

ANNUAL REPORT ASTC SCIENCE WORLD SOCIETY

AFTER ANOTHER YEAR OF CONSTRUCTION, WE COMPLETED THE INDOOR RENOVATIONS AT TELUS WORLD OF SCIENCE BY DECEMBER 2011.

We're proud of our dynamic new space—all 30,000 square feet of it—as well as our stellar (well, solar, to be exact) energy-efficient initiatives. But we're not done yet. Science World continues to grow-quite literally-at the outdoor Ken Spencer Science Park, scheduled to open in the summer of 2012. There, we'll engage our guests and the general public with sustainability through large-scale and splashy exhibits and exciting new programs. We'll explore issues such as urban planning and green energy, and try our hand at raising backyard chickens!



Come grow with us.

Facebook likes as of Feb 29, 2012

4,230

122

Volunteers

35,511 Members

10,120 Attended Free Day

517,260 Visitors (including 137,861 Community Engagement participants)



11 Future Science Leader participants met the Prime Minister and Premier on Nov 25, 2011

SHOWING OFF OUR NEWLY EXPANDED FACILITY



CEO & CHAIR REPORT

In the evolution of Science World, the past year has been pivotal. It was a year defined by the extensive facility renovation. A year defined by trials and tribulations. A year defined by the hard work and dedication of our staff and volunteers. And, above all, it was a year defined by the patience and support of our members and visitors.

The renovation at TELUS World of Science was essential for us to continue to pursue our mission of promoting science and technology throughout British Columbia. It enables us to maintain and enhance the experience for visitors to our False Creek facility in Vancouver as well provide the foundation to allow us to reach out to those in communities across the province.

We extend our heartfelt thanks to all involved in our fundraising endeavours for what was, in total, a \$35-million project. We gratefully acknowledge the contributions of \$10.5 million from both the Federal and Provincial Governments. We have also received more than \$11 million from the generous support of individuals, corporations and foundations in the community and are now very close to reaching our goal!

Our first post-renewal exhibition, *Extreme Dinosaurs*, arrived at TELUS World of Science in June 2011 and brought us full circle. As some of you may recall, our inaugural exhibition in the summer of 1988, which introduced Science World to the community, also featured dinosaurs.

As we close the year, we see the Ken Spencer Science Park taking shape in front of the building, and we eagerly look forward to the opening of this feature attraction this coming summer.

Thank you for being a part of our regeneration. "We are thrilled by the changes to the TELUS World of Science building. The expanded and refreshed spaces will allow us to provide enhanced services to all those students and families who visit us throughout the year, and provide a refreshed home base to further develop our outreach

programs to excite all of British Columbia about science and technology."

BRYAN TISDALL President & CEO Science World "Science World sends its heartfelt thanks to all those who have contributed to allowing us to restore and enhance our iconic False Creek facility—the Federal Government, the Provincial Government and all those members of the community who have come forward with their generous support. I'm particularly appreciative of the efforts of the committed members of the fundraising committee, who have tirelessly

dedicated themselves to this project. In addition, I'd like to thank the City of Vancouver for their ongoing support for our restoration project."

ANDREW HARRIES Chair Science World

BOARD OF DIRECTORS

OFFICERS

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FEATURE EXHIBITIONS

For the first time in our history, we can now host two feature exhibitions at the same time! In the summer of 2011, we welcomed our first post-reno exhibition, Extreme Dinosaurs, to TELUS World of Science. Our new 10,000-square-foot exhibit space (82% larger than our previous feature gallery space!) became home to 19 animatronic dinosaurs, 20 huge fossils, and two full-scale articulated skeletons. The dinosaurs came to life with blinking eyes, moving limbs and gnashing teeth, and enthralled visitors of all ages during their eight-month stay.



Taking us well into 2012 was *LEGO® Castle Adventure*, a hands-on exhibition that allowed kids (including big ones!) to discover the world of castle-building using one of the greatest building materials of all time: LEGO[®] bricks.

Visitors explored the LEGO Kingdom's royal castle, sat in their majesties' LEGO thrones, and admired a LEGO suit of armour. They learned about day-to-day castle life; dressed up as princes, princesses, knights and dragons; climbed a lookout tower; and donned suspendered horses to "joust" with foam-rubber lances. LEGO Castle Adventure appealed to adults as well as kids, many of the older fans nostalgic for the building blocks of their childhood.





Developed with Dinosaurs Unearthed

MEDIA PARTNERS lackFM SONIC | HITS NOW Lamar



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MEDIA PARTNERS

JackFM	Vancouver Sun
FunFM	The Province
	Lamar

FILMS AND PRESENTATIONS

In 2011/12, Science World continued to offer films. shows and presentations that showcased and explained a variety of topics.

OMNIMAX® THEATRE

SCIENCE THEATRE

Arabia Bugs! A Rainforest Adventure Beavers Dinosaurs Alive! Human Body, the IMAX Hubble Journey Into Amazing Caves Living Sea, the Pulse: A STOMP Odyssey To the Limit Ultimate Wave Tahiti

Bear Snores On Burns Bog: A Road Runs Through It Earth: Power of the Planet-Volcano Giraffe: The Impossible Animal How Dinosaurs Learned to Fly How Do Dinosaurs Say Goodnight? I Am a Paleontologist Legend of Spookley the Square Pumpkin, the Life: Birds Life: Challenges of Life Life: Plants Ludovic: A Crocodile in My Garden Magic School Bus, the: Holiday Special

Proiect X: Liaht Project X: What's to Eat? Rainbow War Rains Science Please! (various) Summer Camp Showcase The Sweater Tick Talk Transitions Waiting for Wings Walking with Prehistoric Beasts: Mammoth Journey Wild Weather: Wind



(SWAD)

SPRING BREAK 2011

The theme for Spring Break 2011 was *Wacky* Weather and Natural Disasters, A total of 26,238 visited TELUS World of Science during that period and participated in weather- and earthquakerelated crafts and activities, dressed up for a photo shoot in which they got blasted by gusts of wind, and pretended to broadcast the weather using a green screen.

SPECIAL EVENTS

SCIENCE WORLD AFTER DARK

Science World hosted six evening, adult-only events throughout the year, with themes including dinosaurs, snowboarding, murder mystery and more. Our most popular SWAD of 2011/12 (attended by over 600!) was LEGO®-themed, proving that you never really outgrow those beloved building blocks.

SUMMER SCIENCE CAMP

Summer Science Camp at TELUS World of Science provides kids from kindergarten to grade six with unique Science Worldly experiences and a whole lot of fun! We had 255 participants (116 members, 139 non-members) during 2011/12.



CHRISTMAS BREAK 2011/12

Christmas break took on a prehistoric theme to go with our Extreme Dinosaurs feature exhibition. Almost 14,500 attended over the holiday period, taking part in our zany, ice-agey activities.

CAMP-INS

Groups from organizations and schools experienced an amazing overnight adventure from dusk until dawn at Science World at TELUS World of Science. In 2011/12. 1,211 children and 426 adults participated in this fun, educational program.

FREE DAY

We celebrated the completion of our facility renewal at TELUS World of Science with a public free day in December 2011. Over 10,000 people visited us that Saturday and explored our new and renewed spaces, including the 11,000square-foot Eureka! Mitchell Brown Odyssey Foundation Gallery, a bigger and better Search: The Sara Stern Gallery, and the new Our World: BMO Sustainability Gallery.



TEACHERS' NIGHT OUT

This year, over 500 teachers, pre-service teachers and activity/program coordinators attended our two events for teachers—a *Field Trip Fair*, held in September, prior to the completion of our renovation, and a *Teachers' Night Out*, held in February—allowing us to introduce our expanded gallery and exhibition space to educators.

THE AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE (AAAS)

In February, the AAAS held its annual conference in Vancouver, bringing to the city thousands of scientists, engineers, policymakers, educators, and journalists from some fifty nations. Science World took part in the event in two ways.

For the conference's Family Science Days, we presented one of our zany Science Surprises shows on our Peter Brown Family Centre Stage. We also hosted a speaker event and invited members of the community (both with and without a background in science) to participate in a discussion of the challenges of getting youth involved—and staying involved—in science. Jointly organized and sponsored by Science World and the Consulate General of France in Vancouver, Science for All: A Challenge for Our *Times* brought together three speakers for an audience-participatory discussion: Professor Pierre Léna of the Académie des sciences in Paris; Science World's resident physicist, Sandra Eix; and educational consultant and vice-chair of Science World's Board of Directors, Bruce Beairsto.



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COMMUNITY ENGAGEMENT PROGRAMS

> Science World continued to provide opportunities for children, teachers and families to discover a love of science at school, at home and in the community. Our Community Outreach team travelled throughout British Columbia, involving whole communities and accommodating diverse learners, cultures and families. In 2011/12, through face-to-face programming (137,861 participants) and digital outreach programs such as BC Green Games and two resource websites, resources.scienceworld.ca and catalystforscience.ca (31,379 participants), we reached over 169,000 British Columbians.



ENABLING HIGH-SCHOOL STUDENTS TO 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 students with local, well-established science leaders. In 2011/12, 1.853 students had the opportunity to network with 84 science professionals in nine events held throughout BC.



CELEBRATING AND SHARING THE WONDERS OF SCIENCE WITH ENTIRE COMMUNITIES

These week-long series of entertaining and engaging events bring Science World together with local industries, businesses, government agencies, schools and organizations to promote the importance of science and innovation. This year we visited Williams Lake, Nelson, Nanaimo, Prince George, Kelowna, Fort Nelson, Parksville, Chilliwack and Port Alberni, Through these celebrations we inspired over 12,600 students, families and community leaders to discover the science all around them. The events help foster relationships and set the stage for ongoing science activities. As well, they inspire students to keep studying and explore future careers in science and technology.

science world

INSPIRING STUDENTS AND TEACHERS TO DO MORE SCIENCE IN THEIR **OWN SCHOOL**

Through Science World On The Road, students explore science topics such as forms of energy, types of pressure, and the amazing properties of air through three amazing shows: Energy in Action, Under Pressure and It's a Gas.

In 2011/12, On The Road travelled throughout the province, delivering exciting, innovative and curriculum-relevant science shows to over 45,000 K-9 students and teachers. From Hudson's Hope to Bella Bella, no community was too remote to be inspired by science.



LOCAL SCIENCE PROFESSIONALS SPARKING AN INTEREST IN SCIENCE IN K-12 STUDENTS

This free program connects established scientists, engineers, technologists, technicians and tradespeople with BC students and teachers to inspire students to continue studies in math and science. In 2011/12. *Scientists and* Innovators in the Schools delivered presentations and hands-on workshops to over 46,000 K-12 students and teachers across the province.





MOTIVATING INNER-CITY YOUTH TO BE MORE INQUISITIVE ABOUT THE WORLD AROUND THEM

September 2011 marked the eleventh year of this fun-filled, after-school science enrichment program, inspiring over 890 at-risk children at nine different Vancouver inner-city schools.

Our regional delivery model continues in partnership with the University of the Fraser Valley and the Chilliwack School District, where planning, curriculum, training and coaching are provided by Science World and direct delivery by university students. This year, the regional delivery model was expanded to explore new approaches to after-school programming with the Kiwassa Neighbourhood House and the Parent Advisory Committee at École Anne Hébert, our first Super Science Club program delivery in French.

FOSTERING CURIOSITY, IMAGINATION AND A POSITIVE ATTITUDE TOWARDS SCIENCE IN PRESCHOOL-AGED CHILDREN

To better serve BC's preschoolers and their teachers, parents and caregivers, our early childhood programming continued to expand this year, with increased connections with StrongStart BC Early Learning Centres throughout the province and a new focus on support for kindergarten teachers transitioning from half-day to full-day kindergarten.

Offerings included ten resource modules developed and tested in the community, hands-on professional enrichment workshops for educators, and resources and activities for parents and their preschool-aged children.

The program reached 995 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.



WEB-BASED RESOURCES

DEVELOPING THE NEXT GENERATION OF SCIENTISTS AND INNOVATORS

Future Science Leaders is a new program that aims to create a network of support for top high-school students to further develop the talent, drive and discipline needed to excel in scientific research and innovation. Eleven boys and nine girls from the Lower Mainland took part in the program's pilot year, a survey year in which they explored math, biology, chemistry and physics, earth and space sciences, and technology.

REACHING OUT ACROSS THE PROVINCE

RESOURCES

SCIENCE WORLD RESOURCES

Developed by Science World's award-winning *Super Science Club* and tested by students and teachers, over 350 free K-7 curriculumconnected lesson plans and activities are now available online at resources.scienceworld.ca. Averaging 300 visitors per week from BC and beyond, this website is searchable for activities by topic, grade level, type or keyword. Whether creating a miniature worm compost to learn about decomposers or building a "bullfrog caller" to learn about the science of sound, students of all ages explore and develop critical thinking skills and have fun with science.



CATALYST FOR SCIENCE

In partnership with the BC Science Teachers' Association, Science World manages an online collection of high-school science-based resources and shares these resources with non-formal educators, parents and students at catalystforscience.ca. These resources include teacher-reviewed and classroom-tested lessons. activities and links. As part of the 2011 BC ScTA Annual Conference, Science World coordinated the addition of 19 new resources, submitted by conference presenters, to Catalyst for Science (catalystforscience.ca).



SHARE, CELEBRATE AND REWARD GREEN ACTIONS FROM BC'S STUDENTS.

BC Green Games is a province-wide environmental action contest for K-12 students that inspires, enables sharing of, rewards and celebrates the green efforts of schools in BC. Science World manages *BC Green Games* with input from community partners in the areas of youth. government, school district, university, science and environmental education. Presenting sponsors are BC Hydro and Fortis BC, with additional support from the Province of BC through the Ministry of Education.

BChydro 🛈

The second year of BC Green Games ended in April 2010 with 3,981 votes cast in the Viewer's Choice awards and 110 community organizations involved in the contest as sponsors, advisory

and steering committee members, judges and promotional partners. The third year of BC Green Games was even stronger than the second, with a 140% increase in the number of projects uploaded to bcgreengames.ca, bringing the program total to 375 inspiring projects residing in the online gallery. \$22,000 in prize money and six SONY Canada digital media devices were presented to winning schools across British Columbia.

PRESENTING SPONSORS

power**smart**

FORTIS BC^{*}

WE'RE ALMOST THERE!

Science World's \$35-million Bridging the Science Gap Capital Campaign is almost complete, thanks to the help of our incredible supporters.

Through your help, Science World will boast new gallery and classroom spaces, including an expansive outdoor science park, and host a range of exciting new exhibits. Thank you for helping us to make British Columbia a place where citizens understand, value and participate in enabling science to improve our quality of life.

SPONSORS AND DONORS

BRIDGING THE SCIENCE GAP CAPITAL CAMPAIGN

DIAMOND

(\$1,000,000+) BC Hydro Infrastructure Canada Province of British Columbia Dr Ken Spencer Western Economic Diversification Canada

SAPPHIRE

(\$500,000-999,999) BMO Financial Group Peter & Joanne Brown Foundation Encana Corporation Goldcorp Taseko Mines TD Westport Innovations PLATINUM (\$100,000-499,999) ACL Services Aurizon Mines Ross Beaty Appia Developments Embassy Development Corporation CIBC Norm & Pat Francis Paul & Nicole Gever Great Basin Gold Imperial Oil Foundation V. Paul Lee & Family The Louis Family-Robin, Linda, Aron & Owen MDA Corporation John & Dana Montalbano

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SILVER (\$10.000-49.999) Val & Dick Bradshaw Fasken Martineau FortisBC Caroline Iellinck & Gordon Exel Cheryl & Randy Jespersen Knight Piésold KPMG Foundation Terry Lyons & Julie Paul Peter J. O'Callaghan Donna O'Neill Ali & Kirsten Peiman lim Pickles Garry & Leonne Rasmussen Sony Canada Morgan & Lisa Sturdy Vancouver Foundation Anonymous

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

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THE CHAIRS CLUB

The Chairs Club is 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 individual commitment of \$25,000 annually for three years demonstrates incredible dedication to our mission.

Ross Beaty

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THE CHAMPIONS CIRCLE

Brian & Mervl Begert

Kerry & Paula Curtis

The Galbraith Family

Sherry & Alex Klopfer

Dr Martin Gleave

Lindsay Machan

Philip Dubois

lim Fletcher

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.

> Seltzer Family David Mullen & Georgia Evans Mark Payne Kerry Peacock Patrick Robinson. Leigh Sauder & Family The Sisodraker Family Stephen Sorensen

Ron & Shannon Thiessen Olivier Vincent Harald Will Family Chip & Shannon Wilson Family Bill & Bronwen Thomas Eric K. Pringle, Hemmera

CHAMPIONS

CIRCLE

EQUITY GIVING PROGRAM

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

CORPORATE DONORS

Bycast

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SCIENCE WORLD EQUITY GIVING PROGRAM



EXHIBITIONS AND GALLERIES

OUR WORLD: **BMO SUSTAINABILITY GALLERY** \$0-75.000 Blue Planet Links Foundation

EXTREME DINOSAURS EXHIBIT

\$0-30,000 BMO Financial Group The Gever Family Dr Sam Daher & Daher Orthostyle Best Buy Canada Zeaus, Athan, Kailyx & Karile Castillo

Newalta

COMMUNITY ENGAGEMENT

YEAR OF SCIENCE \$1,000,000+ Provincial School Support

COMMUNITY ENGAGEMENT \$15.000-99.999 Jenny Drake & Mike Cormack

\$0-14.999 Imperial Oil Foundation Patti Eix

SUPER SCIENCE CLUB \$15,000-99,999

North Growth Foundation **RBC** Foundation Tula Community Fund, a donor advised fund of the Vancouver Foundation Dr Andrew S. Wright & Dr Helen Newton-Willow Grove Foundation

\$0-14.999 John Hardie Mitchell Family Foundation Provincial Employees Community Services Fund Stewart Fund, a donor advised fund of the Vancouver Foundation

Science World is committed to promoting a science-rich culture throughout the province by actively engaging the whole community—students, teachers and families—in the students' learning. Through the Year of Science in British Columbia, Science World was able to reach 160,000 students across the province.

BC GREEN GAMES

\$15,000-99,999 BC Hydro FortisBC

\$0-14.999 Sonv Canada

COMMUNITY SCIENCE CELEBRATIONS

\$15,000-99,999 Imperial Oil Foundation

SCIENCE WORLD FREE DAY \$0-20.000 Dyson Canada

Encana Corporation



UNDESIGNATED GIFTS

\$15,000-99,999

City of Vancouver

Gaming Policy and Enforcement Branch

\$0-14,999

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Andrew Harries & Family	Network	Owen Szeto
Scott Hunter	Joshua Pablo TELUS	

EMPLOYEE GIVING PROGRAM

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

André & Megan Zandstra & Family Anna Horvath Avena Guppy Brvan & Kathlvn Tisdall Carl Ott Chris Hamming Christina Coomer Dale Minchin Eugene Kabanovski Gail Fraser Georgia Ohm Gloria Laird Heena Chauhan Ingrid Lae Ivan Decker lacki Mavo Jane Mehai

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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

Sony Canada Microsoft Rethink Coca Cola

IN-KIND PARTNERSHIPS

VIP Sneak Peek Event Sponsors

Culinary Capers Peake of Catering Major the Gourmet Emelle's Catering by a lo comm centre behal life's a develo Dr Ker Stan H John F Dr Mio Haig F Barba

Cecil

FRIENDS OF SCIENCE WORLD (LIFETIME)

To be named a Friend of Science World is an honour bestowed by the membership of the Science World on an individual that personifies the goal and aspirations of the Society. The recipient is characterized by a love of science, a dedication to community service, and a commitment to the evolution of British Columbia as an international centre of science and technology. Either through their activities on behalf of the Society and/or by the example they provide by their life's achievements, the Friend has contributed significantly to the development of a science culture in our province.

en Spencer	2010
Hagen	2009
Pitts	2006
ichael Smith	1994
Farris	1992
ara Brink	1991
Green	1990

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PATRONS OF SCIENCE WORLD

To be named a Patron of Science World is an honour bestowed by the members of the Society on a volunteer or former employee who has contributed in a significant way to the development of the Society.

It recognizes that a community facility like Science World can only thrive if it is the recipient of the collective contributions of energy, wisdom, time, financial resources and goodwill from the leaders of the community it serves. The Patrons of Science World are examples of this leadership.

2011 Bruce Drake	2009 Munro MacKenzie	2005Anne Sutherland	1998 Kevin O'Neill	1996 Ron Woznow
2011 Morgan Sturdy	2009 Trudi Coblenz	2004 Eric Kong	1997 Anthony Barke	1995 Michael Francis
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2009 Michael Lee	2005 Dr Ron Marteniuk	1998 Dr Sid Katz	1996 Nairn (Buz) Knott	1993 Rudolph North

1993...... Lynn Patterson

s 1993..... Don Risk

1993..... Ron Stern

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1993...... Dr John Wormsbecker

1992..... Dr Harold Copp

rd 1992..... Don Graham

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vani 1991..... Dr Erich Vogt

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.. Dr Gerhard Herzberg

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FINANCIAL HIGHLIGHTS

		YEAR ENDED	YEAR ENDED	YEAR ENDED
		FEBRUARY 29	FEBRUARY 28	FEBRUARY 28
The financial statements		2012	2011	2010
of A.S.T.C. Science	REVENUES			
World Society for the	Customer admission and membership	4,221	4,892	4,760
year ended February 29,	Customer retail revenue and contracted services	1,374	1,997	4,301
2012, have been audited	Donations and sponsorships	1,201	1,133	1,238
by Pricewaterhouse	Grants	951	1,112	1,849
Coopers LLP, Chartered	Interest	159	137	143
Accountants. These	Interest on contribution from Province of British Columbia	-	70	63
financial statements are	Miscellaneous	45	37	44
available upon request.		7,951	9,378	12,398
	EXPENSES			
The tables to the right	Customer and donor services and facilities	2,544	2,909	3,656
show revenues and	Exhibits, theatres and programs	2,103	1,917	2,347
expenses relative to	Customer information, communication and sales	1,484	1,573	1,786
fiscal years 2010/11 and	Support services	1,273	1,358	1,228
2009/10. They are an	09/10. They are an Outreach programming		1,055	991
illustrative summary only		8,306	8,812	10,008
and are not intended to	EXCESS OF REVENUES OVER			
replace the full audited	EXPENSES BEFORE AMORTIZATION	(355)	566	2,390
financial statements.				
	Amortization of exhibits and property and equipment	(1,537)	(1,629)	(1,309)
Statement of Operations extracted from	Amortization of deferred contributions related			
the Financial Statements for the year ended	to exhibits and property and equipment	1,239	1,036	919
February 29, 2012 (in thousands of dollars).		(298)	(593)	(390)
	(DEFICIENCY) EXCESS OF REVENUES OVER EXPENSES	(653)	(27)	2,000

REVENUES

60.9% EARNED REVENUE

ADMISSIONS, MEMBERSHIP, RETAIL, RENTALS AND SERVICES



1.7% INTEREST

0.5% MISCELLANEOUS

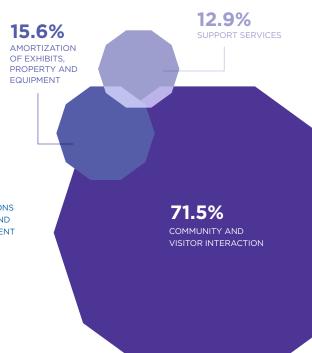
13.5%

AMORTIZATION OF DEFERRED CONTRIBUTIONS RELATED TO EXHIBITS AND PROPERTY AND EQUIPMENT

13.1%

DONATIONS AND SPONSORSHIPS

10.3%



SCIENCE WORLD

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

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