

2009/10 ANNUAL
REPORT

Celebrating 20 YEARS of igniting minds under the dome.

ASTC Science World Society





VISITORS
684,842

*Includes 203,771
 Community Outreach participants

MEMBERS
36,384



In 2009/2010, Science World celebrated our 20th anniversary under the dome at the end of False Creek. With our typical flair, we marked our anniversary year with significant renovations, an expanded reach, inspiring events and an ever-growing suite of programs, resources and activities.

It was a year to celebrate, and celebrate we did.

OMNIMAX® FILMS
13



FEATURE EXHIBITIONS
4



VOLUNTEER HOURS
35,643

VOLUNTEERS
434



SCIENCE THEATRE SHOWS
19



Every year brings new excitement, challenges and opportunities for Science World and 2009/2010 was no exception.

The year kicked off with a bang as we celebrated our 20th anniversary under the dome at TELUS World of Science. It was an ideal opportunity for us to show our appreciation to everyone who has been involved with Science World over the years—our founders, staff, volunteers, donors, Members and the community. We were excited to include everyone in the party through a founder's night, speaker presentations, an alumni night for staff and volunteers and a free admission day for the whole community, presented by BC Hydro.

Throughout the year, we received great support in TELUS World of Science and in our community. We're grateful for our continuing relationship with TELUS which

makes much of what we do possible every year. We're also grateful to the Provincial Government through the Ministry of Education for their funding of the BC PALS program over the last five years, allowing us to take science to communities throughout BC. This is the last year of the initial commitment from the government for the program, but we hope to continue providing this outreach service into the future.

One of the most unusual highlights of 2009/2010 was the use of our building by Sochi 2014, the organizing committee for the next winter Olympics. The move allowed our building to play a central role in the excitement of the Olympic Games that swept our city and

made a significant contribution for the future benefit of our visitors, Members and community. Though it was certainly not business as usual for us during this time, we used the opportunity to put an unprecedented focus on community engagement programs, sending teams to the Fraser Valley, the Kootenays, Vancouver Island and more.

As exciting as this past year was, we know that the facility restoration and Outdoor Science Experience projects that we're embarking on will add even more excitement in the year ahead. So hang on, it's going to be a wild ride!



"I'd like to thank Paul, the Board and, in particular, the Science World team for their fantastic commitment during this most unusual year. It's a great testament to what a group of passionate people can accomplish when they work together towards a common goal with spirit and commitment."

Bryan Tisdall, President & CEO, Science World



"I've really enjoyed my past three years as Chair and greatly appreciate the tremendous support from the Board and management team at Science World. Though this is my last year as Chair, I look forward to continuing my involvement in Science World in my new role as Past Chair."

Paul Geyer, Chair, Science World

There are 391 lights on Science World's TELUS World of Science dome.



BOARD OF DIRECTORS

Officers

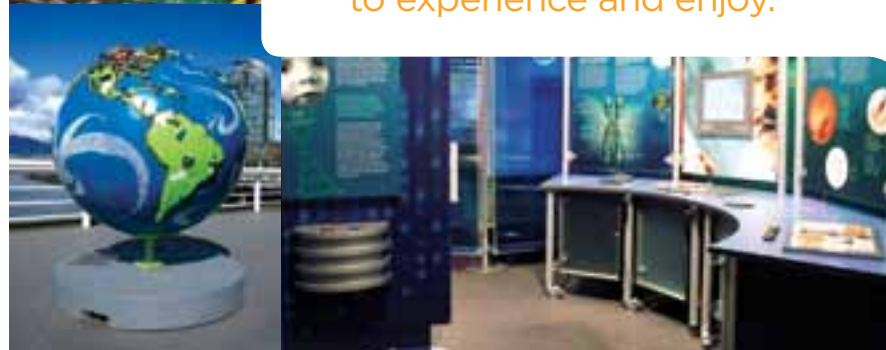
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Stewart Ladyman
Walter Segsworth



Something for everyone
to experience and enjoy.



FEATURE EXHIBITIONS

In 2009/2010, Science World offered feature exhibitions designed to appeal to a variety of demographics, ensuring that there was something for everyone to experience and enjoy.

Wheels, Wings and Waves— A LEGO® World of Transportation

This exciting exhibition showcased the history of ground, air and water transportation as seen through the eyes of LEGO builders. From the days of Viking ships to the days of spaceships, this was an innovative and interactive exploration of how changing technology has expanded our reach.

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SCREAM! Featuring Goose Bumps! The Science of Fear

What scares you and why? Our summer exhibition explored the science of fear as visitors stuck their heads in our guillotine, faced their fears of falling and confronted creepy-crawlies sure to make them squirm. We even had a scream booth so visitors could challenge each other to see who had the loudest scream.

SCREAM! Featuring Goose Bumps! The Science of Fear developed by the California Science Center and supported, in part, by the Informal Science Education program of the National Science Foundation under grant ESI-0515470. Opinions expressed are those of the authors and not necessarily those of the National Science Foundation.

The GEEE! in GENOME

The Geee! in Genome celebrated the science of genomics and the developments and knowledge it has provided to humanity. Visitors witnessed how the study of genomics is changing our lives and how genomics started and where it's going. The exhibition was a particularly good fit for the high school curriculum and attracted teens and adults.

The Geee! in Genome is produced by the Canadian Museum of Nature and presented nationally by Genome Canada. Presented locally by Genome BC.

Cool Globes: Hot Ideas for a Cooler Planet

What's the best way to encourage people to think about our Earth? Show it to them! That's the idea behind Cool Globes. Cool Globes, a non-profit organization, is responsible for this widely-acclaimed exhibition. These one-tonne globes, designed by artists, community groups and children, are large and powerful symbols of how the choices we make affect the world around us.

Beavers was the first movie shown in the OMNIMAX Theatre when Science World opened under the dome.



FILMS AND PRESENTATIONS

OMNIMAX® Theatre

Pulse: A STOMP Odyssey
A Rainforest Adventure: Bugs!
The Human Body
Roving Mars
Journey Into Amazing Caves
Grand Canyon Adventure
The Alps
Van Gogh: Brush With Genius
Extra-Large Shorts
Beavers
Adrenaline Rush: The Science of Risk
Journey to Mecca: In the Footsteps of Ibn Battuta
The Light Before Christmas

Science Theatre

Animando
Bear Snores On
Beetalker: The Secret World of Bees
The Energy Carol
French Fries in My Car
How Do Dinosaurs Say Goodnight?
How to Build a Human: Predictor
I Can Make Art... Like Emily Carr
Joey Runs Away
Magic School Bus—In the Rainforest
Peep and the Big Wide World
The Romance of Transportation in Canada
Scream Play
Sid the Science Kid: The Rolie Polies
Swap TV: Pioneer Swaps with Astronomy Enthusiast
Waiting for Wings
Walking With Prehistoric Beasts: Sabre Tooth
WildFiles: Lair of the Tiger
Wild Secrets—Galapagos: Evolution at the Speed of Life

Our shows, films and presentations wowed audiences all year long.



SPECIAL EVENTS

20th Anniversary

May 2009 marked our 20th anniversary at our False Creek facility.

To celebrate 20 years of igniting minds under the dome, we had a week of activities designed to include the entire community. At our Free Family Day, Presented by BC Hydro, families visited us in droves to enjoy free admission and kick off our exciting week. We had special receptions for our donors and for our founders—a great chance to show our appreciation for their contribution to Science World. In the evenings, we had great speakers including Magnus Alvarsson from Atos Origin, the company responsible for the technology systems needed to stage the Olympic Games; Anne-Marie Lefrançois, an RBC Olympian; and David Suzuki, world-famous environmentalist. Past and present Science World staff and volunteers reunited at our Alumni Evening that was part of a very special *Science World After Dark* and the week ended with *Crazy Carnivale!*, our annual family fundraising event. What a week!



Crazy Carnivale!

Thanks to the hard work of Nicole Geyer and her team of volunteers, Science World's third annual *Crazy Carnivale!* proved to be a great success again with an attendance of over 600 people. With a huge milestone to celebrate (our 20th anniversary), people came out in droves and helped us raise over \$20,000 to refurbish the crowd-pleasing Tower of Bauble.

Guests enjoyed live music by XLR8 and the fun and wacky theatrics of street entertainers. All delighted in fabulous food and we gave out the always-popular *Crazy Carnivale!* goody bags. We had face painting and a balloon artist and children made anniversary hats and took home family pictures.

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In October 1987, Queen Elizabeth came to what was then Expo Centre and unveiled a plaque dedicating it to the Science Centre Society, renaming the building Science World British Columbia.



Discover *The Gee!* in Genome High School Teacher Conference

Held on October 23, a province-wide professional development day, our Discover *the Gee!* in Genome High School Teacher Conference was presented in partnership with the BC Science Teachers Association and Genome British Columbia. The event attracted over 100 teachers, with 16 per cent traveling from outside of the Lower Mainland, including Kelowna, Kamloops and Port Hardy. The keynote speaker, Brett Finlay from Michael Smith Labs, was followed by an afternoon of hands-on workshops and exhibit exploration lead by Science World staff, Genome BC experts, teachers and scientists. Teachers even got to participate in *CSI: Science World*.

Science World After Dark

Science World at TELUS World of Science isn't just for kids—adults want to have fun too. That's the idea behind our always-popular *Science World After Dark* events, adult-only evenings of exploring, creating and discovering like kids again.

This year, we offered several evenings of adult-sized fun and zany explanations, featuring special presentations and entertainment. In addition to regular *Science World After Dark* evenings, we hosted theme nights including *Fear Flicks*, *Grape Expectations* and our 20th Anniversary.



Science World at TELUS World of Science isn't just for kids—adults want to have fun too.

Pyjama Parties

Kids and their parents were invited to wear their pyjamas, check out our exhibits and then snuggle in for a movie in the Science Theatre during our special pyjama parties this year. The evenings were wildly popular and a great way for families to spend their evenings discovering Science World at TELUS World of Science. This year, we offered a *Monster PJ Party* and a *Polar PJ Party*.

Teacher Orientation Evenings

This year, over 179 teachers, pre-service teachers and activity/program coordinators came to our *Teacher Orientation Evening*. The evening was a great chance to explain what we've got going on and how educators can get the most out of their field trips to Science World at TELUS World of Science.

Participants enjoyed a presentation on our current offerings, explored our exhibits and immersed themselves in an OMNIMAX film. As always, our staff was on hand to meet the guests and make sure no questions went unanswered.

The length of the ramp leading to the OMNIMAX Theatre is 200 metres, equal to the length of two football fields.



Sochi 2014

The 2010 Winter Olympic Games swept up the entire city of Vancouver in a wave of excitement. For Science World, the Olympics presented us with a unique opportunity: having our building used by Sochi 2014, the Organizing Committee for the 2014 Winter Olympic Games to be held in Sochi, Russia.

The arrangements meant we closed our doors for a few weeks, but the benefits will continue to be realized for years to come. The closure allowed us to reach new areas of BC through increased community outreach programming. Our team travelled across the province, including extensive activity in the Fraser Valley, Invermere and Campbell River, in our quest to inspire as many children and families as possible. We also offered more frequent workshops and drop-in times at our Aberdeen Mall location and sent a roving science team out to interact with the crowds at the Olympic venues. The use of our building also took our dome to TVs in living rooms across the world and gave us great exposure as people lined up for hours to catch a glimpse at the transformation of TELUS World of Science into Sochi World.

The contribution from the Olympic time period gave us significant revenue to be used for the future benefit of everyone involved with Science World. So, in total, both our Mission and financial sustainability were well-served for Science World by the 2010 Winter Olympic Games.

R. Buckminster Fuller (1895-1983) designed the geodesic dome shape of Science World's building. The geodesic dome was patented on June 29, 1954.



The *Plan* looks 30 years into Science World's future to help us to better meet our immediate needs.

RENOVATIONS

Master Plan

In the fall of 2009, Science World, working with architects Hotson Bakker Boniface Haden, completed a *Master Plan*. The *Plan* looks 30 years into Science World's future to help us to better meet our immediate needs. Outlining a vision for where we are heading will help guide us in our facility transformation and the development of *SWITCH*, the Outdoor Science Experience.

Projects

Science World saw some big changes to TELUS World of Science. After months of hard work, the redesigned *Search: The Sara Stern Gallery* opened in March. Other renovation projects included new carpet and updated seats in the Science Theatre, carpet in the hallways leading to the washrooms on the second floor, a new security alarm system and other smaller projects. In December 2009, Science World's dome lit up with newly-installed, environmentally-friendly LED lights. This was accompanied by the installation of a new digital controller, giving added control over the lights and the ability to conserve energy by dimming. To focus on sustainable energy options, a new electricity exhibit also opened in Our World Gallery. The exhibit invites visitors to learn how to conserve electricity and to explore renewable electricity generation.

After extensive renovations, Science World officially opened on May 6, 1989 in the former Expo Centre.



COMMUNITY OUTREACH PROGRAMS

In 2009/2010, our mobile programs reached over 198,000 British Columbians. K–9 students accounted for over 67 per cent of our interactions. Thanks to sponsors, supporters, community partners and the continued multi-year support from the Province of British Columbia through the Ministry of Education for the BC Program for the Awareness and Learning of Science (BC PALS), geographic and financial barriers are significantly reduced, making it possible for us to provide equal access to all BC students.

Engaging Science

Elementary teachers jump-start their science units with engaging, hands-on activities.

In partnership with the Vancouver Aquarium and the H.R. MacMillan Space Centre, this program matches all three content areas of BC's science curriculum: Life Science, Physical Science and Earth & Space Science. This year, *Engaging Science*, through professional enrichment workshops, university credit courses, online games and resources, shared our innovative, hands-on approach to teaching science with over 700 teachers and student teachers throughout the province.

Science World On the Road

K–7 students and teachers are inspired to do more science in their own school.

Through *Science World On the Road*, students experience three amazing shows: *Energy in Action*, *Sporty Science* and *It's a Gas*. The shows explore science topics such as forms of energy, the science of sport and the amazing properties of the air around us with fun and engaging demonstrations—all in a zany, creative way.

In 2009/2010, *On the Road* travelled throughout the province delivering exciting, innovative and curriculum-relevant science shows to over 47,000 K–9 students and teachers. From Kyuquot to Field, no community was too remote to be inspired by science.

Opening the Door

High school students network with Canada's top scientists, engineers, technologists and technicians.

Opening the Door career networking events provide a unique opportunity for high school students to learn more about career opportunities in science, technology, engineering and mathematics by connecting the students with local, well-established science leaders. In 2009/2010, over 1,000 students had the opportunity to network with 100 science professionals in seven events held throughout BC.

Science World began the year with *Health Science Dissected*, a full day of health-focussed programming. Senior high school students heard about leading medical research through talks by Gairdner Award winners Dr. Barry Marshall and Dr. Lucy Shapiro and then networked with local health professionals, ranging from a pediatrician to a speech language pathologist.

This year also brought about the first partnership between Science World's *Opening the Door* and the University of the Fraser Valley (UFV). High school students explored the post-secondary environment while also meeting scientists, including UFV science graduates, working on projects ranging from local engineering works to research for the Large Hadron Collider in Switzerland.

Community Science Celebrations

Entire communities are mobilized to celebrate and share the wonders of science.

These week-long series of entertaining and engaging events bring Science World together with local industries, businesses, government agencies, schools and community organizations to promote the role of science and innovation in communities across the province. Working with community partners in Campbell River, Castlegar, Chemainus, Cranbrook, Fraser Valley, Fort Nelson, Invermere, Kelowna, Prince George and Terrace, we inspired over 17,400 students, families and community leaders to discover the science all around them. The events help foster relationships with community organizations and set the stage for ongoing community science activities. Students are inspired to keep studying and explore future careers in science and technology.

A 45-minute OMNIMAX film requires about four kilometres of OMNIMAX film stock.



To build communities that understand, value and celebrate the contribution of science and technology to our quality of life, Science World provides opportunities for children, teachers and families to be turned on to science at school, at home and in the community. Our Community Outreach programs travel throughout British Columbia, involve whole communities and accommodate diverse learners, cultures and family interactions.

Scientists and Innovators in the Schools

K-12 students are inspired by local science professionals in their own classrooms.

This free program connects established scientists, engineers, technologists, technicians and tradespeople with BC's students and teachers to inspire students to continue studies in math and science. In 2009/2010, *Scientists and Innovators in the Schools* delivered presentations and hands-on workshops to over 68,000 K-12 students and teachers across the province.

Super Science Club

Inner-city youth are inspired to be more inquisitive about the world around them.

September 2009 marked the beginning of the ninth year of this fun-filled, after-school science enrichment program, inspiring over 690 at-risk children at nine different schools. The program takes science engagement beyond the after-school time period by including resources and professional enrichment activities for teachers, *Discovery Notebooks* for sharing at home and family memberships to Science World. Each term, students and their families look forward to the culminating *Family Science Night* events. These unique evening events, attended by over 800 annually, allow our *Super Science Club* participants to explore our galleries, experiment with hands-on activities, enjoy dinner and immerse themselves in an OMNIMAX film.

Teen Audience

Capture teen energy and interest to support and inspire positive attitudes towards science during critical career decision-making years.

For the underserved teen audience, a suite of activities and opportunities included:

- new hands-on school workshops, *Fabulous Fluids* and *DNA Detectives*
- career-awareness events like *Opening the Door* and unique opportunities at our facility like the *Career Ladder* and the Barbara Brink Internship
- partnerships and programs with like-minded organizations and high schools
- teen evening event pilots including a murder mystery, *CSI: Science World*, and Rock Band competitions
- teen Members club pilot Saturday mornings in Contraption Corner

In 2009/2010, we reached over 11,600 teens with a variety of programs, events and partnerships. These included a youth needs assessment project, youth leadership conferences, hands-on workshops and high school work experience opportunities at TELUS World of Science. With the draw of a high school age-appropriate fall exhibition on genomics, we also reached over 9,000 high school students through field trips to our facility.



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Fostering curiosity, imagination and a positive attitude towards science in preschool-aged children is a priority for Science World.

Big Science for Little Hands

Fostering curiosity, imagination and a positive attitude towards science in preschool-aged children is a priority for Science World.

To better serve BC's preschoolers and their teachers, parents and caregivers, our early childhood programming continued to expand this year with sustained special focus on StrongStart BC Centres and surrounding communities. Offerings included five resource modules developed and tested in the community, hands-on professional enrichment workshops for educators and resources and activities for parents and their preschool-age children. The program reached over 1,100 people around the province. Our approach and resources support the learning goals outlined in the BC Early Learning Framework, particularly in the areas of Exploration and Creativity.

In 1982, The Arts, Sciences & Technology Centre (ASTC), the beginnings of Science World, was opened at 600 Granville Street.



BC Green Games

Share, celebrate and reward green actions from BC's students.

BC Green Games is a province-wide eco-action contest. The contest motivates action, enables sharing and rewards and celebrates the green efforts of schools in BC.

Science World manages *BC Green Games* with input from government, school district, university, science and environmental education community partners. Presenting sponsors are BC Hydro and Terasen Gas.

The first year of the contest ended in April 2009 with 8,942 votes cast in the Viewer's Choice awards, representing a tremendous level of community engagement. Community support remained strong in year two with 102 community organizations involved in the contest as sponsors, advisory and steering committee members and promotional partnerships.



SPONSORS AND DONORS

Undesignated Gifts

\$15,000-\$99,999

City of Vancouver

\$0-\$14,999

George and Donna Battye Fund

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Daren Toppin

John Turner

Bob and Carol Wiens

Dr. Edward Yeung and Mrs. Eugenie Yeung

Anonymous (3)

In its first year, Science World welcomed 705,000 visitors and visited 96 communities in BC through its Community Outreach program.



Science World is grateful for the support of our generous sponsors, donors and partners.



Science World is committed to promoting a science-friendly culture throughout the province by actively engaging the whole community—students, teachers and families—in the students’ learning. Through the British Columbia Program for the Awareness and Learning of Science (BC PALS), Science World is able to provide every K-7 class throughout the province with one complimentary Science World experience every year.



Community Engagement

British Columbia Program for the Awareness and Learning of Science (BC PALS)

\$1,000,000+

Province of BC through the Ministry of Education

BC Green Games

\$100,000-\$499,999

BC Hydro

Terasen Gas

Community Engagement

\$0-\$14,999

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Opening the Door

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On the Road

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Dr. Andrew S. Wright and Dr. Helen Newton

–Willow Grove Foundation

Jenny Drake and Mike Cormack

\$0-\$14,999

Provincial Employees Community

Services Fund

Science World visitors, employees

and volunteers

Stewart Fund, a donor advised fund

of the Vancouver Foundation

The 15,000 watt xenon lamp that lights the screen in the OMNIMAX Theatre is so bright that if you placed it on the surface of the moon and focused it at a spot on Earth, you could actually see its light.





Science World has embarked on a capital campaign to remain at the forefront of science education in British Columbia by creating an outstanding visitor experience, both in the dome and through a new major outdoor science experience.

Capital Campaign

\$1,000,000+
Dr. Ken Spencer
Government of Canada
Province of British Columbia
Western Economic Diversification Canada

\$500,000-\$999,999
Encana Corporation
Peter and Joanne Brown Foundation
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Science World would also like to acknowledge 100% support from its Board of Directors.

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Dr. John A. Cairns
Cidalia Correia
Bruce Drake
Stephanie Forsyth
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Peter J. O'Callaghan
Donna O'Neill
Jim Pickles
Walter Segsworth
Rich Simons
Keith Spencer
Nicole Stefanelli
Morgan Sturdy
Peggie Terry

Exhibitions, Films, Events and Galleries

20th Anniversary
\$15,000-\$99,999
BC Hydro

\$0-\$14,999
Abdul Ladha and Family
City of Vancouver

Search: The Sara Stern Gallery
\$500,000-\$999,999
Western Economic Diversification Canada

\$15,000-\$99,999
Connor, Clark and Lunn Foundation
John Murphy and Leslie Lee

\$0-\$14,999
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Michael L. Lee
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Diana Movold
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PNG Enterprise Foundation
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Jack Shilling
T. Scott Worthington

Eureka! Gallery
\$0-\$14,999
Munro MacKenzie

Our World Energy Exhibit
\$100,000-\$499,999
BC Hydro

Our World Waste Exhibit
\$15,000-\$99,999
Electronics Stewardship Association of BC
Encorp Pacific

\$0-\$14,999
BC Dairy Council

Tower of Bauble
\$0-\$14,999
Gaming Policy and Enforcement Branch
Wayne and Helen Collinge
Amber Goodman Lee
PNG Enterprise Foundation
Proceeds from 2009 *Crazy Carnivale!*
Donald M. Topp
Daren Toppin

Exhibit Repair
\$0-\$14,999
TELUS Corporation

SCREAM! Featuring Goose Bumps!
The Science of Fear
\$0-\$14,999
London Drugs Ltd.

The Gee! in Genome
\$15,000-\$99,999
Genome British Columbia

\$0-\$14,999
Amgen
LifeSciences British Columbia
sanofi-aventis

OMNIMAX Theatre Sponsorship
\$0-\$14,999
Triple O's

In a school year, about 89 litres of fake snot is sent home to Metro Vancouver parents from Science World.



The Chair's Club

The Chair's Club hopes to build a group of influential business leaders with the passion and capacity to pave the way for a truly world-class science centre that will inspire the young innovators of this province for years to come. Their outstanding commitment of \$25,000 annually for three years is how we'll start.

Paul and Nicole Geyer
Abdul and Hanifa Ladha
Robin and Linda Louis
John and Dana Montalbano
Dr. Andrew S. Wright and Dr. Helen Newton
—Willow Grove Foundation



The Champions Circle

With a remarkable contribution of \$5,000 per year for a three-year period, this group of passionate community leaders are dedicated to helping Science World inspire young minds throughout the province.

Greg Aasen
Brian and Meryl Begert
Peter and Fran Briscoe
Cathy and George Brown
Bart and Cindi Copeland
Jim and Wendy Charlton
Kerry and Paula Curtis
Phil Dubois
Haig and Mary Farris
Robert Fung and Family
The Galbraith Family
Martin Gleave
Andrew Harries and Family
Nancy Harrison and Paul Buitenhuis
Sherry and Alex Klopfer
Lindsay Machan
Bruce McLeod
David Mullen and Georgia Evans
John Murphy and Leslie Lee
Kerry Peacock
Jim Pickles

Eric K. Pringle, Hemmera
Patrick Robinson, Leigh Sauder
and Family
Walter and Nancy Segsworth
Rich and Linda Kathleen Simons
The Sisodraker Family
Keith, Sheryl, Bridget
and Virginia Spencer
Spothelfer Family
David and Gaylean Sutcliffe
Ron and Shannon Thiessen
Bill and Bronwen Thomas
UEX Corporation
Laurie and Lily Wallace
Lorne Whitehead
Doug Whitehead and Wanda Costuros
Chip and Shannon Wilson Family
Doug and Jacqueline Janzen
Ian and Viviane Reid
Len Zapalowski and Laura Carter

The original architect for the building when it was used for Expo 86 was Bruno Freschi. The architect for the additions made to transform the Expo Centre into Science World was Boak Alexander.



Equity Giving Program

By supporting Science World through gifts of common shares, stock options or pledges of equity security, BC companies and their investors share their success with Science World while investing in the innovators of tomorrow.

Corporate Donors

ActiveState Software Inc.
Aquinox Pharmaceuticals Inc.
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(Now called Vigorate Direct Solutions)
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Daryl Hatton
C. Mathew Herdon
Jeff Hobbs
Dan Irish
Sibylle Tinsel and Ean Jackson
Malcolm and Jennie Kendall
Dave Koo
Jeff LaPorte
Kevin Lee
John Lieu
David J. Main
Ian A. McEachern
John McLeod
Robert Park
Eric Promislow

Colin Quon
Jeremy Ralph
Dan Robinson
Garry and Colleen Shearer
Rich Simons
Suresh Singh
Victor Sira
Mr. and Ms. Keith Spencer
Dr. Ken Spencer and Judy Gale
Peter Steele
Morgan and Lisa Sturdy
Bill Tam
Mark Williams
Boris Wertz

Famous Science World visitors include Jane Goodall, Mikhail Gorbachev, Mark Messier, Wayne Gretzky, Mario Andretti, Robin Williams, Bob Saget, Thandie Newton, Stephen Hawking, Leonard Nimoy and Robert Thirsk.



Employee Giving Campaign

Science World employees and volunteers showed their dedication to our mission by raising money for our incredible exhibits and community engagement programs.

Brian Anderson	Rhoda Klein
Carolina Becerra	Ingrid Lae
Tina Betson	Gloria Laird
Hilda Britton	Suki Law
Trudi Coblenz	Leonard Liao
Jo-Ann Coggan	Clifford Marr
Christina Coomer	Dale Minchin
Ivan Decker	Ronald Ni
Daniel Devora	Stephanie Puleo
Marc Ducharme	Jamie Sager
Sandy Eix	Jennifer Scott
Alana Ferraro	Reet Sidhu
Pamela Findling	Yukiko Stranger-Jones
Pauline Finn	Suan Teo
Janice Gardner	Bryan Tisdall
David Gaucher	Cindy Wagner
Avena Guppy	Greg Weinrauch
Julio Guzman	Deanna Wiebe
Anna Horvath	André Zandstra
Lap Hum	Anonymous (1)
Kevin Kearns	

Science World employees and volunteers showed their dedication to our mission by raising money for our incredible exhibits and community engagement programs.



In-Kind Donations and Partnerships

Throughout the year, Science World receives donations of goods and services through partnerships with community members. Their support is an important part of helping us pursue our mission.

In-Kind Support for 20th Anniversary

96.9 Jack FM
FM 104.9
Début Event Design Inc.
EVA Airways
Multigraphics Ltd.
Pacific Western Brewery
Rhino Print Solutions
The Province
VIA Rail Canada
Yellowtail Wines

In-Kind Support for Capital Campaign

Gage-Babcock
Levelton Consultants Ltd.
Sandwell Engineering Inc.
Stantec

In-Kind Support for Champions Circle Wine Event

Emelle's Catering
Kitsilano Wine Cellar
Liberty Wine Merchants
Renaissance Wines

Supporting Partners for *Crazy Carnivale!*

Coca-Cola
James H. DeHoney & Associates
Imperial Parking
Kreation
Meridian Valet
Outdoor Adventures
Ready Bake
Rhino Print Solutions
TELUS
Thrifty Foods
Zeugma Systems Inc.

In-Kind Support for *Super Science Club*

BC Hydro

In-Kind Support for Employee Giving

Abbotsford Heat
Blossom Wineries
Bread Garden
Corkscrew Entertainment
Fairmont Hotel Vancouver
Flying Tiger Restaurant
Home Depot

Hotel Grand Pacific
Long and McQuade
Pacific National Exhibition
Plum Clothing
Rogers Communication Inc.
Sequoia Restaurant
Stonegrill
TELUS Corporation
Tim Hortons
Vancouver Art Gallery
Vancouver Giants
Vancouver Symphony Orchestra
White Spot Restaurants

Other Partners

Transcold Distribution Ltd.
Coca-Cola Bottling Ltd.
Rethink Communications
Multigraphics Ltd.

Approximate number
of domes built in
Science World's
Structures workshops
each year: 514.



FINANCIAL SUMMARY

The financial statements of A.S.T.C. Science World Society for the year ended February 28, 2010 have been audited by Pricewaterhouse Coopers LLP, Chartered Accountants. These financial statements are available upon request.

This table shows revenues and expenses relative to fiscal years 2008/2009 and 2007/2008. They are an illustrative summary only and are not intended to replace the full audited financial statements.

Statement of Operations Extracted from the Financial Statements for the year ended February 28, 2010 (in thousands of dollars).

REVENUES

Customer admission and memberships	4,760	5,222	4,666
Customer retail revenue and contracted services	4,301	2,192	2,038
Grants	1,849	1,278	1,166
Donations and sponsorships	1,238	1,084	1,265
Interest	143	339	430
Interest on contribution from Province of British Columbia	63	256	—
Miscellaneous	44	40	148

EXPENSES

Customer and donor services and facilities	3,656	2,725	2,499
Exhibits, theatres and programs	2,347	2,233	2,059
Customer information, communication and sales	1,786	1,997	1,962
Support services	1,228	1,328	1,221
Outreach programming	991	801	721

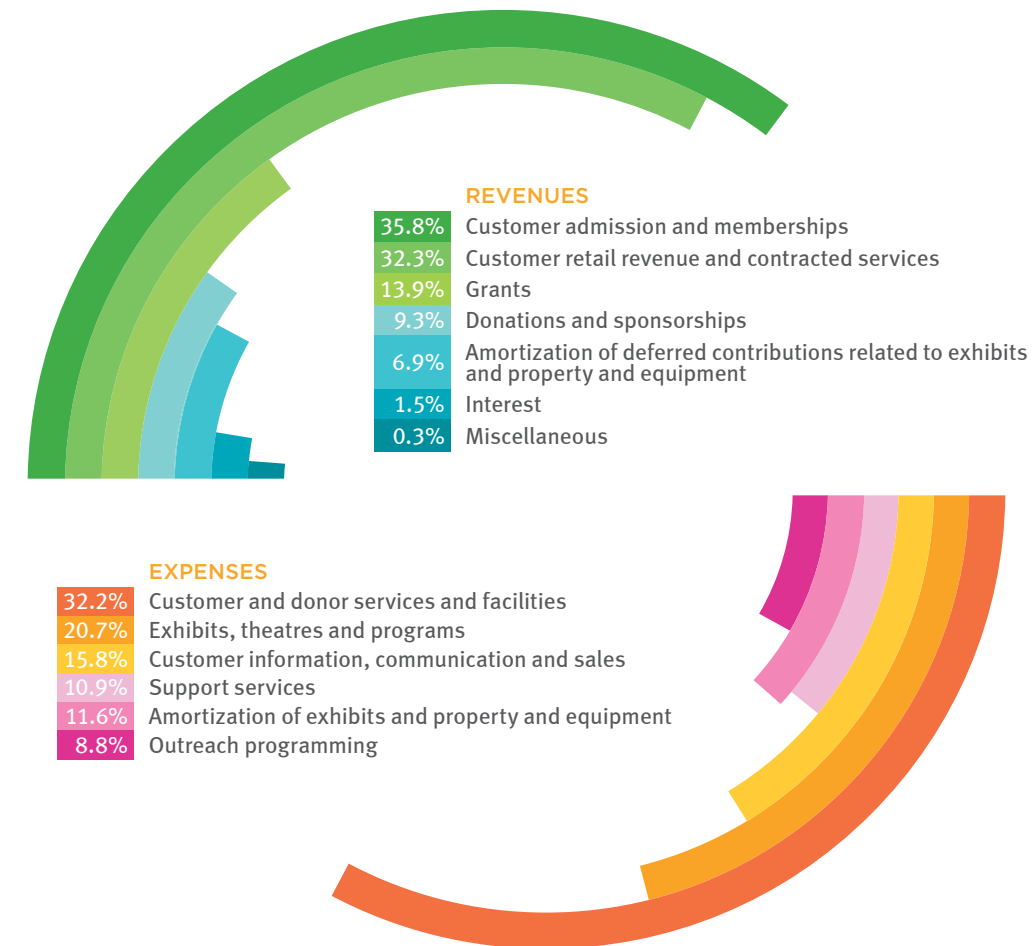
EXCESS OF REVENUES OVER EXPENSES BEFORE AMORTIZATION

Amortization of exhibits and property and equipment	(1,309)	(1,243)	(1,616)
Amortization of deferred contributions related to exhibits and property and equipment	919	919	1,154

EXCESS OF REVENUES OVER EXPENSES

	Year Ended February 28, 2010	Year Ended February 28, 2009	Year Ended February 29, 2008
REVENUES			
Customer admission and memberships	4,760	5,222	4,666
Customer retail revenue and contracted services	4,301	2,192	2,038
Grants	1,849	1,278	1,166
Donations and sponsorships	1,238	1,084	1,265
Interest	143	339	430
Interest on contribution from Province of British Columbia	63	256	—
Miscellaneous	44	40	148
	12,398	10,411	9,713
EXPENSES			
Customer and donor services and facilities	3,656	2,725	2,499
Exhibits, theatres and programs	2,347	2,233	2,059
Customer information, communication and sales	1,786	1,997	1,962
Support services	1,228	1,328	1,221
Outreach programming	991	801	721
	10,008	9,084	8,462
EXCESS OF REVENUES OVER EXPENSES BEFORE AMORTIZATION	2,390	1,327	1,251
Amortization of exhibits and property and equipment	(1,309)	(1,243)	(1,616)
Amortization of deferred contributions related to exhibits and property and equipment	919	919	1,154
	(390)	(324)	(462)
EXCESS OF REVENUES OVER EXPENSES	2,000	1,003	789

FISCAL 2009-2010 REVENUES & EXPENSES



SCIENCE WORLD

TELUS World of Science
1455 Quebec Street
Vancouver, BC
Canada V6A 3Z7
scienceworld.ca

Science World British Columbia is a non-profit organization which engages British Columbians in science and inspires future science and technology leadership throughout our province.

Charitable BN 10673 4809 RR0001

