

actua

Learning for Change.
Découvrir pour demain.



MAKE FRIENDS WITH SCIENCE

Actua Annual Report 2007-08



Message from the CEO

Actua's ambitious strategic plan sets the stage for continuous growth both in terms of the numbers of youth we reach and inspire, and the overall quality and impact of our programming across Canada. In 2007/2008 we continued along our growth trajectory, meeting and surpassing all of our strategic goals.

Actua's primary program delivery mechanism is through our growing network of 29 member organizations located at universities and colleges across Canada. We provide our members with essential behind the scenes services and support including training, new and innovative curriculum resources, networking opportunities, financial assistance, and day-to-day support. We also play a key leadership role by developing and garnering support for national programs and initiatives that enable our members to reach underserved and underrepresented youth audiences so that every child has the opportunity to discover and achieve his or her potential. Our support and leadership role enables our members to focus their time and attention on what they do best—program delivery. We continue to be grateful to the 29 institutions, universities, and colleges that host our member programs.

In 2007, in addition to programs delivered by our members, our Dream Team of hand-picked instructors traveled to 22 remote, fly-in, and Arctic communities to reach and inspire youth that no other organization is reaching. As a result, Actua is now delivering sustainable programming in every province and territory in Canada!

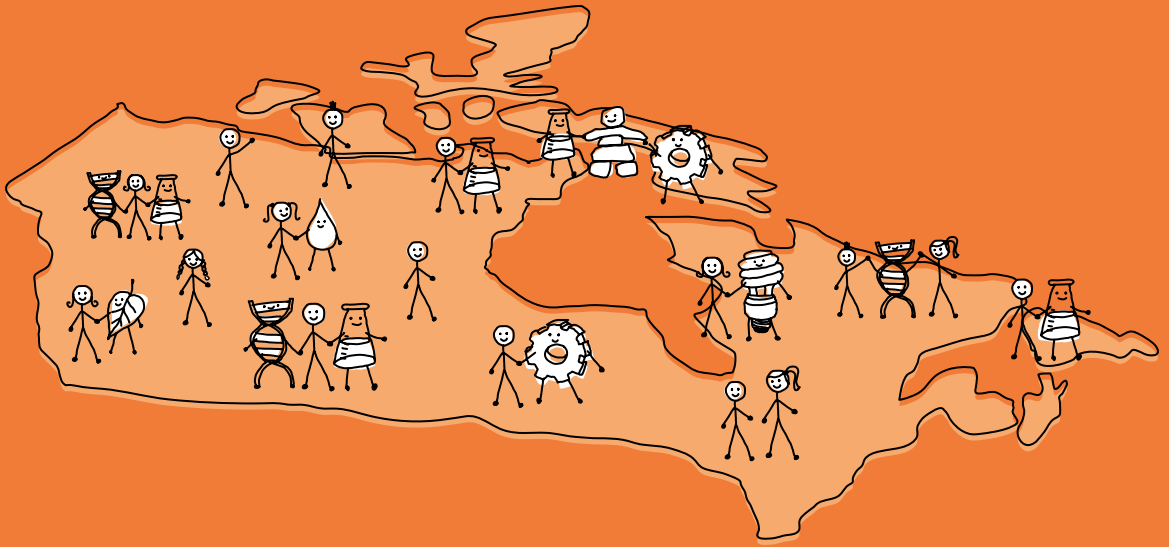
The federal government's Science and Technology Strategy has indicated a strong need for investing in building talent, skill, and aptitude in science and technology in order to ensure Canada's future economic and social prosperity. Actua is playing a critical role in this mandate as the largest youth outreach network in Canada. Moving forward, we will continue to work with all levels of government, the private sector, and the social sector to ensure that every child has the opportunity to be empowered through science and technology.

Our work continues to be fueled by the generous investment of our corporate, government, and foundation funders, and for this we are extremely grateful.



Jennifer Flanagan
President & CEO

VISION



We envision a world in which every young Canadian, regardless of background, ability, or socio-economic status, can feel inspired and empowered through science, engineering, and technology. The young people we reach today will become the role models for future generations. They will build tomorrow's dynamic, competitive, and diverse workforce and will help make Canada a global leader in science literacy and innovation.

Our vision came true for 240,000 youth in 2007!

Helping Kids Make Friends with Science

Actua is Canada's leading science, engineering, and technology youth outreach network providing hands-on, dynamic, and interactive education enrichment experiences that inspire youth to learn, discover, and actualize their potential in an ever-changing world.

In 2007, Actua engaged, inspired, and helped 241,352 young Canadians in 450 communities nationwide – make friends with science!

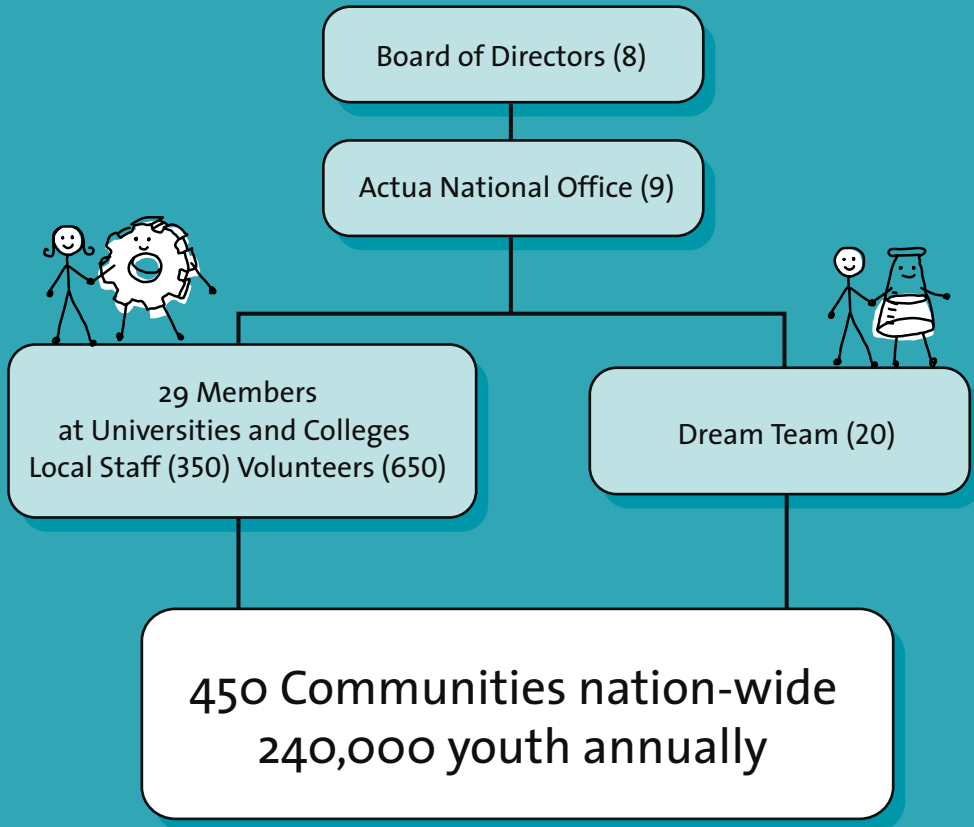
Science plays an integral role in the lives of ALL youth, regardless of geographic or socio-economic status. As such, we invest heavily in strategies to engage youth who are underrepresented in science, engineering, and technology fields. Specifically, we are national leaders in the delivery of science, engineering, and technology programming that is customized for Aboriginal youth, girls, underprivileged youth, at-risk youth, and youth living in remote as well as inner city communities across the country.

Actua's programs consist of camps, school workshops, clubs, and other community initiatives that reflect current innovations in science. We expose youth to exciting career opportunities through mentorship and ensure our content is designed to engage a variety of learners.



Moving Forward...Actua has BIG plans for future growth and we continue to develop new strategies to engage more underserved youth audiences with exciting new programming that is both relevant and inspiring!

ACTUA'S NATIONAL DELIVERY MODEL



National Success

In 2007, Actua's members and Dream Team delivered customized camps, workshops, girls clubs, and community initiatives in over 450 communities nationwide!

Camp Participants	23,339
Workshop Participants	168,101
Girls Club Participants	777
Community Outreach Participants	49,135
Total Participants:	241,352

National Accomplishments in 2007-08

Over 679 volunteers donated 29,180 hours of time.

Actua welcomed three new members in 2007 that contributed to the overall growth of Actua's national footprint:

- X-Chem Outreach Program, St. Francis Xavier University, Antigonish NS;
- Science Promotion at Red Deer College, Red Deer College, Red Deer AB; and
- Musée Armand Frappier, Centre d'interprétation des biosciences, Laval QC.

Actua successfully piloted its first "Go Where Kids Are" initiatives in partnership with several Boys and Girls Clubs.



***Moving forward...** In 2008/2009 Actua will strengthen its national network and develop new curriculum in water conservation, polar science, and earth sciences fields.*



"It's fun to learn how everything is built and what it's made out of... I think about things a lot differently now!"

– camper



OUTREACH

“The best part of the camps is the activities which are truly oriented towards self-discovery and confidence-building for youth when tackling challenging tasks and problem solving in cooperative settings. It has been extremely rewarding to witness children learn in their own comfort and cultural settings with the Actua Science Camps.”

– John R. Sylliboy, AHHRI Coordinator,
Atlantic Policy of First Nations Chiefs Secretariat

Actua invests heavily in strategies that make our programming accessible to youth audiences that are otherwise typically underrepresented in science, engineering, and technology fields. By making our programming relevant to youth audiences and working proactively with local community-based organizations we are able to engage and inspire Aboriginal youth, girls, disadvantaged or at-risk youth, and youth who are geographically isolated.

National Aboriginal Outreach Program

Actua works in partnership with First Nations, Friendship Centres, Elders, and Aboriginal scientists to provide dynamic programming that is relevant to local context and local culture.

Actua's community-based approach exposes youth to Aboriginal and other young and energetic role models in science fields, and demonstrates how traditional knowledge can play a significant role in the study of science. This approach is helping Actua address the critical need to engage Aboriginal Canadians in the fields of science and technology, both to ensure future prosperity within Aboriginal communities and to contribute to the creation of a diverse and strong Canadian workforce.

National Girls Program

Actua brings girls together in fun, confidence-building, all-girl environments to explore innovations and opportunities in science and technology. Girls are inspired by young women scientists and engineers who volunteer as mentors and share their experiences and personal stories. In this way, girls across the country are discovering their potential and imagining themselves in exciting science, engineering, and technology careers!

Go Where Kids Are Program

When youth can not come to us, despite the availability of bursaries, we find innovative ways to take our programming to them! Our "Go Where Kids Are" program involves developing partnerships with organizations that service disadvantaged or at-risk youth, and delivering programs on site – where kids are!

National Bursary Program

By partnering with youth serving organizations such as Boys and Girls Clubs, women's shelters, Big Brothers Big Sisters organizations, and family resource centres, Actua members distribute over 1,000 summer camp bursaries for youth in need.



***Moving forward...** Actua is building new partnerships with more youth serving organizations to maximize efficiencies in engaging an even broader and more diverse youth audience! In 2008/2009, through a national partnership with Boys and Girls Clubs of Canada, Actua will deliver science and technology programming in local clubs across Canada.*



DREAM TEAM

In 2007, Actua's Dream Team tripled its impact (since 2006) by delivering 22 camps and 47 workshops reaching over 3,000 youth.

Communities reached by Actua's Dream Team in 2007 included: Inuvik, Tuktoyaktuk, and Aklavik, NT; Igloolik, Iqaluit, Kimmirut, Gjoa Haven, and Rankin Inlet, NU; Blueberry River, and McLeod Lake, BC; Sturgeon Lake, AB; Ottawa, ON; Charlottetown and Summerside, PE; Sydney, NS; and Nain, and St. John's, NL.



We Dream BIG!

Actua's Dream Team consists of a group of highly qualified instructors, hand-picked from across the country, who deliver camps and workshops in rural, remote, and Aboriginal communities that our members do not yet reach. By proactively working with communities and local volunteers we tailor programming that is specific to their needs. Our experience is that once we've been to a community – they want us back for more!



Moving forward... In 2008/2009 Actua is significantly expanding its Dream Team reach across the North and throughout the Atlantic provinces and Quebec!

We are so thankful to have partnered with Actua to bring such a unique experience to our kids. Many of them do not have opportunities to participate in exciting programs like these. They are facing major challenges, including significant financial barriers – and Actua has made a huge difference in their lives. Through the program, they saw how learning could be fun and exciting, and that they were capable of doing things they would never have imagined themselves doing. Participating in programs like the Actua science camp creates so many new possibilities for these youth – for whom many doors would otherwise be closed.

– Becky Kilabuk
Youth Coordinator at the Qikiqtani Inuit Association, Iqaluit, NU



“I've changed my mind! I don't want to be a rock star anymore, I want to be a scientist!”

– camper



RELEVANCE AND INNOVATION

“Synapse-CIHR Youth Connection initiative is committed to scientific outreach and education for young people in Canada. We are extremely pleased with Actua’s delivery of innovative programming related to health science and health research, as we know that education in these areas is critical especially among Aboriginal populations. Actua has effectively mobilized its network of member organizations and highly qualified instructors to deliver important key messages relating to disease prevention and population health through the development of exciting interactive activities that youth can relate to.

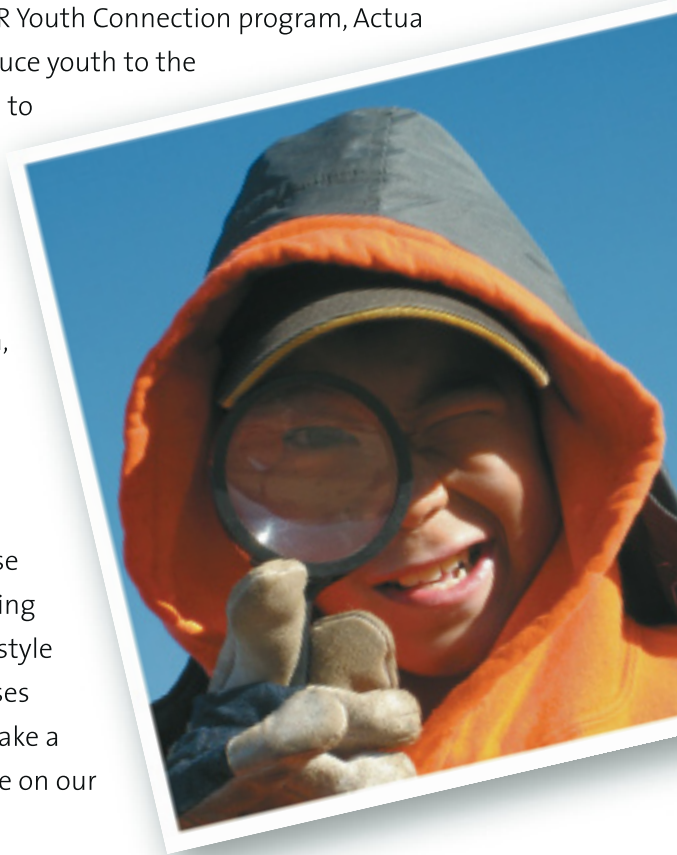
We are especially impressed with Actua’s success in incorporating mentorship into its programs. CIHR researchers were amazed by the training and support they received which made their participation in the program seamless and effective. We were also very pleased with Actua’s proactive approach to recruiting other scientists and researchers that they encountered through their community connections and the effective way they were also able to include as many Aboriginal mentors and Elders as possible.”

– Christian Riel, Manager, Youth and Public Outreach,
Canadian Institutes of Health Research

Preparing for Tomorrow

Actua frames its programming to be reflective of current global challenges and innovations in science, engineering, and technology. We do this by partnering with scientific organizations and companies. For example, through a unique partnership with the Synapse - CIHR Youth Connection program, Actua has developed activities that introduce youth to the vital role that Canadians contribute to health research, the importance of disease prevention, biomedical science, and the amazing field of health science.

Other partnerships with GE Canada, the Honda Canada Foundation, the Pembina Institute, and the Alberta Science Foundation have made it possible to develop environmental modules that help youth make sense of the challenges that global warming presents and the ways in which lifestyle changes coupled with innovative uses of renewable energy sources can make a difference in the impact we all make on our environment.

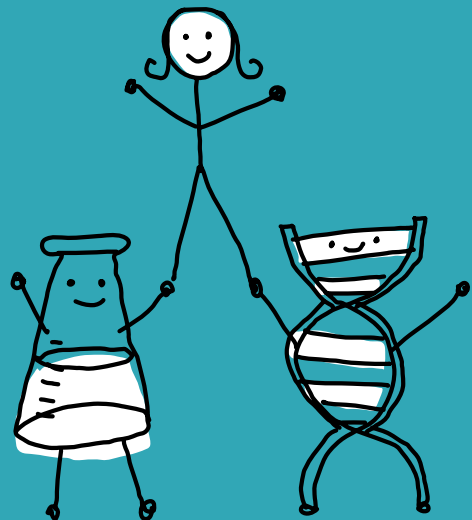


Moving forward...In 2008/2009 Actua will be developing a new curriculum that explores new and emerging fields. For example, in celebration of International Polar Year, Actua will involve youth in exciting new polar science programming. We will also explore the development of new earth sciences programming designed to give youth a hands-on understanding of the principles of natural resource management.

INSPIRING YOUNG MINDS

“I was very fortunate to have the opportunity to welcome the Girls’ Club into my lab at the Institute for Biodiagnosics (Atlantic) in Halifax, Nova Scotia. The girls saw interactive demonstrations and participated in hands-on activities related to my field of research in neuroscience and brain imaging. Their delight in measuring brain waves and their thoughtful questions about the magnetic resonance imaging (MRI) system were inspiring to me and proof that I was able to share my passion for neuroscience. As a winner of the 2007 L’Oréal Canada – UNESCO Mentor Fellowship, I look forward to exciting new mentorship opportunities with Actua.”

– Erin Mazerolle, Actua mentor



National Mentorship Program



Actua's National Mentorship Program provides unique opportunities for youth to interact with young scientists, engineers, and technologists in amazing fields ranging from aeronautical engineering to microbiology, immunology and neurological science.

In 2007, 150 mentors exposed young Canadians to a diversity of exciting careers by leading group activities, conducting university lab tours, and corporate facility tours, and by talking about their career paths and the challenges they overcame along the way. They also talked about their hobbies and personal interests - because by getting to know these young scientists as people, youth begin to imagine exciting futures and become inspired to actualize their potential!



Moving forward... In 2008/2009 Actua will engage mentors from new and emerging health science fields, as well as geology, hydrology, and environmental science disciplines as a way to inspire youth to imagine their participation in Canada's dynamic workforce of the future.

LEADERSHIP AND ACCOUNTABILITY

2007/08 Actua Board of Directors

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Jennifer Flanagan, President and Secretary

CEO, Actua, Ottawa ON

Shail Paliwal, Treasurer and Past Chair

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Sandrine Michard, Director

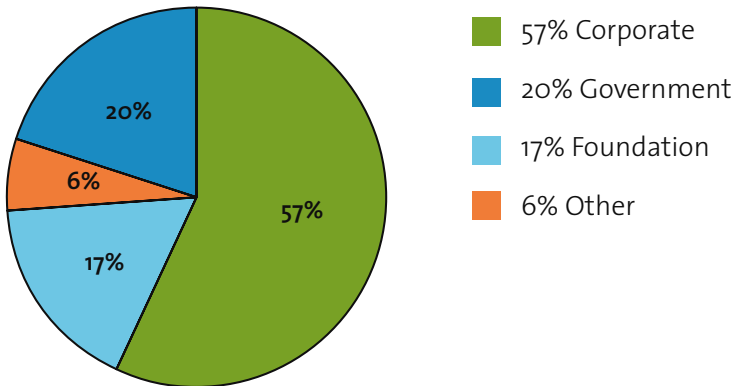
Vice President, Corporate Communications, L'Oréal Canada, Montreal QC

“I am both honoured and proud to have been named the Chair of Actua’s Board of Directors. I am inspired by Actua’s mission to provide hands-on science experience to young Canadians from all walks of life and have a sincere respect for Actua’s dynamic and high performing team that shares a passion for youth, education and science. I am working with a very competent, highly skilled Board of Directors that strives for excellence in governance and it is rewarding to know that Actua is making a big difference in the lives of the youth we reach!”

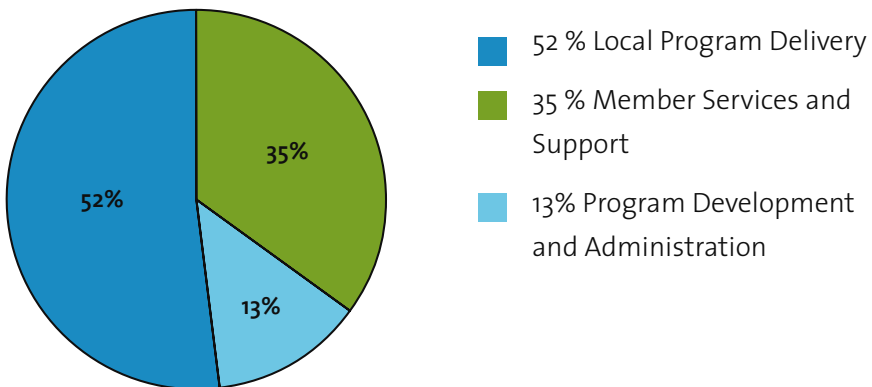
- Suzanne Corbeil, Chair
Actua Board of Directors

Financial Summary

2007 Revenues



2007 Expenses



Actua continued to focus the majority of resources on the local delivery of programs and delivery of critical services and support to members. In 2007, Actua had an operating budget of \$1.5 million. Nationally, Actua members had a combined operating budget of \$5.2 million.



***Moving Forward...**Each year we engage new funding partners who join us in our commitment to build a strong and diverse Canadian workforce by engaging youth in hand-on programming that exposes them to exciting career opportunities and prepares them for the challenges and opportunities that lie ahead.*

PARTNERSHIPS

“GE Canada’s partnership with Actua parallels Canada’s increasing need for more people with science and technology skills. We are working with Actua to build their capacity to reach youth at a critical early age while ideas about their futures are still forming. Actua’s focus on current innovations in areas such as health and the environment are preparing youth for the challenges of an ever changing world. By engaging youth in fun and interactive programming and exposing them to role models and mentors, Actua is contributing significantly to building the science literacy of a future generation of innovators and contributing to the development of a diverse and competitive workforce. We are confident in Actua’s ability to set and deliver on ambitious growth goals and continue to be impressed with Actua’s dedication to excellence, professionalism, and attention to detail in accountability and metrics demonstrating an amazing return on our investment.”

– Elyse Allen, CEO, GE Canada



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Ontario Centres of Excellence
CropLife Canada

Community Foundation of Ottawa
Google
Imperial Oil Foundation
Vale Inco Newfoundland and Labrador Limited
Weyerhaeuser

Denotes at least 10 years of support

Charitable Number 14057 3320 RR0001

Actua Member Organizations 2007/2008

British Columbia

EUREKA! Science Program	Thompson Rivers University	Kamloops
GEERing Up!	University of British Columbia	Vancouver
Science ALIVE	Simon Fraser University	Burnaby
Science Venture	University of Victoria	Victoria

Yukon

Yukon Innovators	Yukon College	Whitehorse
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Alberta

Discover E	University of Alberta	Edmonton
Minds in Motion	University of Calgary	Calgary
Science Promotion at RDC	Red Deer College	Red Deer

Saskatchewan

EYES	University of Regina	Regina
SCI-FI Science Camps	University of Saskatchewan	Saskatoon

Manitoba

Kid-Netic Energy	University of Manitoba	Winnipeg
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Nunavut

Simply Science	Nunavut Research Institute	Iqaluit
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Ontario

Adventures in Engineering and Science	University of Ottawa	Ottawa
Creative Encounters	University of Guelph	Guelph
Discovery Western	University of Western Ontario	London
ESQ	University of Waterloo	Waterloo
Science Discovery	Queen's University	Kingston
Science Explorations	York University	Toronto
Science Outreach	University of Toronto	Toronto
Science Quest	Queen's University	Kingston
Superior Science	Lakehead University	Thunder Bay
Venture Engineering and Science	McMaster University	Hamilton
Virtual Ventures	Carleton University	Ottawa

Québec

Folie Technique	École Polytechnique de Montréal	Montréal
Génitruacs	Université du Québec à Trois-Rivières	Trois-Rivières
Musée Armand Frappier	Centre d'interprétation des biosciences	Laval

New Brunswick

Worlds UNBound	University of New Brunswick	Fredericton
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Nova Scotia

SuperNOVA	Dalhousie University	Halifax
X-Chem Outreach Program	St. Francis Xavier University	Antigonish

Thank you to the universities and colleges across Canada that host our member organizations!

Actua

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