

CSEG Foundation 2020 Annual Report

Report from the Foundation Chair

John Parkin, Chair and Director

The CSEG Foundation (CSEGF) is a registered Canadian charity and charitable operating arm of the Canadian Society of Exploration Geophysicists (CSEG). Since its inception in 2006, the mission of the CSEGF is *'to encourage and support scientific, educational and charitable activities that benefit geophysicists through the solicitation of contributions aimed at promoting the development of geophysical knowledge, education and public awareness'*. Managed by an independent Board of Directors it is nevertheless closely aligned and controlled by the CSEG.

The 2020 Board of Directors (in bold) are: **John Parkin** (Chair), **Ron Newman*** (Vice-Chair & Governance), **Kathleen Dorey** (Past-Chair) **Nancy Shaw*** (Secretary), **Tammy Wilmer** (Treasurer), **Colleen Whelehan** (Assistant Treasurer), **Neda Boroumand** (CSEG President and Representative to the Foundation), **Adrian Smith** (Outreach Chair), **Allan Chatenay** (Fund Development Chair), **Darren Kondrat** (Fund Development Vice-Chair), **Darren Hinks** (Scholarships Chair), **Kristy Manchul** (Communications and Travel Grant and Learning Subsidy Chair), **Pam Bucher** (Travel Grants and Learning Subsidies) Richard Smith (CSEG Distinguished Lecturer Chair), Marissa Whittaker (Earth Science for Society Chair), Jim Racette (CSEG Managing Director), Alyssa Middleton (CSEG staff). The asterisk (*), designates a CSEG Past-President in that position. Each Director's term is nominally three years and candidates are nominated through the Foundation Board nominating committee.

To begin, I would like to thank all board members and committee volunteers for their many hours dedicated to delivering on our mission. Without their enthusiasm and support none of the Foundations achievements would be possible.

The pandemic of 2020 has been challenging for all of Canadian society and the CSEGF was not spared. Many events were cancelled and/or shifted to an online format. Our volunteers nevertheless took these challenges in stride and used the reduced activity to rethink how programming could be delivered. Notably Earth Sciences for Society (ESfS) decided to cancel the in-person 2020 and 2021 events to plan for a strong comeback in 2022. Nevertheless, the committee remained engaged and strived to offer online experiences for youth and the public.

The Foundation's funds remained stable. The stock market crash in the first quarter had largely recovered by the end of the year which left the balance sheet largely unchanged. With the economics of the oil and gas industry continuing to be depressed, impacting donations and fund development the Foundation Board approved a deficit budget in 2020 of \$99,688.

With the budget approved, the pandemic arriving in February radically altered financial projections. Respecting the changes in personal and business incomes, the Board elected to pause fund development. With in person events cancelled and/or shifted online, expenses were dramatically reduced. Expenses totalled \$99,314 compared with \$364,128 in 2019. Income was similarly impacted as donations to specific events which did not occur were eliminated. The Foundation had an income of

\$71,685 compared with \$274,123 in the previous year. By 2020 year end the deficit (unaudited year end financials) which was budgeted to be \$99,688 came in at \$27,628.

Despite the approval of vaccines late in 2020, the Board expects 2021 will continue to see few if any in-person events and a similarly reduced opportunities for fund development.

These new programs, with a geophysical advocacy focus, intend to convey to industry influencers a highly educated workforce within the CSEG whose expertise can be applied not only in the oil and gas industry but also in the mining, environmental, and engineering industries as well.

2020 Highlights

- **Fund Development Committee:** Donations in 2020 were impacted by the pronounced industry downturn and the onset of the COVID-19 pandemic. As a consequence of these two major impacts and given the robust financial health of the Foundation, the Fund Development Committee (FDC) (with the support of the CSEG Foundation Board) decided to pause requests for donations and other donation-centric marketing efforts out of respect to the exceptional needs of other charitable causes. While this reduced FDC activity throughout 2020, the FDC nonetheless continued to focus on developing online donations and awareness through donation links embedded in CSEG communications. Accordingly, online donations via the Canada Helps portal outpaced direct donations to the CSEG. Despite the very soft approach, a total of 32 donations were made in 2020 averaging over \$400 per donation. Additionally, the FDC has substantially reduced the cost of its operations while continuing to ensure sustainability. The FDC expects to ramp up its efforts as the pandemic subsides and the economy recovers in 2021.
- The **Earth Science for Society (ESfS)** program hosted over 3100 attendees in 2019 including students from schools and youth groups as well as those from the general public. The CSEG Foundation “adopted” ESfS in 2016 as our primary ‘public’ outreach initiative and became the long-term parent organization for this self-funding event. The overall cost of putting on the exhibition was less than previous years because the committee managed to cut costs to proceed with only the highest priority items due to funding constraints. This event included 136 volunteers working for over 500 hours. The 2019 committee is working hard again to coordinate and budget for this year’s upcoming event in March 2020.
- **Outreach / University Student Outreach (USO) / Schools and Public Outreach**
The **Outreach** Committee did an admirable job of handling the uncertainty and rapid changes brought on by the onset of the COVID-19 pandemic in March. Throughout the course of the year several events were successfully transitioned to the virtual world and the committee continued to support University students, K-12 schools, and informing educators and the public at large about

Geophysics.

The Canadian Finals of the Challenge Bowl competition for post-secondary students are held each year in Calgary at GeoConvention. In 2020, the Canadian Finals were held virtually during Virtual GeoConvention. Contestants participated from across the country and in doing reached a National audience. In lieu of physically sending the winning team to the International SEG Challenge Bowl final, three Scholarships were awarded to the top 3 finishing teams in the Canadian Finals.

In 2020 two University conferences were sponsored; the Western Inter-Universities Geoscience Conference (WIUGC) in Western Canada and the Atlantic Universities Geoscience Conference (AUGC) in Atlantic Canada. Committee members attended WIUGC in person (pre-COVID) and AUGC virtually. The AUGC virtual event was particularly impressive and can hopefully be replicated and expanded in 2021.

The mentorship program paired over 35 students and young professionals with professional Geoscientists in 2020. Several virtual events were hosted throughout the year designed to bring mentees and mentors together and foster relationships. The Mentorship committee is looking to expand its reach virtually in 2021 as building and maintaining connections is now more important than ever.

While cornerstone programs such as the ESfS, GIFT and JGF were canceled in 2020 due to pandemic restrictions, the Outreach Committee is looking forward to working with other Foundation and CSEG Committees in 2021 to build on 2020 successes, better aligning mandates, maximize volunteer resources, and ultimately deliver impactful programming for all stakeholders as we all navigate through uncertain times.

- **Scholarships.** The Foundation continue to support post-secondary geoscience education and students through our **Scholarship Committee's** efforts which are Darren Hinks (Chair), Steven Quan (Senior Trustee), and Lori Barth (Junior Trustee). From 27 applications for university scholarships from students at 16 institutions, the Foundation awarded 8 scholarships to students at eight universities across Canada. The Foundation wishes to thank various CSEG self-funded social committees for their financial support of the Scholarship Committee's efforts.
- **Travel grants and learning subsidies** continues to be supported by the Foundation. The program helps Canadian undergraduate and postgraduate students and those un/under-employed in industry take courses and attend conferences, seminars and geoscience field trips including the GeoConvention, CSEG Symposium and the Doodletrain.
- **Communications:** 2020 saw continued improvements in the CSEGF's communications strategy, using the CSEG's Digital Media Committee's resources to promote initiatives and events. Support has increased through the addition of a professional Social Media coordinator, with active



engagement of CSEG members and the greater community. The Foundation has also begun a quarterly column update within the CSEG Magazine “The Recorder”, highlighting the various committees and activities of the Foundation.

- **Canadian Distinguished Lecture Tour**

As with other initiatives the CDL went virtual which dramatically reduced costs but still was well received. This excellent talk by Paul Bauman on Good Geoscience in Dire Places: Searching for Water in Humanitarian Crises was presented more than a dozen times to various university groups as is available on YouTube on various channels and to date has been viewed over 150 times. Presenting live but online, enabled interesting discussions between Paul and his audience. Going forward, a virtual and in-person approach to delivering the CDL talks will broaden the impact of this key Foundation supported initiative.

2020 was an unprecedented year in everyone’s life. Through it all, the Board, our volunteers and the CSEG stepped up to the challenges that a global pandemic presented. Programs were delivered in new ways that present opportunities for the future. The value of in-person events are no longer taken for granted. Everyone looks forward to a future where we can enjoy the networking and professional engagement that only comes from face to face meetings. Going forward, blending in-person with virtual attendance will allow the Foundation and the CSEG to engage more people and advocate for the application of the science of geophysics.

Without any doubt, 2021 will continue to be a challenging year. Incoming Chair Ron Newman and the rest of the Board will need to be innovative in finding cost effective ways to deliver its programming and support the CSEG efforts to grow its membership in a contracting industry.

John Parkin, P.Geoph
CSEG Foundation, Chair (2019), Board of Directors