

**SCIENCE  
ALBERTA   
FOUNDATION  
ANNUAL REPORT  
2007/2008**

# 2007 – 2008 HIGHLIGHTS

## *Reach*

- We provided exceptional science programming to 675,162 people in 208 communities in Alberta and beyond; plus we reached a potential audience of 2,375,488 with our programs delivered via media and rural papers.
- Science-In-A-Crate inspired 114,643 students to think scientifically in 7,682 classrooms from Fort Chipewyan to Fort Macleod—an increase of 21,395 students from 2007-2008.
- Science Alberta Foundation's online learning environment, Wonderville.ca, had 4,349,361 page views.
- Science Alberta Foundation reached 6,696 Albertans in the Wood Buffalo region with our 14th Annual Festival of Science.

## *Partners*

- 8,622 volunteers and collaborators enthusiastically contributed 39,448 hours towards Science Alberta Foundation's programs.
- Sponsors provided \$1,203,916 in project grants.
- The Government of Alberta contributed additional funds to assist with the implementation of the 2008 business plan.
- \$517,589 of in-kind contributions were gratefully received.
- Formed a ten-year partnership with Alberta Ingenuity Fund in addition to working with our many existing partners and collaborators.

## *Leadership*

- Science Alberta Foundation provided leadership in the development of science literacy speaking at roundtables and conferences nationally and provincially.
- Chief Executive Officer, Dr. Arlene Ponting was appointed to the Natural Science and Engineering Council of Canada and the Board of Trustees of Alberta Ingenuity Fund.
- Successfully implemented the first year of the new strategic plan and business plan.

## *Programs*

- Developed a new model for our traveling exhibits.
- Commenced redesigning Wonderville.ca to align with changing user expectations of children and youth.
- Developed the Ever Wonder media campaign to encourage curiosity amongst Albertans about science.
- Developed five new crate topics and added 60 more crates into distribution across Alberta.
- Organized a Festival of Science in the Wood Buffalo Region and hosted 53 events.
- Added two new school districts to our professional development program for teachers.



# ***Innovation-In-Action***

*at Science Alberta Foundation is*

***generating brilliant ideas***

*and implementing them through*

***creative programming.***



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## MESSAGE FROM THE BOARD CHAIR AND CHIEF EXECUTIVE OFFICER

### Science Alberta Foundation is Innovation-In-Action.

Science Alberta Foundation's model is innovative. We develop and provide innovative programs for others to deliver in their buildings and use the Internet as an outstanding and effective channel to increase science literacy. This innovation-in-action enabled a small staff of 14 to provide science content 675,162 times, plus potentially reach 2,375,488 Albertans via our media programs.

During the 2007-2008 fiscal year, Science Alberta Foundation commenced implementation of a new strategic plan and with an additional grant from the Government of Alberta we created new imaginative and innovative programs. Our exhibits have a stunning and impactful new design, our crates reach new levels each year, and the Ever Wonder campaign piloted new ways to stimulate Albertans to be curious about science. Wonderville.ca was redesigned to increase interactivity and introduce a sense of community that resonates with youth of today. This virtual learning environment is now in the last stages of development.

Science Alberta Foundation's strategic plan identified leadership as a key goal and we resourced this enterprise to enable Science Alberta Foundation staff to play a leadership role in our province and beyond.

Science Alberta Foundation is recognized as innovators-in-action and as experts in science literacy. The leadership team presented at national and provincial roundtables and workshops on establishing a science culture. We were pleased to form a partnership with Alberta Ingenuity Fund to assist with their outreach program.

Innovation-in-action could not happen without the creative and entrepreneurial employees, contractors, advisors, Board members and financial supporters of Science Alberta Foundation. Our thousands of collaborators who deliver our programs bring innovation to life across the province.

It has been a year of innovation and capacity building for Science Alberta Foundation. Working from a solid foundation we are poised for rapid expansion with the goal to be recognized in the Province of Alberta and beyond as world-class innovators in developing science literacy.

C. Douglas Annable, P.Eng  
Board Chair

Arlene I. Ponting, PhD  
Chief Executive Officer

# SCIENCE ALBERTA FOUNDATION OVERVIEW

## Innovation-In-Action — Why it Matters

As science and technology weaves its way through almost every aspect of our lives and the demand for expertise in existing and emerging fields continues to grow, so too, will the need for a scientifically literate citizenry. Tomorrow's citizens must be able to make well-informed decisions about the role of science and technology in society, the environment, our quality of life, and Alberta and Canada's economic future.

For more than 18 years, Science Alberta Foundation has **created and delivered outstanding and innovative programming** with the mission to increase science literacy in the Province of Alberta. Science Alberta Foundation takes science to where it is needed most—to families, teachers, librarians and local organizations—from the largest cities to the smallest towns, within homes, classrooms and public facilities.

Science Alberta Foundation's programs and services promote the advancement, learning and value of science and technology in every day life. Science Alberta Foundation embraces the opportunity to foster an understanding and appreciation of how science and technology innovations have helped create our strong and prosperous province. We promote an enthusiasm for science, math, engineering, and technology and expose students to the various careers in these fields.

Science Alberta Foundation has been helping to create tomorrow's knowledge workers and instill an appreciation of science in the next generation of Albertans. Science Alberta Foundation is exceeding our founding vision and enacting a strategic plan of growth for the future. Our programs are a demonstration of our innovation-in-action and commitment to our vision.

We reached  
into 208  
Alberta  
communities  
with science  
programming.

# INNOVATION-IN-ACTION

## Wonderville.ca

Science Alberta Foundation is committed to continuously adapting to new technologies, Internet trends, and evolving expectations of youth today. We have assembled top talent from across Canada to create a unique digital learning environment that includes increased interactivity and builds a strong community for visitors.

We are:

- Increasing **interactivity** and introducing a **sense of community** to motivate users to return to the site.
- Expanding the number of **activity types** to take advantage of multiple styles of learning and the ability to interact with other users and a specialized set of characters.
- Expanding **career-based information** and activities.
- Developing a **reward system** to encourage user loyalty.
- Increasing **teachers' integration** of Wonderville.ca into their lessons.

Wonderville.ca introduces visitors to a fantastic new world and engages them to solve science-based issues. Several of the existing Wonderville.ca characters will bridge these two worlds by engaging visitors in science discoveries and enabling youth to embark on exciting science adventures.

In 2007-2008, Wonderville.ca experienced 9,015,019 total hits and 533,189 user sessions, which is an average of 11,916 pages viewed each day. Sixtyfive percent of the page views lasted 60 minutes or more. This is powerful, immersive learning!

Lead sponsor: Alberta Advanced Education and Technology and Bell Canada.

"I enjoyed working on a project that allowed me to use my creativity but at the same time I was learning."

— Student participant





## Wonderville.ca Science Challenge

Wonderville.ca Science Challenges are designed to **engage** and **inspire** the **next generation** of engineers, scientists, designers, and builders with hands-on, curriculum-based challenges requiring student-generated solutions. The challenges are open to Grades 7, 8 and 9 and are linked to curriculum units: Structures and Forces, Mechanical Systems, and Space Exploration. Working in teams, participating students solve practical and relevant engineering design problems using the knowledge they have gained from their classroom studies. These challenges reach both urban and rural communities through the SuperNet. In 2007-2008, over 860 students from 27 Alberta communities participated.

A new feature added this year was the ability for users to vote on their favourite Wonderville.ca Science Challenge submission. Traffic to the website has exceeded our expectations with over 10,000 visits to the site from 70 countries and territories since its inception.

## Science-In-A-Crate

For over sixteen years, Science Alberta Foundation has provided hands-on science and math activities through the Science-In-A-Crate program to support teaching and learning in schools. Each crate is a treasure trove of activities that has a different storyline or theme and showcases related science careers.

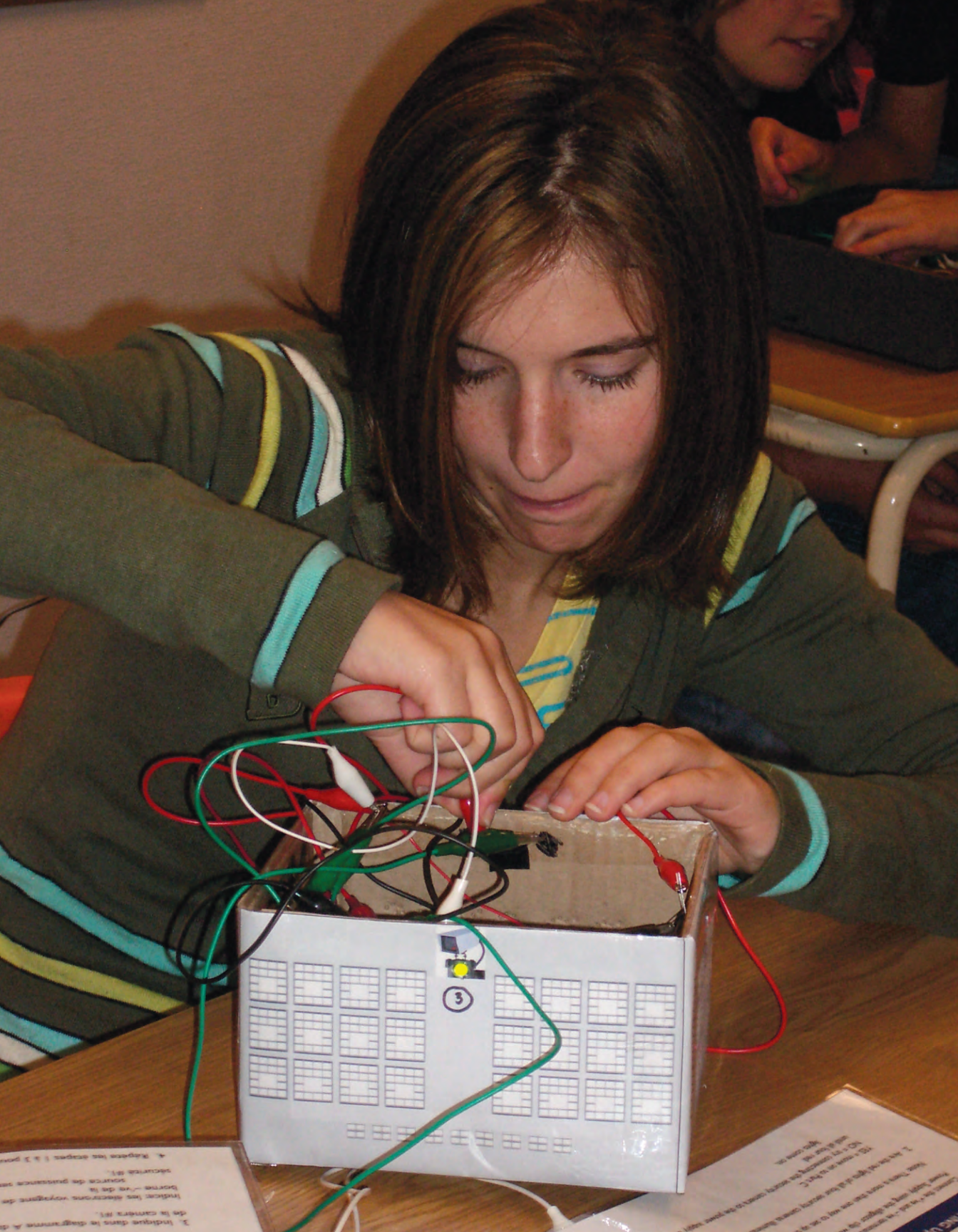
Science Alberta Foundation depends on hundreds of passionate partners and collaborators to help develop the dynamic crates. During 2007-2008, Science Alberta Foundation had a total of **450 crates in circulation**.

New crate titles added to the collection this fiscal year include:

- **Ways of Knowing: Teaching Time, Weather on the Trampoline (bilingual)**. Lead sponsor: Nexen Inc.
- **Ways of Knowing: Lessons from the Sky (bilingual)**. Lead sponsor: Nexen Inc.
- **Power Productions**. Lead sponsor: EPCOR.
- **Journey to the Centre of the Reservoir**. Lead sponsor: ConocoPhillips Canada.
- **Crash Landing: Aeronautical Engineering**. Lead sponsor: Alberta Advanced Education and Technology.

We also created bilingual (French/English) copies of our popular crate, **Down Under: Discover Crawly Critters**.

Each new  
crate pushes  
the creative  
envelope with  
design,  
fabrication  
and learning!



4. Représentez les aspects (1 à 3) précédents de votre projet.

3. Insérez dans le diagramme le détail de la carrière (1).

Installez les éléments, voyez de la source de puissance de votre projet.

2. Représentez les aspects (1 à 3) précédents de votre projet.

1. Représentez les aspects (1 à 3) précédents de votre projet.


2. Représentez les aspects (1 à 3) précédents de votre projet.

3. Représentez les aspects (1 à 3) précédents de votre projet.

# Breakdown

The Making of Ethanol

Made possible through funding by

 **Husky Energy**



 science  
alberta

 science  
alberta  
FOUNDATION

 Husky Energy



Digital  
component  
and innovative  
fabrication  
on the Exhibits  
present  
science  
content in  
a relevant  
and enjoyable  
manner.

## Exhibits

Exhibits present intriguing everyday science in an engaging digital game format and are designed so the participant comes away thinking “Wow, I didn’t know that.” They can be set up in small spaces and are suitable for public libraries, schools, community centres, as well as rodeos and fairs.

During 2007-2008 three additional traveling exhibits were developed:

- **Breakdown: The Making of Ethanol**, through game play, participants learn how enzymes break down the starch molecules present in wheat into sugars that are then fermented to form ethanol. Lead sponsor: Husky Energy Inc.
- **Slap Shot!**, provides an entertaining and scientific look at different kinds of hockey pucks. Team Canada Olympian, Colleen Sostorics shares her knowledge and expertise to assist participants in their testing. Lead sponsor: RBC Foundation.
- **Hurry Hard!**, explores factors influencing the curl and distance traveled by a curling stone. This exhibit will surely cause a buzz at your next bonspiel!

In 2007-2008, Science Alberta Foundation toured four modular exhibits around the province reaching 25,411 Albertans. Topic titles included:

- **What’s Fueling Your Future**. Lead sponsor: Alberta Canola Producers Commission.
- **Mystery of the Missing Milk**. Lead sponsor: Alberta Milk.
- **Dairy Dilemma**. Lead sponsor: Alberta Milk.
- **Top Cow**. Lead sponsor: Alberta Milk.

## Ever Wonder Program

The Ever Wonder media program demystifies science by presenting science content in non-traditional mediums. The intended outcome is to make science intriguing and relevant, and to encourage discussions and a desire to know more about the featured topic. Generating curiosity is fundamental to creating a science culture in our province.

Partnering with Alberta Ingenuity Fund, Science Alberta Foundation developed and implemented the Ever Wonder program in Lethbridge. Working closely with researchers at the University of Lethbridge, this first iteration of the science promotion via the media campaign asked "Ever Wonder how your drinking water gets clean?" Billboards, newspaper advertisements, and signs in and on buses and transit shelters **promoted thought and discussion** about this topic. The program design was bold, innovative, inspiring and is slated to have a provincial reach when it is rolled out in other communities.

Lead sponsor: Alberta Ingenuity Fund.

Ever  
Wonder...how  
science is part  
of daily life?





## Festival of Science

The Wood Buffalo Festival of Science was a [creative celebration of science](#) and technology in Fort McMurray, Fort McKay, Anzac and Janvier/Chard. Topics ranged from the use of science in music to environmental topics, and showcased interesting ways science appears in our daily lives.

In addition, a media campaign including radio, posters, billboards, bus advertising, and newspaper advertisements were implemented. The media outreach targeted people throughout the Wood Buffalo region and communicated information about the Festival while encouraging people to “Stay Curious” about science. Science Alberta Foundation successfully engaged 6,696 Albertans with our 14th Festival of Science in Wood Buffalo.

Lead sponsor: Suncor Energy Foundation.  
Contributing sponsor: ConocoPhillips Canada.

53 events  
in Fort  
McMurray  
and three  
surrounding  
communities!



## School Science Leaders

Science Alberta Foundation's School Science Leaders program is a **professional learning program** for teachers that embodies newer understanding of professional learning and assists teachers in keeping abreast of advancements in the profession. Science Alberta Foundation is operating the School Science Leaders program in a number of communities and is fortunate to have the support of Syncrude Canada Ltd. in the Wood Buffalo region (Fort McMurray Public and Separate schools, Fort McKay and Anzac), and Alberta Advanced Education and Technology (Wild Rose School Division and Chinook's Edge School Division).

School Science Leaders represent K-12 schools in each region and are either self-selected or nominated by their school administration to take on a leadership role in science. Workshops, seminal readings, discussion, sharing of instructional and student assessment strategies, and opportunities to attend provincial, national, and international science education conferences, are just a few of the activities.

Lead sponsor: Syncrude Canada Ltd.

## ORGANIZATIONAL INNOVATION

An organization cannot be actively innovative without a solid infrastructure and administrative foundation. In 2007-08, we modernized our human resource practices and developed the "The World of Work at Science Alberta Foundation" employee guidebook. Science Alberta Foundation redesigned the Development team, restructured to deliver our new strategic plan, implemented project management processes and tamed the network to decrease computer issues.

One of the most critical challenges facing the not-for-profit world is recruiting talented employees. In response to market constrictions, Science Alberta Foundation engaged a virtual team to access talent at a distance rather than be constrained by the job market in Calgary.



# science alberta

FOUNDATION

*Inspiring Minds,  
Changing Futures*



# FINANCIALS

## Auditors' Report on Summarized Financial Statements

### *To the Directors of Science Alberta Foundation*

The accompanying summarized statements of financial position, operations and net assets and changes in cash resources are derived from the complete financial statements of Science Alberta Foundation as at March 31, 2008 and for the year then ended on which we expressed an opinion without reservation in our report dated May 16, 2008. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the Foundation's financial position, results of operation and cash flows, reference should be made to the related complete financial statements.

Calgary, Canada

May 16, 2008

A handwritten signature in black ink that reads "MacKay LLP". The signature is written in a cursive, flowing style.

Chartered Accountants

**SUMMARIZED STATEMENT OF FINANCIAL POSITION** AS AT MARCH 31

	2008	2007
<b>ASSETS</b>		
Cash & Term Deposits	\$2,571,038	\$1,662,004
Other Current Assets	181,786	184,273
Property & Equipment	43,848	36,481
<b>Total Assets</b>	<b>\$ 2,796,672</b>	<b>\$ 1,882,758</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Accounts Payable & Accrued Liabilities	\$536,883	\$ 397,952
Deferred Contributions	1,427,517	665,384
<b>Total Liabilities</b>	<b>1,964,400</b>	<b>1,063,336</b>
<b>NET ASSETS</b>		
Invested in property and equipment	43,848	36,481
Restricted	685,000	685,000
Unrestricted	103,424	97,941
Total Net Assets	832,272	819,422
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 2,796,672</b>	<b>\$1,882,758</b>

**SUMMARIZED STATEMENT OF OPERATIONS AND NET ASSETS** YEAR ENDED MARCH 31

<b>REVENUE</b>		
Alberta Advanced Education & Technology Grant	\$1,800,000	\$ 1,300,000
Project Grants	1,224,668	1,481,485
Other Income	198,129	166,156
<b>Total Revenue</b>	<b>3,222,797</b>	<b>2,947,641</b>
<b>EXPENDITURES</b>		
Science Literacy & Learning	986,667	1,308,735
Communications & Science Awareness	1,365,716	922,424
Partnerships, Relationships & Collaborations	46,819	54,547
Resource Development	227,324	183,519
Administration	273,147	226,581
Infrastructure	143,190	157,595
Governance & Audit	74,421	69,807
Leadership & Exploration Forums	51,548	-
Continuous Learning & Improvement	41,115	21,081
	<b>3,209,947</b>	<b>2,944,289</b>
Excess Revenue Over Expenditures	12,850	3,352
Net Assets, Beginning of Year	819,422	816,070
<b>Net Assets, End of Year</b>	<b>\$ 832,272</b>	<b>\$ 819,422</b>

**STATEMENT OF CHANGES IN CASH RESOURCES** YEAR ENDED MARCH 31

Cash Provided by Operating Activities	\$937,872	\$113,470
Cash Used to Purchase Property & Equipment	(28,838)	(48,363)
<b>Net Increase in Cash During the Year</b>	<b>909,034</b>	<b>65,107</b>
Cash & Term Deposits Beginning of Year	1,662,004	1,596,897
<b>Cash &amp; Term Deposits End of Year</b>	<b>\$2,571,038</b>	<b>\$ 1,662,004</b>

## BOARD OF DIRECTORS

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**Evan Chrapko**, *Edmonton, The Growing Power Group of Limited Partnerships*

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**J. Greg Thomas**, *Rocky Mountain House, Retired, formerly with Wild Rose School Division No. 66*

**Geoff Thompson**, *Calgary, Axia NetMedia Corporation*

**J. E. (Ernie) Tromposch**, *Red Deer, Nova Chemicals Corp.*

# DONORS

## *Level A - \$100,000 and Over*

Alberta Advanced Education and Technology	EPCOR
Alberta Infrastructure	GlaxoSmithKline Inc.
Alberta Ingenuity Fund	Nexen Inc
Alberta Lottery Fund – Community Initiatives Program	RBC Foundation
Alberta Milk	Suncor Energy Foundation
Bell Canada	Syncrude Canada Ltd.
Brawn Foundation	The Calgary Foundation, Cadmus Fund
Cadmus Foundation	The Kahanoff Foundation
ConocoPhillips Canada	TransCanada Corporation

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Alberta Association of Optometrists  
Alberta Aboriginal Relations  
Alberta Canola Producers Commission  
Essilor Canada  
Dow Chemical Canada Inc.  
Husky Energy Inc.  
Imperial Oil Foundation  
Johnson & Johnson Vision Care

## *Level C - \$40,000 to \$59,999*

Alberta Land Surveyors Association  
Alberta Environment  
Canadian Space Agency  
Monsanto Canada



### ***Level D - \$15,000 to \$39,999***

Alberta EcoTrust Foundation	Operation Grassland Community
Canadian Natural Resources Limited	Petro-Canada
EnCana Corporation	Schlumberger Canada Ltd.
ExxonMobil Canada Ltd.	Schulich School of Engineering, University of Calgary
Merck Frosst Canada Ltd.	The Actuarial Foundation of Canada
Nickle Family Foundation	The Association of Professional Engineers, Geologists and Geophysicists of Alberta (APEGGA)
NSERC PromoScience Program	

### ***Level E - \$5,000 to \$14,999***

Alberta Pulse Growers  
Alberta Secrétariat francophone  
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Allard Foundation  
Axia SuperNet Ltd.  
Brad & Tanya Zumwalt  
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Interpipeline Fund  
Long Lake Project (Nexen / Opti Canada)  
Oil Sands Discovery Centre\*  
Spectra Energy Foundation  
TD Friends of the Environment  
The Edmonton Oilers Community Foundation

### ***Level F - \$1,000 to \$4,999***

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Premier Towing\*  
Regional Municipality of Wood Buffalo  
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TELUS Dollars for Dollars Campaign  
University of Calgary\*

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Arlene & Phil Ponting

Brian McCook

Calgary Police Service\*

Calgary Technologies Inc.\*

Doug Annable

EnCana Cares Foundation

Enterprise Rent-A-Car\*

F&D Scene Changes Ltd.\*

John Moldon

Kaya Konopnicki

Ketchum Canada Inc.

Shannon Palmer

Smith Insurance & Brokers\*

University of Calgary, Research Services\*

W. A. Cochrane

\*In-kind donations

**We thank all donors, including those who  
have chosen to remain anonymous.**

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*Special thanks to:*



*Code Builder:*





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alberta**  
FOUNDATION

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