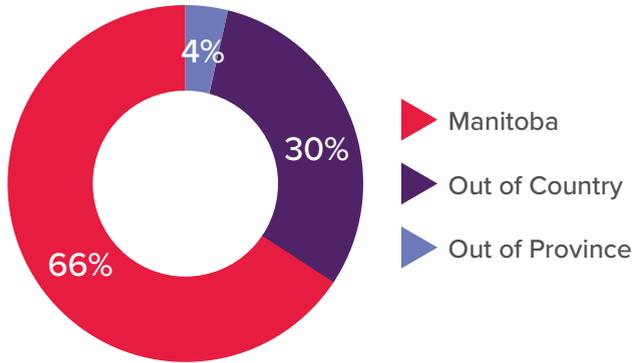
President of Assiniboine College



# ASSINIBOINE BY THE Numbers

INSIGHT INTO THE 2023-24 ACADEMIC YEAR

## WHERE STUDENTS COME FROM



# 11,209

STUDENTS IN ON-CAMPUS, DISTANCE, APPRENTICESHIP & COMMUNITY-BASED PROGRAMS

**75**  
CERTIFICATE, DIPLOMA,  
& POST-GRADUATE  
PROGRAMS

**2,907**  
GRADUATES

**26%**  
DOMESTIC GRADUATES  
THAT IDENTIFY AS FIRST  
NATIONS, MÉTIS AND INUIT

**29**  
AVERAGE AGE  
OF STUDENTS

**538**  
STUDENTS IN  
APPRENTICESHIPS

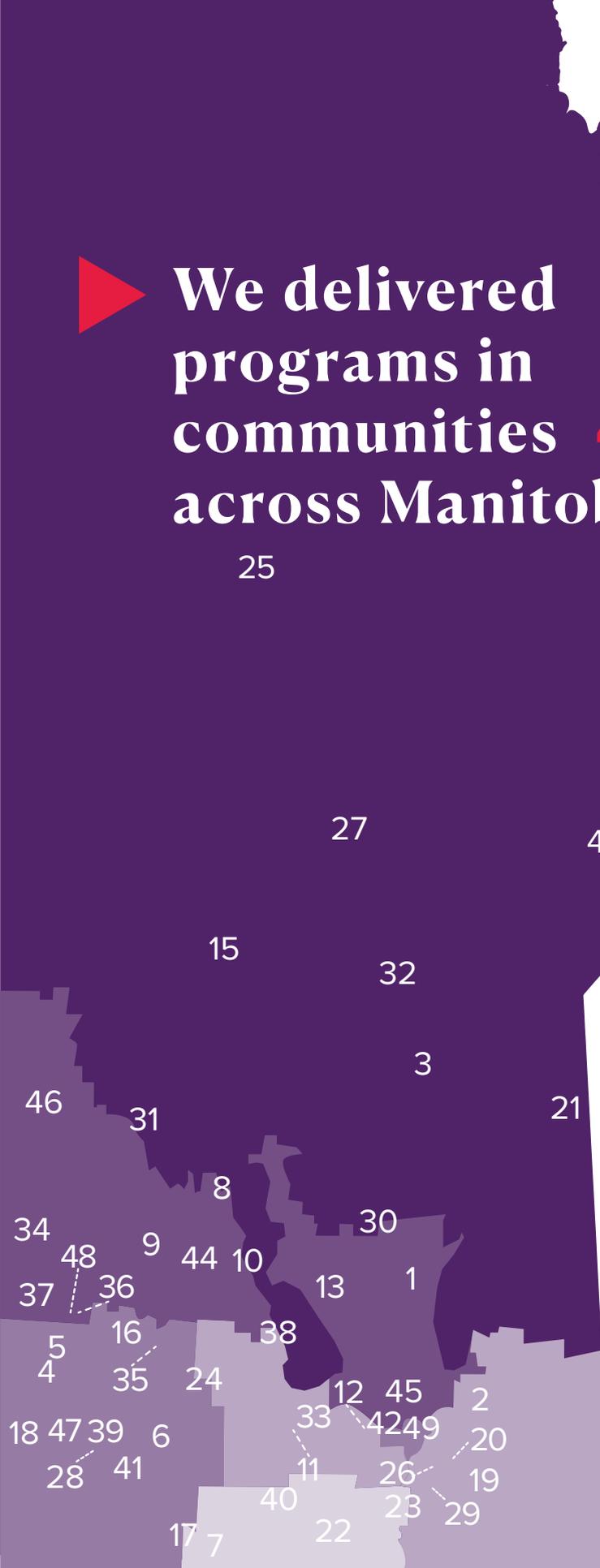
**3,301**  
INTERNATIONAL  
STUDENTS



▶ We delivered programs in communities across Manitoba

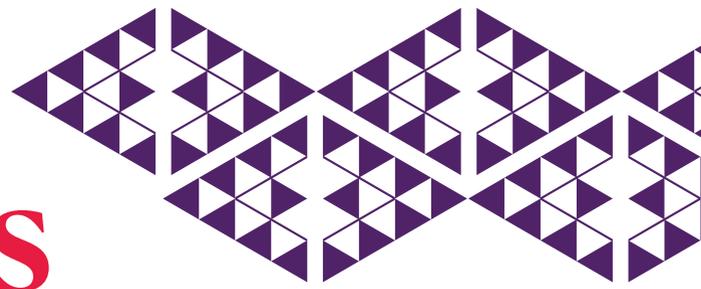
49

25



- 20 Landmark
- 21 Little Grand Rapids
- 22 Morden
- 23 Morris
- 24 Neepawa
- 25 Nelson House First Nation
- 26 Niverville
- 27 Norway House Cree Nation
- 28 Oak Lake
- 29 Otterburne
- 30 Peguis First Nation
- 31 Pine Creek First Nation
- 32 Poplar River First Nation
- 33 Portage la Prairie
- 34 Roblin
- 35 Rolling River First Nation
- 36 Rossburn
- 37 Russell
- 38 Sandy Bay First Nation
- 39 Sioux Valley Dakota Nation
- 40 Somerset
- 41 Souris
- 42 St. Francois Xavier
- 43 St. Theresa Point First Nation
- 44 Ste Rose du Lac
- 45 Stonewall
- 46 Swan River
- 47 Virden
- 48 Waywayseecappo First Nation
- 49 Winnipeg

# FOLLOW-UP SURVEY OF Graduates

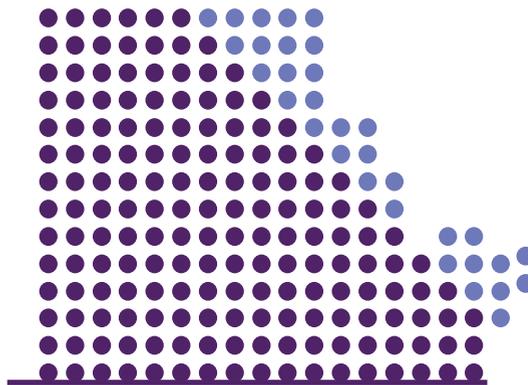


The annual graduate survey demonstrates consistently successful outcomes for graduate employment, salaries and retention. The survey was conducted in spring 2024 by Insightrix Research.

## NINE MONTHS AFTER GRADUATION



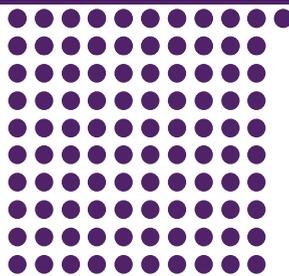
of grads have jobs



**95%** stay in  
Manitoba



have careers related to  
their field of study



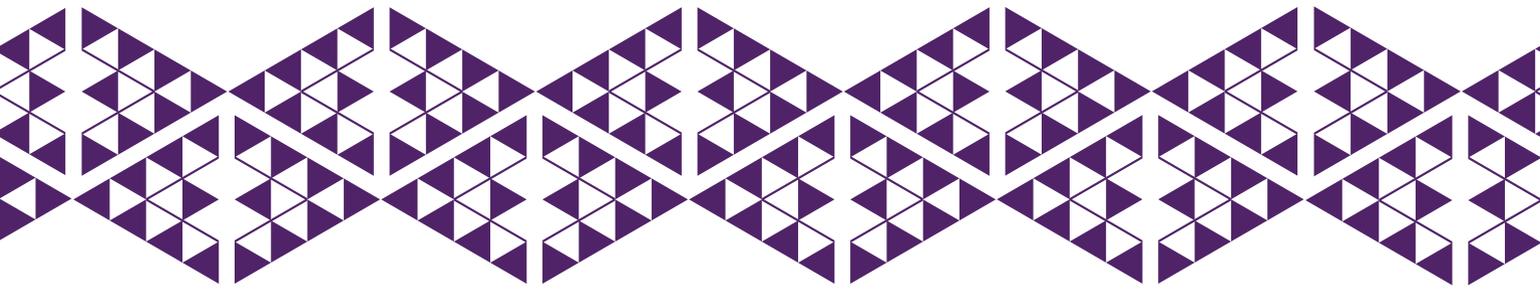
with **83%** originating in Manitoba, that's  
a net population gain for Manitoba as a  
result of studying at Assiniboine

Average annual income of  
an Assiniboine grad nine  
months after graduation

**\$56.1K**



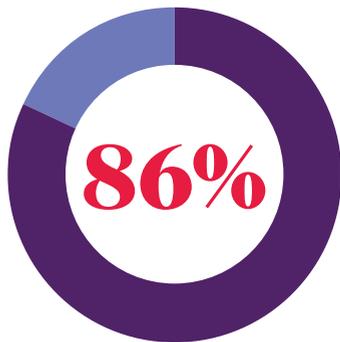
Respondents in this survey graduated in 2022-23 and were surveyed approximately nine months after their graduation in March and April 2024.



## FOUR YEARS AFTER GRADUATION

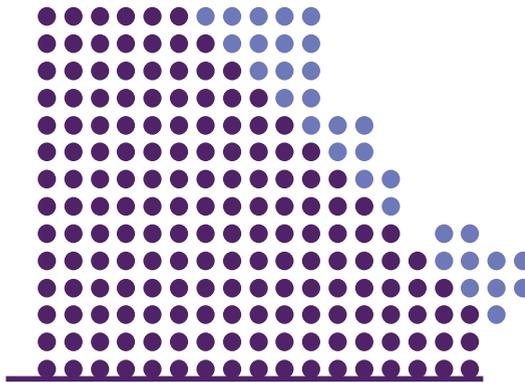


of grads have jobs

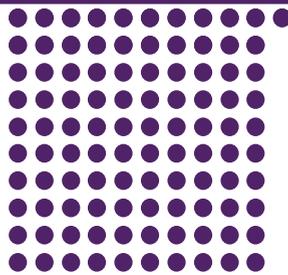


have careers related to their field of study

Average annual income of an Assiniboine grad four years after graduation



**88%** are still in Manitoba



The five-year average of graduates staying in the province four years after graduating is **88%**.

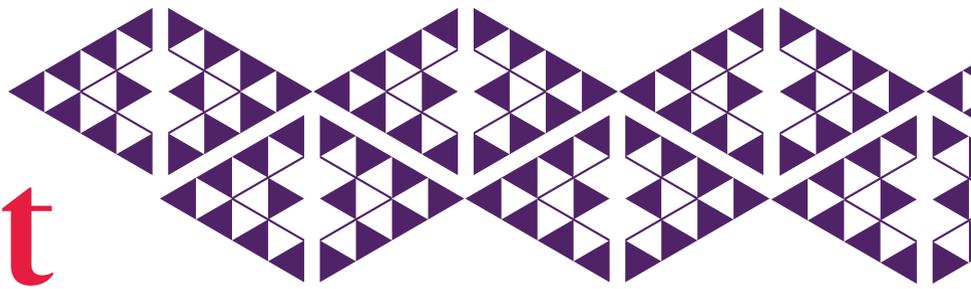
**\$62.4K**



*Respondents in this survey graduated in 2019-20 and were surveyed approximately four years after their graduation in March and April 2024.*

# FINANCIAL Impact

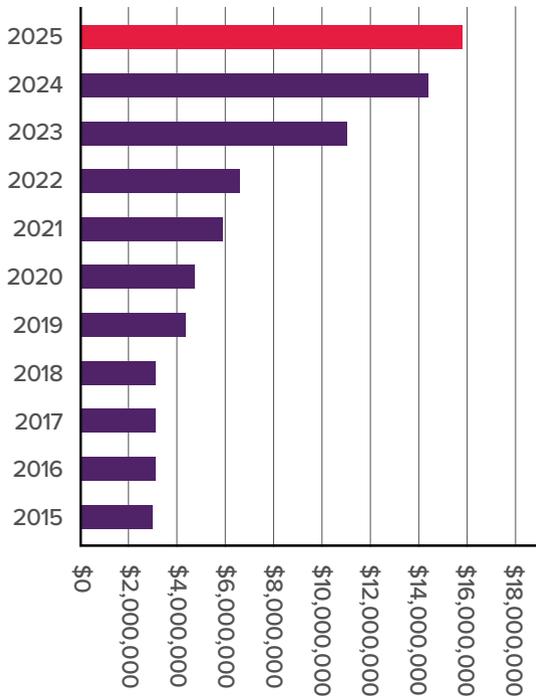
PHILANTHROPY AT ITS FINEST



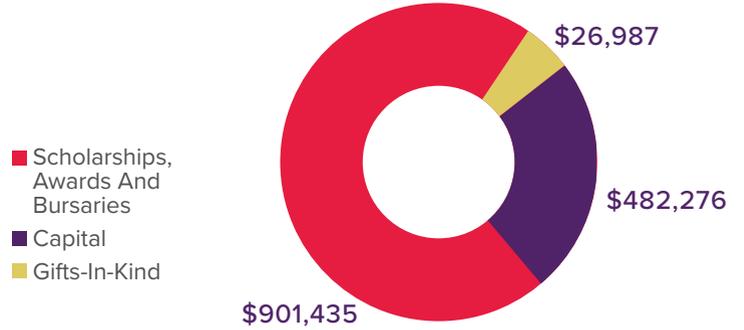
TOTAL DONATIONS RECEIVED

**\$4,957,890**

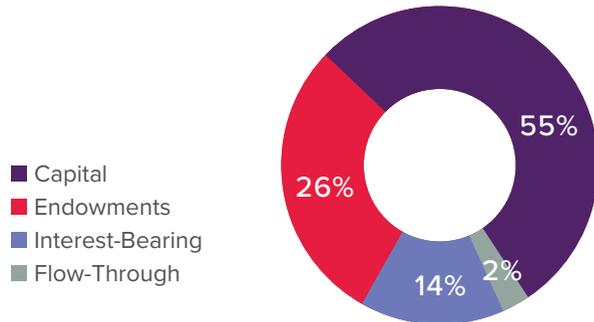
Net assets held by Assiniboine College Foundation



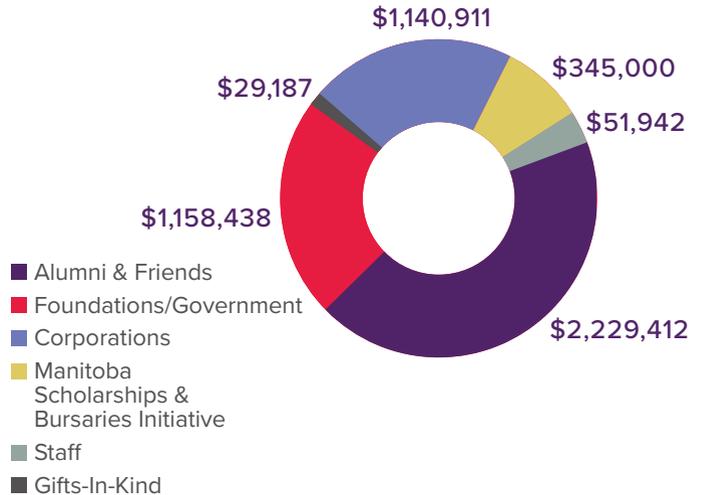
2023/24 Total Disbursements:  
**\$1,416,698**



Investment Breakdown:  
**\$11,384,261**



Donations Received:  
**\$1,140,911**



# WORLD-STAGE Recognition

## Community Programming Delivery: Bronze Medal In Indigenous Education

Assiniboine College has been recognized for its national leadership in community-based program delivery with a bronze in Indigenous Education at the World Federation of Colleges and Polytechnics (WFCP) annual World Congress.

Through partnerships with Indigenous organizations and Nations, Assiniboine's Community Development department focuses on place-based learning to advance Indigenous education and foster community growth throughout Manitoba.

In the 2023 Graduate Follow-up Survey, 92 per cent of Indigenous graduates were employed within six months of graduating, with 97 per cent choosing to live and work in Manitoba after graduation.



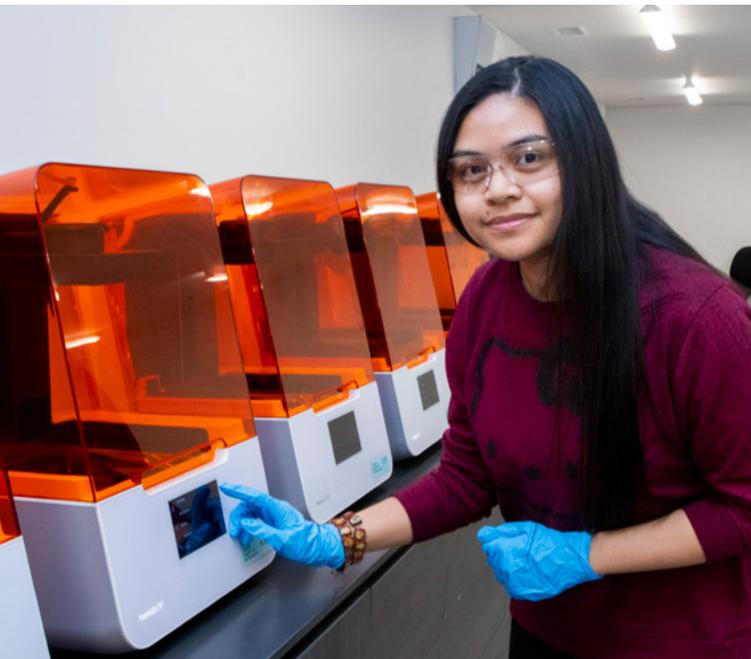
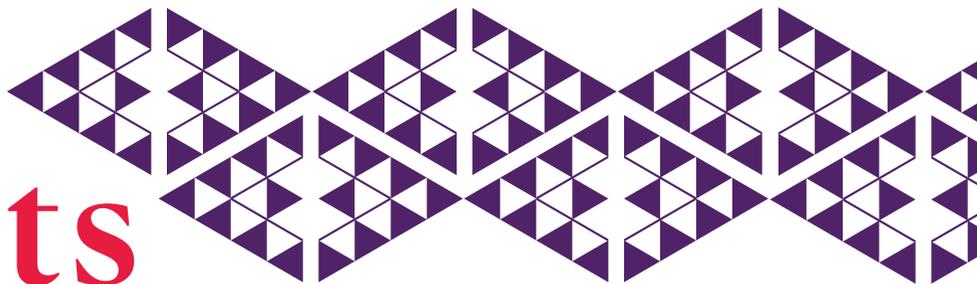
IN 2023-24, ASSINIBOINE DELIVERED PROGRAMS IN

**49 RURAL, REMOTE, AND FIRST NATIONS COMMUNITIES**

WITH 56 PER CENT OF INDIGENOUS GRADUATES COMING FROM THESE COMMUNITY-BASED SETTINGS.

2024

# Impacts



## **Creative Media gains six 3D Printers:**

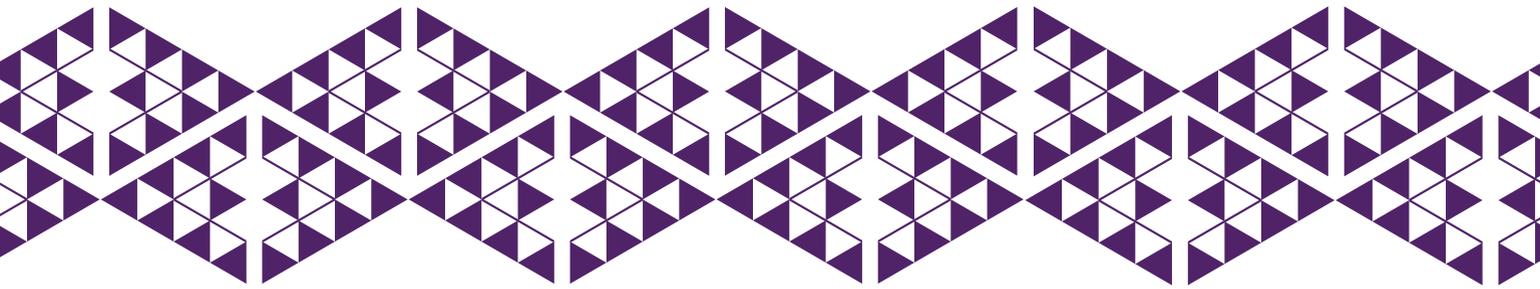
Students in the Creative Media program will gain valuable hands-on experience thanks to a generous donation of six 3D printers and consumable products for the machines.

Martin Petrak, CEO of Precision ADM—a global provider of engineering and manufacturing solutions specializing in Additive Manufacturing (3D Printing) for the medical, aerospace, and industrial sectors—donated the machines, valued at \$22,000, to the college.



## **New program supported by Matlashewski foundation:**

Assiniboine received a \$500,000 donation toward the college's new Mechatronics Engineering Technology (Robotics and Automation) program that will become part of the Russ Edwards School of Agriculture & Environment in September 2025. The donation will go towards the purchase of various teaching robots that will be located in the new lab space.



## Students gain access to Conquest Planning software:

Thanks to a gift-in-kind donation made to the college by Conquest Planning, Students in the Peters School of Business will have started using the financial planning application in class. Conquest's gift will empower students in line with Assiniboine's mission to cultivate a "learn by doing" environment, preparing students for the workforce by providing them with the technical skills and knowledge they need to succeed in their financial career.



## Top Research College by 2030

Assiniboine received more than \$3 million from the Sustainable Canadian Agricultural Partnership, and Canada Foundation for Innovation & Research Manitoba to transform our horticulture production programming, expand infrastructure and support applied research projects that focus on sustainability. These investments inspired more support, and the RBC Foundation came on board with an additional contribution to the initiative.

This funding supports the continued growth of Assiniboine's applied research and extension programming by uniting agricultural education, innovation, industry collaboration, extension and applied research. In its strategic plan, the college has its eyes set on being a top-50 research college in Canada by 2030.

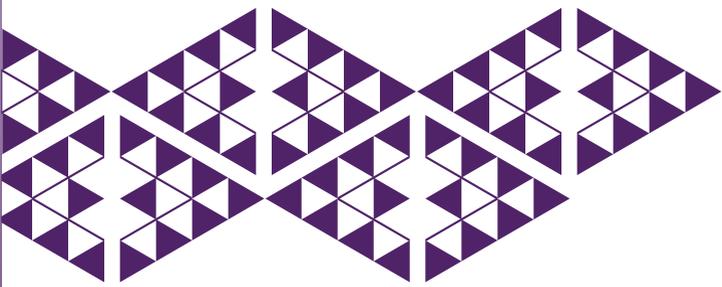
# COMMUNITY Impact

## RBC Foundation Supports Greenhouse and Sustainable Food Systems Initiatives

A \$700,000 donation from the RBC Foundation will support Assiniboine College in expanding its greenhouse facilities and further advance its Greenhouse in a Box research project. This donation is a contribution towards the Prairie Innovation Centre initiative which allows the college to develop infrastructure, launch new programs to support advancements and growth in the agriculture industry.

“With RBC’s ambition to support the transition to a net zero economy, we know that the pursuit of sustainable agriculture is collaborative, and we’re pleased to support Assiniboine College in this space,” said Tracey Schofield, RBC Regional Vice President. “We’re delighted to announce a \$700,000 donation from RBC Foundation to support Assiniboine College’s Greenhouse in a Box initiative and increased training opportunities for horticultural students.”

As part of the college’s Applied Research Strategy, the Russ Edwards School of Agriculture & Environment is consistently working to respond to sector challenges and industry needs. The Edwards School’s Greenhouse in a Box prototype is a free-standing, transportable structure. It’s a type of greenhouse that allows fruit and vegetable production to adapt to almost any location or climate, extending the crop growth season.



# SCHOLARSHIP & AWARDS

# Impact

TRANSFORMATIVE NEW SCHOLARSHIPS, AWARDS & BURSARIES



## Canerector Foundation provides Assiniboine trades students with \$400K in awards

Recognizing a shortage of skilled labour in the trades, the Canerector Foundation is dedicated to increasing the recruitment, retention and employability of post-secondary students who are beginning their career in the skilled trades. 34 awards per year will be awarded to students enrolled in Assiniboine trades programs.



## The Léna Donald Memorial Scholarship

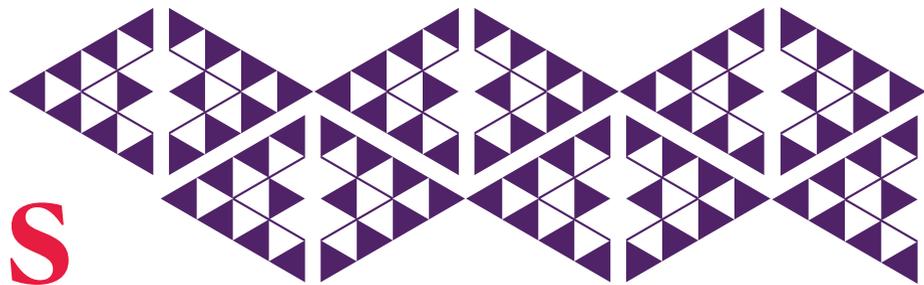
Established by Léna Donald's family, this scholarship honours her journey as a mature student in Assiniboine's Nursing program. It supports rural-based, mature nursing students who embody a compassionate approach to care.



## The Shannon & Harry Peters Hand-Up Renewable Bursary

Covering the tuition and living costs of returning to school for a mother in need, the Shannon & Harry Peters Hand-Up Bursary will help mothers reach their education goals.

# STUDENT Success



A SNAPSHOT OF STUDENT ACTIVITY

## Study abroad opportunities

21 students and faculty from Assiniboine College's Russ Edwards School of Agriculture & Environment embarked on a two-week immersive experience in Urbana, Italy. Representing programs such as Land & Water Management, Agribusiness, Agriculture, Baking Foundations, Civil Technology, and Culinary Arts, they explored the deep-rooted connections between agriculture, food, and culture.

Guided by local experts, the group attended Italian language classes, toured historical culinary sites, and

witnessed firsthand the renowned food systems of Italy. For many, seeing the origins of ingredients they work with daily was an unforgettable highlight.

Beyond enriching their studies, this journey provided invaluable cultural and professional insights. The experience left a lasting impact, shaping their perspectives and inspiring future careers in agriculture and culinary arts.

## Showcasing Talent at Skills Manitoba and Skills Canada

OUR STUDENTS HAD AN INCREDIBLE SHOWING AT THE SKILLS MANITOBA AND SKILLS CANADA COMPETITIONS.

### SKILLS MANITOBA

▶ 21 students ▶ 12 events ▶ 16 medals

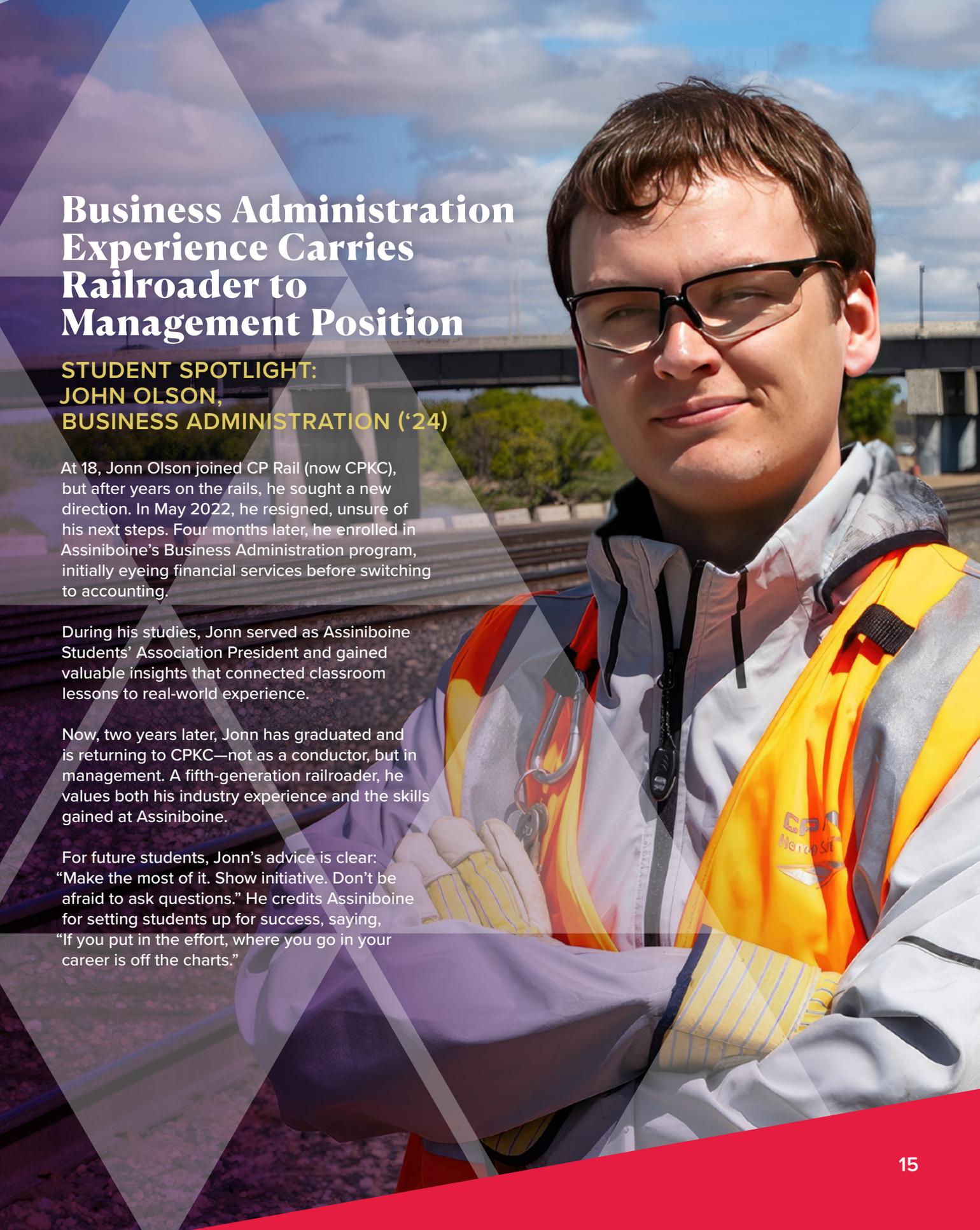
### SKILLS CANADA IN QUÉBEC CITY

- ▶ 6 students advanced
- ▶ 2 gold medals (Network Administration Technology & Digital Art & Design)
- ▶ 1 silver medal (Electrical Installation)



WE CELEBRATED OUR LARGEST  
GRAD CLASS TO DATE:

**2,907**  
GRADUATES



# Business Administration Experience Carries Railroader to Management Position

## STUDENT SPOTLIGHT: JOHN OLSON, BUSINESS ADMINISTRATION ('24)

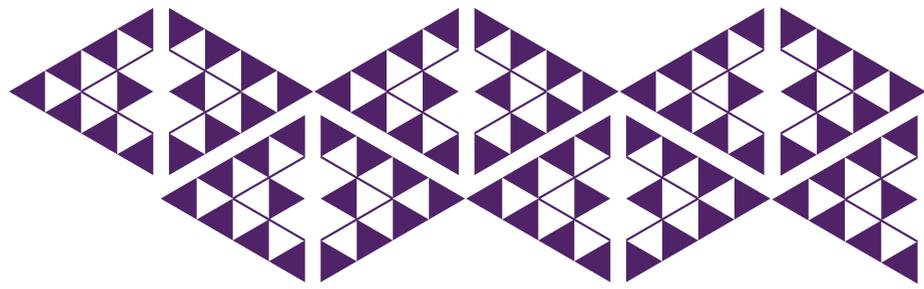
At 18, Jonn Olson joined CP Rail (now CPKC), but after years on the rails, he sought a new direction. In May 2022, he resigned, unsure of his next steps. Four months later, he enrolled in Assiniboine's Business Administration program, initially eyeing financial services before switching to accounting.

During his studies, Jonn served as Assiniboine Students' Association President and gained valuable insights that connected classroom lessons to real-world experience.

Now, two years later, Jonn has graduated and is returning to CPKC—not as a conductor, but in management. A fifth-generation railroader, he values both his industry experience and the skills gained at Assiniboine.

For future students, Jonn's advice is clear: "Make the most of it. Show initiative. Don't be afraid to ask questions." He credits Assiniboine for setting students up for success, saying, "If you put in the effort, where you go in your career is off the charts."

# MAKING THE Pledge



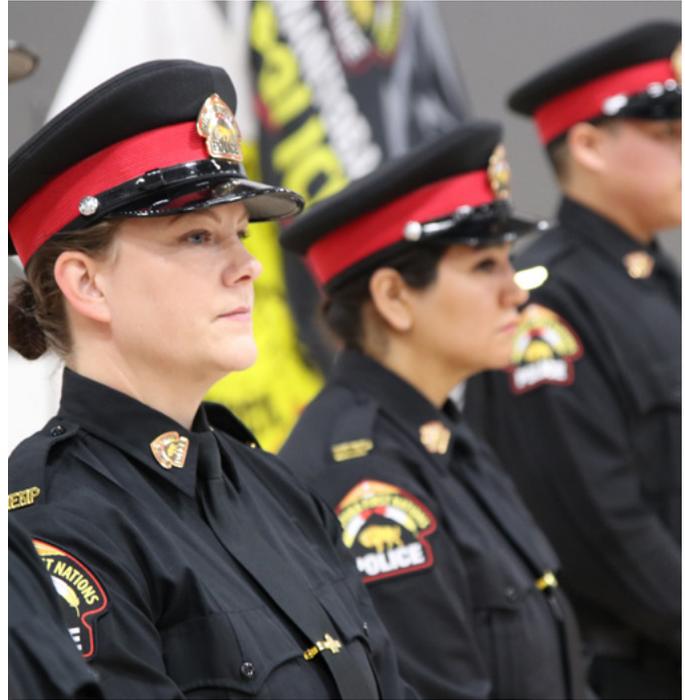
## Increasing Female Representation Among Police Recruits

Proceeds from Assiniboine Foundation Legacy Gala Dinner in March 2024 will fund new student awards for women in the Public Safety Advanced Diploma program.

“Providing financial support for women entering the public safety profession is an important step in making careers in the public safety field, like policing, accessible for women,” said Mark Frison, President at Assiniboine.

This initiative aligns with the 30x30 pledge, a North American effort to increase female representation in police recruit classes to 30 per cent by 2030. The Brandon Police Service, a key partner in Assiniboine’s Public Safety program, is one of only five Canadian police agencies to join the pledge.

“We need an all-hands-on-deck approach when it comes to public safety in Manitoba,” said Minister of Justice and Attorney General, Matt Wiebe. “Our province’s law enforcement agencies need to reflect the communities they serve, and I am encouraged to see Assiniboine College reduce financial barriers for women getting into public safety.”



**W** Developing adaptive and regenerative practices in agriculture is crucial to reaching our shared climate and economic objectives.”

## Scotiabank Furthers Agriculture Research

Assiniboine College has received a donation of \$125,000 from Scotiabank to support advancing agriculture research. The funding will support active research that focuses on evaluating multi-species cash/cropland cover crops and regenerative agriculture principles to advance net-positive grain farming.

“Developing adaptive and regenerative practices in agriculture is crucial to reaching our shared climate and economic objectives,” said Kim Brand, Vice President and Global Head, Sustainability at Scotiabank.

“Through the tangible insights of this research, farmers will improve their capabilities to decarbonize their operations, build resiliency, and strengthen the sustainable food systems we all depend on.”

Scotiabank’s investment will support research focused on exploring the development of farming practices that are profitable, sequester large amounts of carbon, increase crop yields and lead to the elimination of the use of fossil fuels.

## McCain Foundation Supports Greenhouse Expansion

The McCain Foundation has donated \$200,000 to Assiniboine College to support the expansion of our greenhouse facilities. This generous contribution follows a commitment of \$100,000 to the college’s Prairie Innovation Centre for Sustainable Agriculture.

These supports will advance the Prairie Innovation Centre initiative, enabling the college to expand its infrastructure and introduce new programs that drive growth, innovation, and sustainability within the agriculture sector.

NEXT STEP

# Forward

## New Assiniboine College brand identity

Assiniboine introduced a bold new visual identity with an iconic new symbol signifies the pathways that provide direction and meaning, whether through higher education, career growth or personal development. It reflects the interconnectedness of teachers, students, programs, skills, knowledge, community and industry—all working together to guide and empower individuals toward success.

Retaining Assiniboine’s signature purple and red hues, the logo embodies energy, strength, and the spirit of Manitoba. With the transition to Assiniboine College, the institution reaffirms its deep-rooted commitment to community-based education and Indigenous prosperity. While “community” is no longer in the name, it remains at the heart of everything Assiniboine stands for.

## New strategic plan

Our Board of Governors adopted a refreshed Strategic Direction for the college that will guide us through to 2030. Assiniboine College remains committed to evolving and expanding credential offerings—micro-credentials, certificates, diplomas, degrees, and graduate programs—to meet student and labour market needs. We will create supportive education models that foster belonging, resilience, and success for all learners.

As Canada’s leader in community-based education, we ensure all Manitobans have access to high-quality, career-focused learning. Guided by our Academic Plan,

we prioritize student success, Indigenization, and community engagement. With strong leadership in agriculture, environment, and public safety programs, Assiniboine continues to set the national standard for community-based education and workforce-driven programming.

2,030 Assiniboine graduates by 2030 will help to address Manitoba’s lagging post-secondary attainment rate and prepare more people for economic growth and community service.

**3,000**

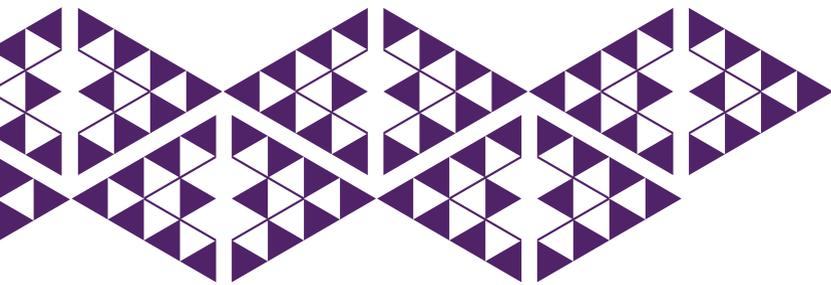
NEW PEOPLE MAKING  
MANITOBA THEIR HOME  
AS A DIRECT RESULT OF  
OUR PROGRAMS.

**2,500**

NEW INDIGENOUS GRADUATES  
CONTRIBUTE TO THE  
PROSPERITY OF MANITOBA.

**500+**

FULL- AND PART-TIME  
EMPLOYEES.



# LEAVING A Legacy

30 LEGACY GIFTS BY 2030—WILL YOU CARRY THE CHALLENGE FORWARD?



## Stenography Class of 1977 Alumna Leaves a Legacy in Her Will

Our donor's story began on a farm near MacGregor, Manitoba. After earning a Stenography certificate from Assiniboine College, she embarked on a career in banking. Later, she transitioned to roles in administrative services within the Manitoba and Federal governments.

It was during her time at the Addictions Foundation that she witnessed the impact that educational opportunities had on people's lives, leaving a lasting impression. She saw firsthand the barriers that held people back, and though she lived a quiet life, she was deeply moved by the struggles she witnessed.

Now, through her legacy gift, her compassion lives on. Her contribution towards empowering a student living with a disability isn't just a donation—it's an investment in those who are ready to take the next step in enriching their lives. Her family hopes that this gift will open doors, create opportunities, and transform lives, just as she dreamed.

This story reminds us that legacy is about the lasting impact we leave on others. Through this gift, the donor's vision continues to change lives—one opportunity at a time.

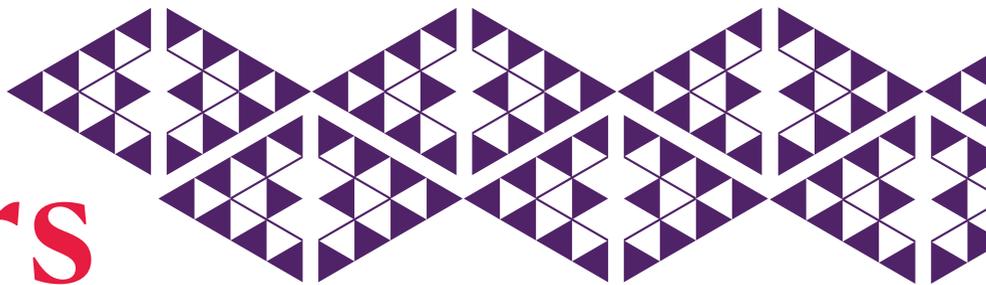
Your Legacy.  
Their Future.

**30 × 30**  
LEGACY CHALLENGE



ACCOLADE

# Donors



## as of December 31, 2024

**Red** = new level of giving | **Purple** = new donor

Assiniboine Foundation makes every effort to ensure this list is accurate.  
Please report any errors or omissions to the Foundation at 204.725.8700 ext. 6324.

### College Advocate

**\$250,000 PLUS**

- » Anonymous (2)
- » Agilent Technologies Canada Inc.
- » Anthony Matlashewski Charitable Foundation
- » Brandon Area Community Foundation
- » Cam Solutions Inc.
- » Cenovus Energy
- » Ron and Vera Helwer
- » Manitoba Canola Growers Association
- » Manitoba Métis Federation
- » **Mazergroup**
- » **MNP LLP**
- » North American Equipment Dealers Association
- » Gord and Diane Peters
- » **RBC Foundation**
- » Sunrise Credit Union
- » The Joyce Family Foundation
- » **The McCain Foundation**
- » The Weston Family Foundation
- » Mel and Ruth Turnbull
- » WGI Westman Group Inc.

### Governors' Council

**(\$100,000 - \$249,999)**

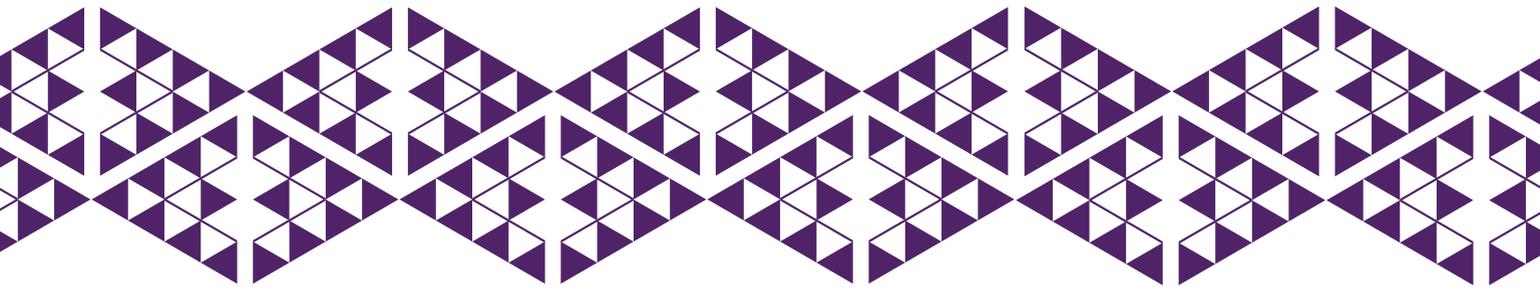
- » Anonymous
- » Assiniboine Community College Students' Association
- » Brandt Tractor Ltd.
- » Canadian Broadcasting Corporation (CBC)
- » Cando Rail & Terminals
- » Canerecator Foundation
- » CanWest MediaWorks Inc.
- » Lloyd & Inge Carey
- » **Crane Steel Structures Ltd.**
- » **Farm Credit Canada**
- » GM of Canada
- » Koch Fertilizer Canada, ULC
- » Manitoba Crop Alliance
- » Manitoba Hydro
- » Manitoba Pork Council
- » Manitoba Pulse & Soybean Growers Association
- » Maple Leaf Foods
- » **Brent and Rena Mills**
- » Ray and Bev Redfern
- » **Dr. Deanna Rexe and Elder Gerry Oleman**
- » Diane Shamray
- » Shaw Media
- » Shur-Gro Farm Services/  
Ron & Vera Helwer and Family

- » The Sixty Three Foundation
- » The Winnipeg Foundation
- » Thomas Sill Foundation
- » Wawanesa Mutual Insurance Company
- » Westoba Credit Union

### President's Circle

**(\$50,000 - \$99,999)**

- » Anonymous (2)
- » Atom-Jet Group
- » Behlen Industries LP
- » Brandon Regional Health
- » Centre Auxiliary
- » Canadian Hospitality Foundation
- » **Cargill Limited**
- » Construction Association of Rural Manitoba
- » Convergys CMG Canada Limited Partnership
- » CPA Manitoba Foundation
- » **Enns Brothers Ltd.**
- » Excel-7 Ltd.
- » Ford Canada
- » Mark and Edith Frison
- » Genesis Hospitality Inc.
- » Forrest Gullett
- » Heritage Educational Foundation
- » HyLife Foundation Inc.
- » IG Wealth Management



- » Kelleher Ford Sales
- » Leech Group
- » MacArthur Family
- » Manitoba Blue Cross
- » Manitoba Liquor & Lotteries
- » Manitoba Smart Network Inc.
- » Manitoba Zero Tillage Association
- » Lillian Matlashewski
- » **Maxim Truck & Trailer**
- » **Mid-Plains Implements**
- » Miller Equipment
- » Murray Automotive Group
- » Pfizer Inc.
- » RBC Financial Group
- » Rocky Mountain Equipment
- » **Scotiabank**
- » **Spud Plains Farms Ltd.**
- » The Brandon Sun
- » United Food and Commercial Workers Local 832
- » Walker Wood Foundation
- » **Westman Communications Group**
- » Winnipeg Free Press

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## Leaders

(\$25,000 - \$49,999)

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- » Anonymous (4)
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- » Toromont Industries Ltd.
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- » Viterra Canada Inc.

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