

# SPOTLIGHT ON SCIENCE ALBERTA FOUNDATION

ANNUAL REPORT 2008-2009



# 2008 - 2009 HIGHLIGHTS

## A science literacy leader creates opportunities, inspires supporters and always stays on the edge of innovation.

### REACH

- Provided science programming to 736,792 people in 216 Alberta communities
- Generated science awareness with media content delivered 2,486,214 times
- Inspired 140,267 students with Science-In-A-Crate activities
- Provided 589,357 user sessions on Wonderville.ca

### PARTNERS

- Worked with 9,517 volunteers, collaborators and partners, who contributed 40,215 hours of their time
- Utilized \$1,278,544 in sponsor grants
- Utilized \$1,886,717 in in-kind donations
- Successfully completed year one of our 10-year partnership with Alberta Ingenuity Fund

### GROWTH

- Performed 13 leadership activities, including presentations and committee work, in Canada, the U.S. and abroad
- Celebrated the first-ever *Science Happens Here* event in Grand Prairie, which showcased local science and brought the Discovery Channel's *MythBusters* to a sold-out crowd
- Designed two cutting-edge, multi-level Wonderville.ca science games
- Developed three new, striking, interactive digital exhibits
- Created five new, engaging, curriculum-themed crates
- Added Battle River School Division to the School Science Leaders program

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Dr. Arlene Ponting, CEO

# MESSAGE FROM THE BOARD CHAIR AND CHIEF EXECUTIVE OFFICER

As we reflect back on the past year, many of our key success stories are those pertaining to our leadership initiatives. One of our three goals is to be a leader in the advancement of science literacy. We do this by being an advocate of science learning and leading by example through the development and delivery of exemplar science programs that engage youth and the public.

Our CEO, Arlene Ponting, served on national and provincial boards and committees and was selected one Alberta's 50 most influential people by *Alberta Venture* magazine. Our Director of Learning, Hyacinth Schaeffer gave presentations on our programs at provincial and international education conferences.

Ensuring that we are current and using the best delivery strategies is key to our success, and annually we bring experts to Alberta to help identify trends and opportunities. This year the topic of our exploration forum was science awareness and public engagement in science.

We changed the concept of our event-based festivals to using a rich mix of media to bring science to the residents of Grande Prairie via their newspapers, radio and television. We transitioned our science promotion via the media, EverWonder, into a more cost-effective strategy using web-based delivery.

Our digital development focused on creating highly interactive activities using gaming strategies to engage youth and teach science concepts. We continued to offer our core school programs, the Science-In-A-Crate program and the award-winning School Science Leaders program.

Partnerships and collaborations are key to what we do and the contributions of 9,517 Albertans in the development and delivery of our programs enabled a small staff to reach 736,792 Albertans.

We want to acknowledge the financial support of the Alberta Ingenuity Fund and our many loyal corporate donors who believe strongly in the value and quality of our work.

**Ensuring that we are current and using the best delivery strategies is key to our success.**

The Board and staff of Science Alberta Foundation quickly responded to the economic environment, reducing costs and eliminating some initiatives in order to preserve cash. An example of our cost savings is posting our annual report rather than printing and mailing. Our intent is to be strategic and cost effective and emerge from these difficult times stronger and able to grow and excel.



C. Douglas Annable, P.Eng  
Board Chair



Arlene I. Ponting, PhD  
Chief Executive Officer



C. Douglas Annable



New Wonderville.ca activities feature **Captain Kelvin**

# ABOUT SCIENCE ALBERTA FOUNDATION

For 19 years, Science Alberta Foundation has been committed to increasing science literacy and awareness. We develop engaging resources that bring science and math to life for Albertans of all ages. Our mission is to be a leader in the development of science literacy enabling all to excel in a global society. This year, we have asked ourselves what it means to be a leader.

## LEADERS HAVE VISION

Our organizational vision is *Inspiring Minds and Changing Futures*. We have remained true to the goals upon which we

were founded, and, in fact, they are of even more importance today. First, to encourage more young Albertans to enter careers in science, engineering and technology by fostering an interest and enthusiasm for these areas in Alberta's youth. Second, to foster a scientifically literate citizenry that is able to make well-informed decisions about issues of the day and value the contribution of science and technology to our society, our environment, our quality of life and our economic future.

## LEADERS WALK THE TALK

We create and deliver programs that highlight the everyday science in communities, bring hands-on, engaging activities to children and youth, and empower educators to get students

excited about science, math and technology. Our programs motivate children, youth and families to embrace lifelong science and technology learning.

## LEADERS INSPIRE

As our many invitations and awards attest, we are respected as science advocates who motivate others to advance science awareness and literacy. Our programs create environments that enable others to succeed. Through these efforts, we see students' faces light up. We see parents get excited. We hear educators cheer. Together, we are helping to create tomorrow's knowledge workers and instill an appreciation of science in a new generation of Albertans.



Science-In-A-Crate Activity  
from The Griffin Inquest



Student in Grand Prairie after  
meeting the MythBusters





Hyacinth Schaeffer, Director of Learning, and Dr. Arlene Ponting, CEO



# SPOTLIGHT ON LEADERSHIP

Our involvement in the science, technology and education communities focuses on establishing Science Alberta Foundation as a centre of excellence for the advancement of science literacy. This year we received numerous invitations and accolades that recognize our leadership and influence in Alberta, Canada and beyond.

*Alberta Venture* magazine named CEO Dr. Arlene Ponting one of Alberta's 50 most influential people: people who exemplify vision and leadership and help shape Albertans' views. Hyacinth Schaeffer, our Director of Learning, was asked to be the keynote speaker at the Alberta Teachers' Association conference in Calgary in November. She led a pre-conference session and delivered the closing keynote session.

Beyond the province, the Natural Sciences and Engineering Research Council of Canada (NSERC) asked Dr. Ponting to chair the selection committee for the Gerhard Herzberg Canada Gold Medal. This medal is NSERC's highest honour. It was presented by the Prime Minister and comes with a guarantee of \$1 million in research funding.

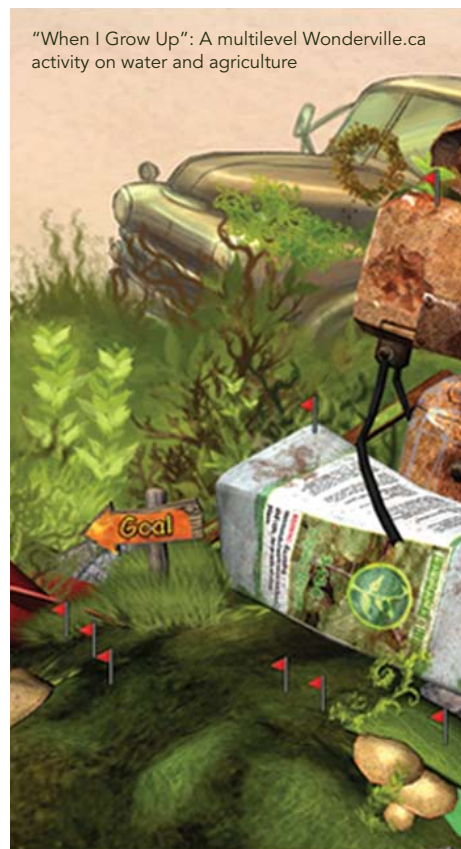
Our reach extended outside of Canada. In October, Dr. Ponting was invited to speak at the 5th Annual Science and Technology in Society forum in Kyoto, Japan. In March, Hyacinth Schaeffer was selected to present two sessions at the National Science Teachers' Association (NSTA) international conference in New Orleans, which was attended by over 10,000 science educators from various parts of the world.

In the digital world, our award-winning Wonderville.ca remains a strong example of exemplary material for teaching and learning science. Besides being well-known in Alberta, it was accessed by users from 183 countries, including the U.S., Argentina, Australia, the U.K. and China.

This year we expanded the Wonderville.ca concept with two cutting-edge activities entitled "What Water" and "When I Grow Up." These new activities appeal to the interests of youth through multi-level challenges that use science learning to solve problems.



Dr. Ponting with Paul Corkum, 2009 winner of the NSERC Herzberg Medal



"When I Grow Up": A multilevel Wonderville.ca activity on water and agriculture

**I can't imagine kids not loving this site [Wonderville.ca]. It's like a game, but with "science" as the backdrop. Science teachers should fall in love with it. Everything is presented so nicely, in such a user-friendly way, in such a fun environment. I am totally loving it... No other site compared!**

Blog entry on Nucleus Learning, January 21, 2009



TransMission Exhibit

# SPOTLIGHT ON COMMUNITIES

Science is everywhere. Through our community programs, we lead initiatives that celebrate local science and demonstrate, intrigue and challenge residents to think about the science around them. Our community programs provided science content 2,486,214 times via media. We encourage Albertans to question and analyze, because scientifically literate citizens must have a healthy skepticism.

In Edmonton and Grande Prairie, we brought in the Discovery Channel's MythBusters. The MythBusters event in Grande Prairie concluded our first Science Happens Here community program, presented by the Suncor Energy Foundation. We used a multimedia outreach strategy to showcase local examples of science at work. Tickets to the MythBusters event sold out in 28 minutes,

and more than 500 people attended. We followed the Saturday night performance with a Sunday breakfast attended by over 200 students. Our EverWonder program, funded by the Alberta Ingenuity Fund, also invited people to question and analyze. Run in four communities, Lethbridge, Brooks, Grande Prairie and Red Deer, this media-rich campaign stimulated curiosity about science and informed Albertans about the way science impacts their daily lives. We used both traditional and online media to reach audiences in the region and beyond. In the year to come, we will be transitioning this program to be fully online, as a cost-effective vehicle with high impact and broad reach.

Our exhibits bring science to the places people gather. These hands-on, interactive kiosks were played 5,700 times in places across Alberta, from Athabasca to

Wainwright, Blairmore to Westeros. We continue to advance our product offering with leading-edge, interactive activities that challenge and intrigue. This year we built three new digital science exhibits:

**TransMission:** An activity that challenges users to provide power to a neighbourhood. Participants link together power structures to make a grid. Funded by the Alberta Electric System Operator (AESO).

**Reaction Action:** An activity that explores combustion and gasification. Participants collect products before they turn to waste. Funded by the Alberta Ingenuity Fund.

**Fission Impossible:** An exploration of nuclear fission, with the challenge of navigating a free neutron through a fuel rod. Funded by Bruce Power.





Science-In-A-Crate: Leonardo's Engineering Academy of Light and Shadows



# SPOTLIGHT ON EDUCATION

## Our exemplar education programs help teachers bring science and math to life, and engage children and youth with minds-on, hands-on activities.

Since 1993, our Science-In-A-Crate program has brought unique tools, customized models and difficult-to-access equipment to educators in Alberta. Last year, the program reached 140,267 students, an increase of 25,624 from 2007-2008. We developed several new, curriculum-based topics for the highly popular kindergarten to grade six range:

**Leonardo's Engineering Academy of Light and Shadows:** On light and shadows for grade four, funded by Conoco Phillips, APEGGA and Alberta Advanced Education and Technology.

**Grassland Gatherings:** On the needs of plants and animals for grade one, funded by Operation Grassland Community and Alberta Advanced Education and Technology.

**The Griffin Inquest:** On evidence and investigation for grade six, funded by The Brawn Foundation.

**Gold Rush to 10:** A math crate for kindergarten, funded by the Imperial Oil Foundation.

**Aboriginal Ways of Knowing: Stories of the Iinii:** On building and testing materials and designs for grade three, funded by Nexen Inc. and Alberta Advanced Education and Technology.

**Math-a-Magic:** A refurbished crate on general problem solving for grades four, five and six, funded by Alberta Advanced Education and Technology.

The School Science Leaders program puts leadership in action. A one-of-a-kind program in Canada, it builds science champions by providing professional learning for teachers and facilitating best practices in science instruction. The program operates in K-12 public, separate, charter and private schools in four regions:

- **Wood Buffalo region**, supported by Syncrude Canada Ltd.

- **Wild Rose School Division**, supported by Alberta Advanced Education and Technology.

- **Chinook's Edge School Division**, supported by Alberta Advanced Education and Technology.

- **Battle River School Division**, added this year and supported by Enbridge Inc.

Since participation in the School Science Leaders professional learning community and use of science crates, the Fort McMurray Catholic District has seen tremendous growth in the area of science. In fact, the 2008-2009 grade 6 science results showed a 10% gain in both standard of excellence and acceptable standard.

Deborah Kitching, Science Consultant, Fort McMurray Catholic School Division





Hyacinth Schaeffer, Director of Learning

# SPOTLIGHT ON PARTNERSHIPS

Our small staff engage the support of numerous contributors. From the donors who fund programs to the collaborators and experts who help execute them, our many partners help make our vision come alive.

Accountability and stewardship are key to our organizational success. We are grateful for the enduring support of such sponsors as Enbridge, Syncrude, Suncor and Nexen, who provide multi-year support. We completed the first year of our exemplary partnership with Alberta Ingenuity Fund. We strive to provide exceptional reporting: our supporters know exactly how they have had an impact on science literacy in this province.\*

This year, a total of 9,517 volunteers, collaborators and partners contributed 40,215 hours of time towards delivering programs. We utilized close to \$2 million in in-kind donations that helped build science awareness and reach people in all corners of the province. We gratefully utilized close to \$1.3 million in grants and donations. Through this support, we are building programs that will last long into the future.

\*We are grateful to all our supporters this year and have listed them later in this report.



**Collaborating with Science Alberta Foundation has broadened Ingenuity's capabilities to take an important message to Albertans – the value of investing in science and research, and the real possibilities it creates for each of us.**

**Dr. Peter Hackett**, President and CEO, Alberta Ingenuity Fund

**The caliber of professionalism and enthusiasm generated by those involved in the creation of the Science-In-A-Crate materials at the Science Alberta Foundation has been outstanding and has allowed me the opportunity to actively participate in providing guidance in the areas of curriculum, instruction and learning. These "crates," as they have been affectionately referred to by our teachers, contain powerful learning tools for students to engage in genuine, "real world" inquiry and problem solving.**

**Brian Briggs**, Elementary Science Consultant, Calgary Separate School District



# AUDITOR'S REPORT ON FINANCIAL STATEMENTS

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**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, 2009 and for the year then ended on which we expressed an opinion without reservation in our report dated May 25, 2009. 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 25, 2009  
Chartered Accountants

# SUMMARIZED STATEMENT OF FINANCIAL POSITION

As at March 31, 2009 & 2008

	2009	2008
<b>ASSETS</b>		
Cash & Term Deposits	\$ 2,485,713	\$ 2,571,038
Other Current Assets	83,165	181,786
Property & Equipment	32,141	43,848
Total Assets	<u>\$ 2,601,019</u>	<u>\$ 2,796,672</u>
<b>LIABILITIES &amp; NET ASSETS</b>		
Accounts Payable & Accrued Liabilities	\$ 359,947	\$ 536,883
Deferred Contributions	1,398,172	1,427,517
Total Liabilities	<u>1,758,119</u>	<u>1,964,400</u>
<b>NET ASSETS</b>		
Invested in property and equipment	32,141	43,848
Restricted	685,000	685,000
Unrestricted	125,759	103,424
Total Net Assets	<u>842,900</u>	<u>832,272</u>
Total Liabilities & Net Assets	<u>\$ 2,601,019</u>	<u>\$ 2,796,672</u>

## SUMMARIZED STATEMENT OF OPERATIONS AND NET ASSETS YEAR ENDED MARCH 31, 2009 & 2008

<b>REVENUE</b>		
Alberta Advanced Education & Technology Grant	\$ 1,500,000	\$ 1,800,000
Project Grants	1,278,544	1,224,668
Other Income	158,810	198,129
Total Revenue	<u>2,937,354</u>	<u>3,222,797</u>
<b>EXPENDITURES</b>		
Science Literacy & Learning	812,182	986,667
Communications & Science Awareness	1,206,421	1,365,717
Partnerships, Relationships & Collaborations	42,404	46,819
Resource Development	243,831	227,324
Administration	267,446	273,147
Infrastructure	156,205	143,189
Governance & Audit	72,784	74,421
Leadership & Exploration Forums	104,726	51,548
Continuous Learning & Improvement	20,727	41,115
	<u>2,926,726</u>	<u>3,209,947</u>
Excess Revenue Over Expenditures	10,628	12,850
Net Assets, Beginning of Year	832,272	819,422
Net Assets, End of Year	<u>\$ 842,900</u>	<u>\$ 832,272</u>

## STATEMENT OF CHANGES IN CASH RESOURCES YEAR ENDED MARCH 31, 2009 & 2008

Cash Provided by Operating Activities	\$ (69,603)	\$ 937,872
Cash Used to Purchase Property & Equipment	(15,722)	(28,838)
Net Increase (decrease) in Cash During the Year	<u>(85,325)</u>	<u>909,034</u>
Cash & Term Deposits Beginning of Year	2,571,038	1,662,004
Cash & Term Deposits End of Year	<u>\$ 2,485,713</u>	<u>\$ 2,571,038</u>

# BOARD OF DIRECTORS

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## BOARD OF DIRECTORS

**C. Douglas Annable**

Calgary, CD Consulting

**Stephen Burns**

Calgary, Bennett Jones LLP

**Paul R. Clark**

Cochrane, Ripley Canyon Resources Ltd.

**Art Froehlich**

Calgary, AdFarm

**Steven Gaudet**

Fort McMurray, Syncrude Canada Ltd.

**Doug Golosky**

Fort McMurray, The Golosky Group of Companies

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Foremost, Brian Hildebrand Farms Ltd.

**Brad Klak**

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**Jason Krips**

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**Jennifer Lowry**

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**Claude Mindorff**

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**Linda Palladino**

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**Tim Schultz**

Edmonton, Advanced Education and Technology

**J. Greg Thomas**

Rocky Mountain House, retired superintendent

**Geoff Thompson**

Calgary, Cardel Group



Science Alberta Foundation Board of Directors



Maureen Church, Manager, Philanthropy and Sponsorships

We are grateful for the support of all our sponsors, including those who have chosen to remain anonymous, and those who contribute over a number of years.

This list reflects support specific to 2008-2009 programs. We recognize that the life of a program can last multiple years, so for a complete list please see [www.sciencealberta.org/supporters/sponsors/](http://www.sciencealberta.org/supporters/sponsors/).

## SPECIAL THANKS TO:



### LEVEL A – \$100,000 AND OVER

- Alberta Advanced Education and Technology
- Alberta Ingenuity Fund
- Suncor Energy Foundation
- Syncrude Canada Ltd.

### LEVEL B – \$60,000 TO \$99,999

- The Brawn Foundation
- Bruce Power
- ConocoPhillips Canada
- Enbridge Inc.

### LEVEL C – \$40,000 TO \$59,999

- Nexen Inc.

### LEVEL D – \$15,000 TO \$39,999

- Alberta Electric System Operator (AESO)
- Imperial Oil Foundation
- Operation Grassland Community

### Level E – \$5,000 to \$14,999

- Alliance Pipelines
- Alberta Employment and Immigration
- Association of Professional Engineers, Geologists, and Geophysicists of Alberta (APEGGA)
- Encana Corporation
- Gibson Energy ULC
- Hitachi Canada Ltd.
- Schlumberger Limited
- Talisman Energy Inc.

### LEVEL F – \$1,000 TO \$4999

- David & Joan Lynch
- Geoff & Sue Mackey
- Neufeld Petroleum
- Pirie Foundation
- Dr. Gail M. Thornton
- Velocity Video Production

### LEVEL G – \$25 TO \$999

- Bell Canada
- Steven Gaudet
- Gordon Olsen Associates Inc.
- Heather Kennedy
- John Moldon
- Linda Palladino
- Shannon Palmer
- Martha Parker
- Dr. Arlene Ponting
- Keith V. Robin
- Bradley & Tanya Zumwalt

### IN-KIND

#### \$100,000+

- Alberta Electric System Operator (AESO)
- Alberta Infrastructure

#### OTHER

- ATA Science Council
- Battle River School District
- Bennett Jones LLP
- Big Country 93.1 FM
- Clairify Communications
- COBLOH Design
- CTV
- Grande Prairie Daily Herald Tribune
- Grande Prairie Regional College
- Q99
- Rock 97.7
- TransAlta Arts Barns
- West Canadian



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