



University of
Lethbridge

Media Advisory

For immediate release — Tuesday, September 30, 2025

Donor generosity, Board of Governors match program leads to record support for students

University of Lethbridge students are truly experiencing what it means to be part of the ULethbridge family, benefitting from record levels of scholarship support thanks to a forward-thinking Board of Governors matching program and an ever-growing donor community.

As endowed student awards increased nearly 10 per cent in the past year and almost 40 per cent since 2021, Kathy Greenwood, the University's Vice-President External Relations, says donor engagement has made all the difference.

"Our donors mean everything to our students — they understand the pressures they are under, the financial difficulties that have continued to build in recent years — and they want to help," says Greenwood. "When the Board of Governors began its \$10-million endowed scholarship matching program in January 2022, it really energized our donor community, giving them the opportunity to double the impact of their gifts — and they responded."

WHAT: Donor thank you tables, where students are invited to pen thank you notes

WHEN: Wednesday, Oct. 1, 11:30 a.m. to 2 p.m.

WHERE: University Hall Atrium

WHO: External Relations staff and scholarship recipients

Students have been writing thank you notes to donors in recent weeks, and they speak to how scholarship support has supported them financially, academically and personally.

"Being part of the University of Lethbridge has been a transformative experience, and this award has played a key role in that," says one student note to a donor. "It has helped me move closer to my goals and reminded me that I am not alone in this journey. Your generosity has not only eased financial pressures but has also inspired me to keep striving and to one day give back in the same way."

Another, studying therapeutic recreation, speaks to the demands of being a full-time student with practicum responsibilities.

“This award has helped ease the financial pressures of university life, pressures that, I’ll be honest, only seem to grow as I head into my fourth year. Your support came at the perfect time and truly lifted a weight off my shoulders. It’s allowed me to focus more fully on my studies, community placements, and the hands-on experiences that are so essential in this field. Your support has lightened my financial load, lifted my spirits, and strengthened my commitment to giving back to others, just as you’ve done for me.”

Greenwood says student scholarships are far more than gifts, rather they are investments in the future.

“These students are tomorrow’s community leaders and the relationships they are building now with the people who support their growth will only strengthen their understanding of empathy, creating connection and what truly makes a society thrive,” she says.

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Our University’s Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.