

Igniting CHANGE

2012-2013 ANNUAL REPORT



Formerly Science Alberta Foundation

MindFuel.ca

CEO/Chair Message

Q: How many years has MindFuel been inspiring people?

A: Over 23 years.

Dear Stakeholders:

Since the inception of Science Alberta Foundation in 1990, we have grown from a small grass-roots organization to a world-class leader in science education with our programs reaching students, teachers and parents in more than 200 Alberta communities, other provinces, and around the world. 2012 was an exciting year as we had over 740,000 Wonderville.ca user visits and delivered over one million educational science experiences across all of our programs. We welcomed Barbara Conkie as board chair, Cassy Weber as CEO, several new board members and employees, and embarked upon an exciting path of growth, which has been enabled by the many successes from prior years under Dr. Arlene Ponting's leadership.

Strategic Assessment and Goal Setting

Two main areas of focus in 2012 included building out a new brand strategy that realigns our identity and mission with where our organization is today and where we anticipate it growing over the next three years. Secondly, we redefined our programs to allow for geographical expansion. After months of work and many late nights, we emerged with a new brand strategy, corporate identity and three refocused programs.

New Corporate Identity

At the center of our evolution was a rebrand of Science Alberta Foundation to an identity that would better reflect our collective goals and capture the imaginations of students, teachers and stakeholders across all of our programs and all of our geographies. We evolved from Science Alberta Foundation to MindFuel.

Redefined Mission and Programs

With this new brand identity we have a reinvigorated mission: To inspire young minds to unleash a passion and proficiency for science to power the future and shape a better tomorrow. We have always focused on developing innovative science education programs, which help children develop necessary critical thinking skills, but our new brand and mission enable us to distil our current initiatives down to three core programs: Wonderville™, Ignition Pack™ (formerly Science-in-a-Crate) and Edacity. As you will see in the following pages, each program has its own unique focus and offerings that all tie into our overall mission.



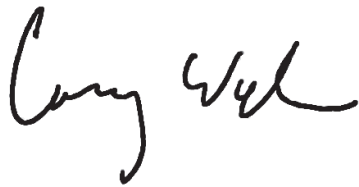
Our new MindFuel brand combined with our redefined mission and programs will further strengthen our foundation upon which our organization will continue to build successes. We will continue to deliver top calibre science content and unique interactive experiences, but we will also pursue new and exciting ways to extend our award-winning learning experiences from the classroom to online and mobile environments throughout Canada. Our commitment to work with key government ministries, corporate partners, teachers and students to ensure our content complements and supports existing curriculum and educational goals remains strong.

Making an Impact

A key component of our growth strategy, and one that will play an increasingly important role as we continue to evolve, is our performance management system, which allows for continuous learning and improvement in all of our programs. We engage with teachers and students during program development and evaluation to ensure we capture and measure program effectiveness, which enables us to continuously improve our programs, better serve our youth and achieve our goals. We have built a reputation on exemplary stewardship and accountability to our sponsors and donors, and we look forward to continuing these efforts to ensure we maximize the impact of every dollar and continue to inspire more students each year.

Finally, and most importantly, none of our successes would be possible without the ongoing support from our sponsors, donors and Government of Alberta partners. 2012 focused on setting the groundwork for MindFuel's growth, and with continued support from our sponsors and donors, combined with the hard work from our talented team and our dedicated Board of Directors, we are confident that we will make great strides in achieving our goals and igniting a passion for science in more youth throughout 2013 and for years to come.

Sincerely,



Cassy Weber
Chief Executive Office (CEO), MindFuel



Barbara Conkie
Chair, Board of Directors, MindFuel



Programs: WONDERVILLE



Q: How many new visitors did Wonderville.ca get in 2012?

A: 550,039. That's one every minute!

Wonderville.ca is an interactive online destination where youth are engaged in the exciting world of science through games, puzzles, printable activities, videos and animations. Every year Wonderville grows as we add new learning experiences to our already popular suite of educational resources. Our award-winning site encourages exploration and curiosity, while helping youth discover how much fun science can be.

Website



Highlights



740,007

total visits to Wonderville.ca—
up 7.72% from last year.

42

new assets added to
the Wonderville site
in 2012.



32,154

total mobile visits to
Wonderville.ca—up 108.43%
from last year.



Q: How many science experts helped develop our first Ignition Pack?

A: Over 30.

This year, we took our Science-in-a-Crate program back to the lab to see how we could incorporate a digital learning component. After months of research and fine tuning, we're excited to unveil an exciting new take on our crate model: Ignition Pack. Developed and tested by teachers, Ignition Packs are kits that contain all the resources needed to teach a full unit of science for grades four through nine.

Pack Sample



Because students' learning styles come in all shapes and sizes, Ignition Packs offer a variety of resources to promote scientific literacy and support 21st century learning.

Each Ignition Pack contains:

- Digital and hands-on activities
- Real-world resources
- Teacher-driven interactive presentations
- Unique online activities that bring lessons to life in fun, unexpected and engaging ways—for both teachers and students

Bust-A-Myth™, one of the featured assets of each Ignition Pack, helps students answer one of our trademarked questions, "How do you know this to be true?" Bust-A-Myth contains resources that encourage students to think critically, seek and evaluate information and make informed decisions.

Hundreds of scientific discoveries and developments occur each year. For this reason, every Ignition Pack is reviewed by education and subject matter experts to ensure the most up-to-date information is represented. We are committed to delivering best-in-class resources to teach science in the most engaging way possible.

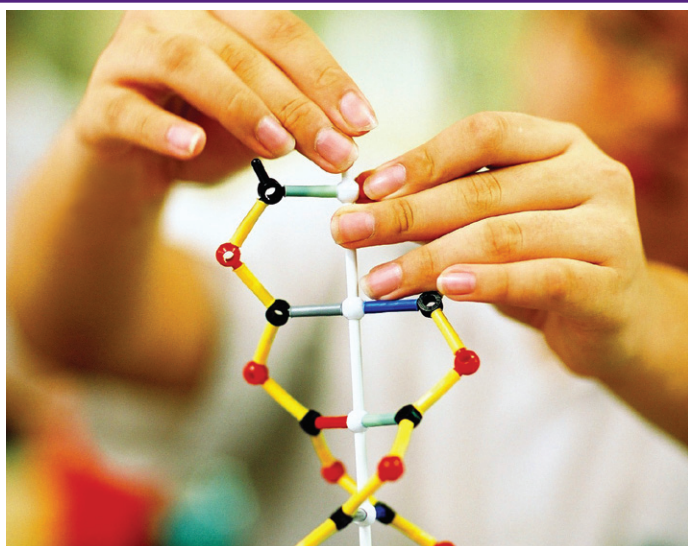


**OVER
35**

teachers have beta tested Ignition Pack resources.

**OVER
600**

students contributed to the development of the Ignition Pack resources.



**OVER
200**

learning resources have been completed—including over 25 videos, over 80 classroom activities, 40 sets of learning cards and much more.

Programs: EDACITY



Q: How many Alberta communities have connected with Edacity?

A: 52 communities across Alberta.

Edacity (www.Edacity.ca) is one of the first Rural Youth Science Networks (RYSN) in Alberta with the goal of inspiring high school youth to explore science and technology, post-secondary pathways and career opportunities in their rural region. Launched in September 2012, Edacity continues to creatively use both social media and innovative science-themed real world events to attract and engage rural youth.

Events & Social Media



Edacity's first event, the Edacity Xtreme Challenge was held in October 2012 in Red Deer, Lethbridge and Fort McMurray and brought youth from neighbouring communities together to compete, learn and participate in hands-on science experiences. After the event the number of visits to the Edacity website increased by 224%. Here is a sample of testimonials from participants of the Edacity Xtreme Challenge:

"It's a lot of fun, you get together with a whole bunch of people you have probably never seen before. It's a great learning experience. They are doing a great job; I really enjoy Edacity a lot. I really like all the different social medias they have, that they have such a wide variety."

- Samantha, Fort McMurray

"The challenges were interesting, and I found something that actually really interested me. I also discovered the real life applications of what we did today and could probably apply it to future studies. I also learned a lot more than I previously knew."

- Emily, Red Deer

"It was a great experience, and I would recommend it to my friends."

- Michael, Fort McMurray

"...it's all about science, it's all about technology and it's all about the real world. And then it makes you do things that make you research, make you work as well as make you have fun while you are doing it."

- Dishan, Red Deer

"This was super fun!!! I learned a lot about science and technology and careers that I might be doing in the future. Everyone was super friendly, and I had a great time."

- Sarah, Lethbridge

Edacity has created a strong online presence and a robust group of social media channels. Currently Edacity engages with youth through Facebook, YouTube, the Edacity Blog, Twitter, Pinterest, Instagram and Tumblr. As we continue to market Edacity with our general corporate rebrand strategy, social media plan and more youth interactive opportunities, we anticipate continued growth in participation in the Edacity Rural Youth Science Network programs.

Highlights



4,850

visitors to Edacity.ca since launching in September 2012.

3,844

social media interactions with Edacity.ca



81%

of all Edacity Xtreme Challenge participants reported that they learned something new about science.

Thanks to our Sponsor:



Thanks to our Educational Partners:



Q: What makes a computer game fun?

A: One that is constructive, creative, collaborative and complex.

Kiosks

Through our free standing kiosks, we export our digital science assets to communities, organizations, and other provinces to broaden our reach and engage users outside of the classroom. Showcasing entertaining and educational digital activities, our kiosks are placed in locations around Alberta, and in the parliamentary capital of Canada. Kiosks in the Spaceport at the Calgary Airport engage users from around the world.

- **Canada Science and Technology Museum in Ottawa** – placed in April 2012
- **Calgary International Airport** – placed in the SpacePort area in December 2012
- **Leduc # 1 Discovery Centre** – placed in May 2012
- **ENMAX** – mobile unit provided in June 2012

Achievements

We pride ourselves on developing innovative programs that push the boundaries of technology to create science experiences that inspire curiosity, develop critical thinking skills and fuel lifelong science learning. Last year, our work was recognized with the following awards:

2013 19TH COMMUNICATOR AWARDS

> Award of Excellence 2013:

- Wonderville.ca Category – Websites: **Science**
- Can Machines Learn? Category – Online Video: **Education**
- Cool Careers Category – Online Video: **Non-Profit**

> Award of Distinction 2013 Online Video:

- Careers in Pipelines – **Non-Profit**
- Can Machines Learn? – **Technology**
- Pipelines: Here, There, Everywhere – **Technology, Animation**

> Award of Distinction 2013 Interactive Multimedia:

- A Time to Drill (digital game) – **Children's Audience, Gaming**

TELLY AWARDS, CHEMICAL ENGINEERS SEGMENT

> Bronze Telly in the category of Children's Audience

34TH ANNUAL ACE AWARDS

> Award of Distinction:

- Solar Energy Defenders



Numbers

**OVER
1.1 Million**

LEARNING EXPERIENCES were delivered by MindFuel through our Wonderville™, Ignition Pack™ and retired Science-in-a-Crate programs.

**5,000
HOURS**

have been donated by MindFuel volunteers.

**OVER
200**

LEARNING ASSETS were developed by MindFuel, which was 84% higher than our annual target.

\$840,000

IN-KIND DONATIONS were given to MindFuel.

56%

**OF MINDFUEL'S
REVENUES** are comprised of project grants and donations.

69%

**OF MINDFUEL'S
EXPENDITURES** were comprised of the growth, development and delivery of our Wonderville™, Ignition Pack™ and Edacity programs.

21%

**OF MINDFUEL'S
EXPENDITURES** were attributed to external organizational awareness and growth, as well as the cultivation of strategic partnerships and business development.

2 Million

READERS PER YEAR are connected to MindFuel coverage in newspapers, blogs and other online destinations.

Board of Directors

Q: Why are MindFuel's colours purple and orange?

A: Purple symbolizes ambition and innovation, while orange stands for creativity and determination.

Executive Committee:

- > **BARBARA CONKIE**
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President, Conkie Communications
Calgary, Alberta
- > **DR. LARRY PAYNE**
SECRETARY/TREASURER
Superintendent of Schools,
Battle River School Division
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- > **CASSY WEBER**
MINDFUEL CEO
Chief Executive Officer, MindFuel
Calgary, Alberta

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- > **CLAUDIO RODRIGUES**
President, Retail Media Group
Calgary, Alberta
- > **RON WOODWARD**
Head Coach,
Clockbuilder Consulting Ltd.
Red Deer, Alberta

Team/Staff

Q: What makes an innovative team?

A: Diversity. Studies have shown a team of people with different backgrounds is more likely to make the undiscovered connections that lead to exciting new ideas.

> CASSY WEBER, CHIEF EXECUTIVE OFFICER

Like a valence electron, Cassy is drawn to positive environments, people and results. So, after graduating with a BComm from the University of British Columbia, working abroad in the Pacific Rim, and completing her third year of science at the University of Waterloo, she took a leave of studies to enter the exciting high-tech space in the mid 1990s where she honed her knowledge-base in product management and innovation, team building, and sustainable organizational growth. It was only a matter of time before she found her way to our team. Fueled by a deep interest in science, a love of poached eggs, frequent lattes and climbing mountains, she spends her days sitting in meetings, strategizing on whiteboards, and acting as a human lightning rod in brainstorming. Cassy has made a career of zigging when others zag, and she brings this commitment to innovation to all of MindFuel's initiatives.

> YVONNE MCDONALD, DIRECTOR, DEVELOPMENT

After graduating from the University of Alberta and Keyano College, Yvonne's desire to make a difference led her to MindFuel. She spends her days ensuring that our fundraising, partner relationships and resources are in tip-top shape, while devoting her nights to running and lifting weights. This enables her to wake up every day to raise the bar, race deadlines and lift spirits. But, no matter how busy she is, she always makes time for a daily meeting with her two life coaches—her Golden Retrievers, Max and Geka.

> ALLISON JACOBY, DIRECTOR, MARKETING & COMMUNICATIONS

Allison graduated from the University of Calgary with a BA in Communications and quickly realized that her talent and vision are directly inspired by the gifts and insights of the people working next to her. You could call it creative osmosis, but she just calls it collaboration. Luckily for us, Allison couldn't find a talented group of people to work with on a tropical beach, so she decided to join MindFuel—and we're glad she did. Along with good coffee, fresh fruit and smooth cuticles, the people Allison works with are her most important ally in translating our programs into innovative brand experiences and stories.

> GWEN COWAN, DIRECTOR, FINANCE & ADMINISTRATION

When she was a young child, Gwen was given a microscope for Christmas. Little did she know, this was the beginning of a lifelong journey that would eventually lead her to a career where she was surrounded by science. After earning her CGA and over 20 years of financial experience, she was inspired to join MindFuel by a mutual love of creating things that make pupils dilate and imaginations race. Now, instead of slides and sea monkeys, she puts financial reports and program strategies under the microscope to ensure every dollar we spend achieves measurable results.

> MARGARET GLOVER-CAMPBELL, DIRECTOR, PROGRAMS

A self-confessed science and 'technology-geek', Margaret has spent over 20 years connecting innovative products and ideas with like-minds and markets. With her Political Science Degree from Dalhousie University, extensive leadership and media training and ongoing pursuit of a certificate in Public Relations, Margaret parlays both her long practical program development experience and trademark enthusiasm into strategies that help propel MindFuel programs into the market. The real catalyst for her is making science exciting and fun for her son in ways it never was for her.

Donors

Q: What is a better pick-me-up than coffee or napping?

A: Helping...and we appreciate all the funders and partners that help us fuel curiosity and inspiration every day.

Special thanks to:



Corporate Donors:

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 Alberta Energy
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