

## A message from our board president

### What another incredible year!

We embarked on a **new strategic plan** that will provide an important framework for the future. Our strategic priorities identify ways we can ensure our continued success by building the internal capacity of our own organization and the capacity of our regional networks.

These **strategic priorities** include: strong boards with the necessary skills to lead our organization, increased internal communication, alignment with our external stakeholders to ensure we remain relevant, strong and effective governance practices, a provincial-wide growth plan, developing the ASLA brand and reputation, establishing key strategic partnerships, supporting and fostering a learning organization and enhancing our volunteer programs. We look forward to the coming years as we

work to operationalize this exciting plan.

Despite the economic environment, our **fundraising efforts have been extremely successful**. Our goal to increase funding from non-government of Alberta sources by 40% was exceeded for 2010/11 and we are well on our way to ensuring we have a sustainable and diverse source of funding.

In May 2011, we began the process of forming an official **partnership agreement** with the Alberta Institute of Agrologists (AIA). As a program partner, AIA members will lend their expertise and experience to schools throughout the province. Children from every corner of the province will not only learn curriculum in a unique and engaging way but will also be given an opportunity to learn what a professional agrologist is!

Our partnership with APEGGA continues to grow with a number of APEGGA members acting as program volunteers.

**We continue to grow!** Over 1,000 volunteers visited classrooms and community events reaching over 56,000 children and 4,000 adults.

**We thank** our long-time sponsor the Government of Alberta for their continued support and welcome and look forward to working with our new sponsors and donors.

A handwritten signature in black ink that reads "Anita".

Anita Rossall, P. Eng

ASLA was founded in 1998 and since then has supported the delivery of innovative programs that promote science literacy in Alberta.

ASLA endeavours to take science where it's needed most – to families, teachers, librarians and local organizations; within homes, classrooms and learning facilities; from the largest cities to the smallest towns in every corner of Canada's fastest growing province.



Scientists & Engineers-in-the-Classroom is our network's signature program! Volunteer subject matter experts deliver Alberta curriculum-linked content in ways that bring science and the classroom to life!

## Our New Strategic Plan

Alberta Science Literacy Association (ASLA) is pleased to announce the completion of a 4 year strategic plan that will position the organization as a leader in science outreach in Alberta.

In January 2011 ASLA hired Framework Management Consultants, a local Calgary company, to facilitate, design, manage, and lead our strategic renewal. Over the summer we have been working on ways to operationalize this plan and are looking forward to the coming months where we will work to implement the many opportunities that were identified.

The commitment of our provincial board, executive team and regional network organizations has been unwavering. We look forward to the coming year as we work to ensure all students, regardless of their geographic location, has access to an inspirational scientist in their classroom.

*"We all knew it was time to embark on the next chapter. We are all committed and excited to seeing this organization succeed."*

*-Anita Rossall, PEng*

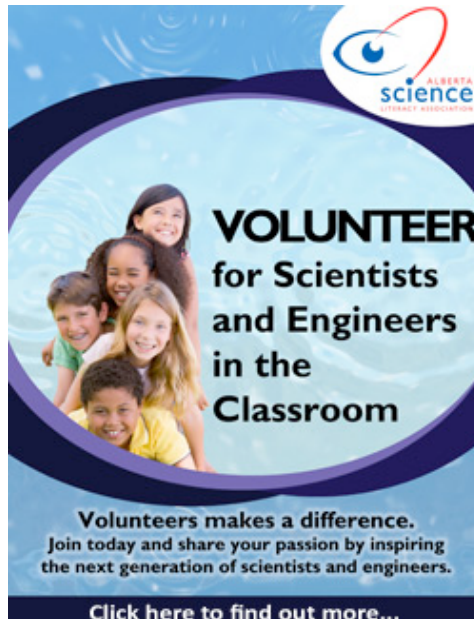
## Our Partnerships Continue to Grow

We have an ambitious mission to ensure an active, life-long interest in the sciences.

In addition to the myriad of partnerships with local school boards, university institutions and the federal and provincial governments, ASLA is pleased to have established formal partnerships with the Association of Professional Engineers, Geologists, and Geophysicists of Alberta (APEGGA) and the Alberta Institute of Agrologists (AIA) as we work together to increase the scientific literacy of students through the province.

Our partners recognize that engineering, science, technology, and math are important to Canada's future. Many of tomorrow's leaders will come from these subject areas. But in a more general sense, to ensure we have sustainable prosperity, all Albertans need to be more scientifically literate. Scientific literacy is dependent upon the commitment and collaboration of many partners. One way ASLA and our partners are working to achieve our literacy goals is by working face-to-face with teachers in Alberta classrooms to deliver the curriculum in not only an enjoyable and engaging way but also in a manner that recognizes and appreciates the impact that science, math, technology and engineering have on the lives of Albertans.

**We thank our new partners** for their leadership and vision as **we create meaningful opportunities for students to interact with and be inspired** by real life engineers or agrologists as we bring science to life in the classroom.



## Board of Directors

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ALBERTA INSTITUTE OF AGROLOGISTS



## Our plan for 2011-12

We will:

- Continue rolling out the newly branded Scientists and Engineers in the Classroom program in partnership with APEGGA throughout the province
- Continue to diversify our revenue sources
- Begin to better understand how we can effectively implement our new strategic direction
- Explore additional partnership opportunities with other Alberta organizations
- Work to establish our brand
- Strengthen and diversify our board and volunteers
- Provide additional opportunities for our networks to meet, share and collaborate
- Create a network expansion strategy to further our reach throughout the province
- Work to support our existing networks in Central Alberta, Medicine Hat, Calgary, Grande Prairie, Edmonton and Lethbridge



**Our presentations make science relevant and engaging!**

## A Financial Snapshot

We are pleased with our financial health. Overall, 2010-11 was an extremely successful year given the continued challenges with the economy. Some financial highlights for 2010-11 include:

- Our fund development efforts resulted in additional donations of \$129,914, of which \$83,914 or 65% flowed through to our regional network partners to support program delivery.
- Funds raised in addition to the Government of Alberta grant include: 33% from corporations, 12% from foundations, 32% from the federal government and 23% are from other sources.
- In addition, we were successful in securing multi-year funding for 2011-12 and 2012-13 in the amount of \$55,000.
- Our board and staff giving program continues to be a huge success resulting in over \$24,378.69 being raised in undesignated funding!
- 23% was spent on administration (including core services to networks, audit and strategic planning)
- 23% of ASLA's office expenses were spent on fund development
- Over \$582,000 in in-kind donations!

*"As Engineers we really make use of the knowledge we have of science. Helping these kids be excited about applying the science and figuring out how to make use of their understanding will hopefully create a whole bunch of really keen and interested engineers in the future."*

*-Ken Kernaghan, PEng*

our reach	Another	Amazing	Year!
<p>In 2010-11, we continued to grow our reach throughout the province. With our Scientist and Engineer in the Classroom Program and our Teacher Workshops we are making a difference in Alberta classrooms and sparking a lifelong interest in science!</p>	<p><b>56,772</b> The number of students we reached with our programs throughout the province.</p> <p><b>5248</b> Number of volunteer hours donated to delivering our network programs throughout the province.</p> <p><b>\$431,740</b> In support came from foundations, corporations and the government to support the delivery of our network programs.</p>	<p><b>1091</b> The number of volunteer scientists who helped deliver our network's programs.</p> <p><b>\$24,378</b> Amount donated by individuals to support our growth and expansion during 2010-11.</p> <p><b>671</b> Teachers we reached with our network teacher professional development workshops!</p>	<p><b>6</b> The number of networks who belong to the ALSA network and are committed to increasing the scientific literacy in Alberta</p> <p><b>\$582,781</b> Amount of in-kind donations received by ALSA to support our network programs.</p> <p><b>4410</b> Adults we reached with our network partners!</p>

"I put in a lot of preparation time, I think, into the volunteer activities that I take part in and because I put in that time I usually see excellent results from the students. I get a positive amount of feedback from them that they enjoy it and they got something interesting out of it. And if there was just one student that went "Aaah! Now I get it," it was all worth while. That's why I do it."

-Gerald Klotz, PEng

### Our network partners include:

- Grande Prairie and Area Environmental Sciences and Education Society (GPESES)
- Edmonton Science Outreach Network (ESON)
- Central Alberta Science Network Society (CASN - Red Deer)
- Calgary Science Network (CSN)
- Science and Technology Council (SATC - Lethbridge)
- Praxis (Medicine Hat)

ASLA complies with Imagine Canada's Ethical Code of fundraising and financial accountability standards.



Science Literacy Leaders - \$250,000+

# Government of Alberta

We are grateful for the support of all our sponsors and donors. Thank you for helping us bring science to life!

Inspiring the next generation - \$50,000 - \$249,000



Sparking an interest in science - \$10,000 - \$49,999



Investing in our future - \$1,000 - \$9,999



Community Spirit Grant

John and Anita Rossall



Grande Prairie students learn about what's in their own backyard!

We also wish to thank:

- ASLA Board and Staff
- All donors who wish to remain anonymous

If you are interested in receiving a copy of our audited financial statements please contact Ms. Tamara McCarron at:

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