

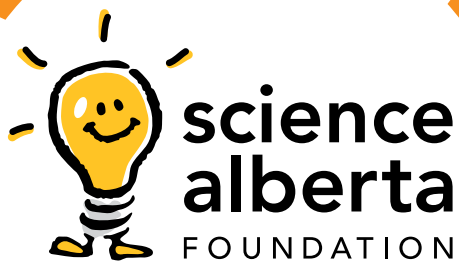
C E L E B R A T I N G

25

YEARS OF CURIOSITY  
IN 25 QUESTIONS

2013 Annual Report





## Past



1



**Q:** Under whose leadership was Science Alberta Foundation (now MindFuel™) established?

**A:** Jim Gray.

In April 1989 Jim Gray spoke at a Rotary South Club Luncheon and articulated a bold idea for the future of science education in Alberta—a science centre without walls. Instead of bricks and mortar, he envisioned a science centre made of dynamic people and driven communities, and this vision has shaped MindFuel to this day.

2



**Q:** What year was Science Alberta Foundation (now MindFuel) founded?

**A:** 1990.

Jim Gray collected over 22,000 signatures from Albertans who supported his belief in the importance of science, and Science Alberta Foundation, which would later grow into MindFuel, was established.

3

**Q:** What science celebrities visited rural Alberta as part of the ‘Science Happens Here’ program?

**A:** The MythBusters, Tory Belleci, Kari Byron and Grant Imahara.

4



**Q:** How long did Anne Tingle serve as the Executive Director of Science Alberta Foundation (now MindFuel)?

**A:** 10 years.

As the founding Executive Director, Anne Tingle was instrumental in transforming Science Alberta Foundation into a world-leader in science education. She helped launch our first travelling exhibit as well as our first program pillar, Science-in-a-Crate™, and played a key role in establishing the Connect Charter School (formerly the Calgary Science School). Anne Tingle's leadership and dedication continues to inspire us to push our programs to new levels.

5



**Q:** Which former MindFuel CEO received an Alberta Centennial Medal?

**A:** Dr. Arlene Ponting.

Dr. Arlene Ponting served as the CEO of Science Alberta Foundation for 13 years and received the Alberta Centennial Medal in recognition of her incredible service to the people and province of Alberta. Her focus on innovation and technology are key components of every MindFuel program and has ensured that we continue to engage students in relevant and interesting ways.

# Letter from the Chair and CEO



Through our innovative and award-winning programs, we have enabled youth to explore the world of science and ignite a passion for lifelong learning. We have much to celebrate – appreciation from teachers and students for our engaging and interactive programs, ongoing support from the Government of Alberta, corporate sponsors and donors, and the outstanding dedication from our employees and Board of Directors.

Wonderville™, for its first year ever, surpassed 1 million visits and has added over 35 new learning resources, exceeding expected goals significantly. In addition, Wonderville secured distribution agreements with WestJet and the National Film Board of Canada. The Ignition Pack™ program (formerly Science-in-a-Crate) received resounding approval from teachers and students and is now in distribution within Alberta. Edacity™ had record levels of attendance at its Xtreme Challenge events across Alberta's rural communities having over 800,000 impressions through event participation, traditional media and social media. We are well positioned to continue to inspire students with our 21st Century Learning programs!

With all the success of this past year, combined with more than 25 million learning experiences delivered throughout Alberta and around the world, MindFuel has established itself as a world-class organization. We acknowledge and give sincere thanks for the dedication and hard work that began in 1990 with the vision of Founding Chair Jim Gray, Founding Executive Director Anne Tingle, and the continued innovative work of past CEO, Dr. Arlene Ponting. With their passion, as well as the dedication of our past and current Board and staff members, MindFuel will continue to lead the way in science education and literacy.

As we move into the 2014-2015 year, the organization welcomes new Board Chair, Nancy Laird and gives sincere thanks for time dedicated to two retiring Board members – Stephen Burns and Jody Balko. We will continue to create award-winning programs that teachers rely upon to create curiosity, imagination and critical thinking in youth.

A handwritten signature in black ink, appearing to read "Barbara Conkie".

**Barbara Conkie**  
Chair, Board of Directors  
MindFuel

A handwritten signature in black ink, appearing to read "Cassy Weber".

**Cassy Weber**  
CEO,  
MindFuel

# wonderville™ Present



6



**Q:** What do the Mars Odyssey space probe and Wonderville have in common?

**A:** Both were launched in 2001.

Wonderville was created as a virtual environment in 2001 and launched as a website in 2002. This incredible online destination enables students and teachers to explore the world of science through interactive activities, exciting games and award-winning videos.

7



**Q:** How many visits did Wonderville have in the last year?

**A:** Over one million. A 38% increase over the previous year.

8

**Q:** What prestigious international award did our “Do You Know What Nano Means?” animation win?

**A:** A Webby.

9



**Q:** What long-standing Canadian film institution is now distributing a selection of Wonderville videos?

**A:** The National Film Board of Canada.

This year, we've initiated some exciting new partnerships to bring Wonderville's award-winning content to more students.

10



**Q:** What airline is currently sharing Wonderville's content on its in-flight entertainment systems?

**A:** WestJet.

Our content partnership with WestJet is helping us take science education to new heights.

11

**Q:** Why are there trillions of microscopic plankton fossils in classrooms?

**A:** Because that's what chalk is made of!



12



**Q:** What is the most powerful educational tool ever created?

**A:** The Internet, home to Wonderville.

Wonderville continues to deliver world-class science education content to teachers and students. With 35 new products released this year and many more on the horizon, we are excited to continue to develop this unique online science hub.

13



**Q:** How many hours of learning experiences did Wonderville deliver to Alberta schools in the 2013/2014 fiscal year?

**A:** 21,996 hours.

14

**Q:** What year did Science Alberta Foundation rebrand to MindFuel?

**A:** 2013.

**IGNITION  
PACK™**

**Present**



15



**Q:** Ignition Pack takes inspiration from what former MindFuel program?

**A:** Science-in-a-Crate.

We took the best aspects of the Science-in-a-Crate program and developed Ignition Pack, a comprehensive learning resource that includes almost everything needed to teach a full unit of science for grades 4 to 9.

16



**Q:** On average, how many hours of subject matter expert review go into each Ignition Pack?

**A:** Over 30 hours.

Subject matter experts review each Ignition Pack to ensure the science is expressed correctly and tailored to a specific science unit. These experts also help us understand the latest and greatest in scientific innovation, so we're teaching students information that is current and relevant to the world around them.

17

**Q:** What do CSI and our first travelling exhibit, "Body in the Library", have in common?

**A:** Both were focused on forensic science.

# 18



**Q:** How many Ignition Pack resources were developed this year?

**A:** 44 different learning resources, or 25 hours worth of learning materials!

Through conversations with teachers, principals and scientists, we have ensured every Ignition Pack contains the essential tools educators need to teach a unit of science:

- Hands-on activities
- Relevant real-world videos
- Interactive presentations
- Multi-purpose learning cards
- A complete set of assessment tools

# 19



**Q:** How many hours did students spend testing Ignition Packs?

**A:** As part of Ignition Pack development students collectively spent 7,250 hours focus testing.

This year we continued to explore the value of Ignition Packs while creating new resources that support 21st Century Learning. To do this, every Ignition Pack undergoes extensive testing to ensure it captures the attention and imagination of today's students.

edacity™

Present



20



**Q:** What MindFuel program targets rural Alberta youth?

**A:** Edacity.

Designed by students for students, Edacity launched in September 2012 with the goal of making science relevant to youth in rural communities and showing them the possibilities science offers them after they graduate.

21



**Q:** What was Edacity's reach across Alberta this year?

**A:** Over 15,000 people were reached through 18 events.

When most students think of science, they think of lab coats and formulas. Edacity changes that by engaging students in fun activities through unique social media communities, online contests and events that show how exciting science is.

22



**Q:** How many science kiosks does MindFuel have?

**A:** Eight.

We operate eight free-standing kiosks placed in communities across Canada. From Leduc to Ottawa, our kiosks are designed to make learning fun by combining science education with interactive digital games. This is just one more way we're taking science outside of the classroom and engaging more people with our unique content.

23



**Q:** How many impressions did Edacity make through social media?

**A:** Almost half a million.

Using YouTube, Twitter, Facebook, Pinterest and Instagram, we showcase the diversity of science and technology-based careers available in rural Alberta and beyond. Social media gives us a unique opportunity to engage with students in an organic way and will be an area we'll continue to develop as we take science education into the future.

24



**Q:** How many local businesses have partnered with Edacity?

**A:** 41.

As part of our mission to expand rural students' definition of science, we work closely with businesses across Alberta to demonstrate the incredible applications of science in everyday careers and to highlight the post-secondary programs that will help students get there.

25



**Q:** What is the name of the Calgary Science School that Science Alberta Foundation helped get started?

**A:** Connect Charter School.

Through hands-on learning experiences, the innovative use of technology and a focus on inquiry-based learning, Connect Charter School is dedicated to inspiring a lifelong interest in science in a new generation of students. We are excited to work with this incredible school and continue to promote science literacy in Alberta's youth.



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- Dr. Marvin Fritzler
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- Glenbriar Technologies
- Martens Group
- Arlene and Phil Ponting
- Gordon Read
- Strategic Direct Marketing Group

# Numbers

**OVER  
9,000  
HOURS**

have been donated by MindFuel volunteers.

**83**

**NEW  
LEARNING  
ASSETS**

were developed by MindFuel.

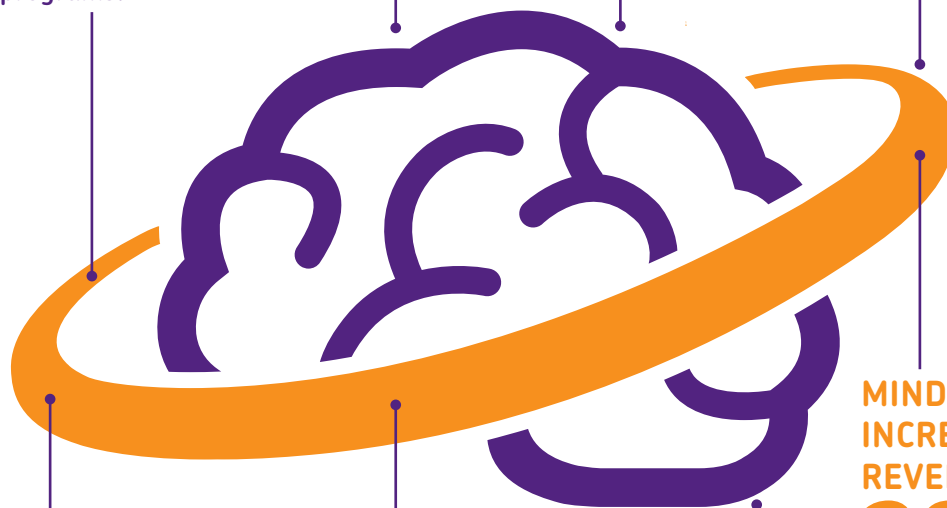
**OVER  
1.7 Million**

**LEARNING EXPERIENCES**

were delivered by MindFuel through our Wonderville, Ignition Pack and Edacity programs.

**OVER  
\$620,000  
IN-KIND DONATIONS**

were given to MindFuel.



**59%**

**OF MINDFUEL'S  
EXPENDITURES**

were comprised of program growth, development and distribution of our Wonderville, Ignition Pack and Edacity programs.

**23%**

**OF MINDFUEL'S  
EXPENDITURES**

were in support of organizational growth and awareness, strategic partnerships and business development.

**MINDFUEL  
INCREASED  
REVENUES BY**

**23%**

over last year.

**12 Million**

**MINDFUEL IMPRESSIONS**  
from digital, events and print.