



Science World Launches \$10 Million Fundraising Campaign

New Board Members are announced who will support the expansion of STEAM learning across the Province through campaign Fund The Future

Photos, headshots and logos available [here](#)

Vancouver BC, June 15, 2021 - Today, Science World announced it is embarking on a \$10 million fundraising campaign in an effort to further expand STEAM (science, technology, engineering, arts & design and math) learning across the province and into barriered communities. COVID-19 has accelerated the need for the non-profit organization to deliver STEAM learning in a digital capacity in order to continue to reach more remote communities and barriered youth.

“It’s up to all of us to ensure that BC, and Canada, are able to compete on a global scale in the quest for talent. Currently, we are facing skills shortages in essential fields, so we need to equip our youth with the right tools to succeed in the future,” said Tracy Redies, President and CEO of Science World. “It is estimated that two-thirds of students entering elementary school today will be employed in jobs that do not currently exist. Of those new jobs, about 80% will require STEAM literacy. Science World is uniquely positioned to support the learners of today so they’re ready for the challenges of tomorrow. This important fundraising campaign will help us succeed in doing just this.”

Science World has been open about their revenue losses as a result of COVID-19, citing an approximate \$13 million revenue loss in 2020. As a non-profit organization with 85% of revenue coming from ticket sales and events, and less than 2% of funding coming from the government, the COVID-19 pandemic has been devastating.

“I’m incredibly passionate about science and the amazing work that Science World does, so being the chair of the fundraising committee is a true honour” says Manny Padda, Chair of the Fundraising Committee and Science World Board Member. “Funds raised will support two major initiatives: the first is scaling our program digitization to reach over three million learners this year, and the second will help build immersive experiences and vital capital projects. The new and expanded digital outreach is available to people at every income level and will provide essential STEAM education to those in rural, remote and Indigenous communities, as well as women and girls.”

With a goal of raising \$10 million, Science World has outlined how it plans to use the funds:

- \$5 million on immersive experiences, exhibit renewal and vital capital projects. \$3.5 million of this will include new technology and content that will provide an improved experience, new revenue opportunities and new markets. This will allow for exhibits to reach outside the dome, collaborate more with other science centres and develop programming. The other \$1.5 million will help create a new digital studio and platform, upgrades to current galleries, a new greenhouse and vital maintenance work.
- \$5 million to accelerate the digitization of programs, exhibits and new STEAM content. Focusing on its core science programs, Science World will reach students and teachers directly in their homes and classrooms. This outreach will also focus on barriered groups in all corners of BC and plans to reach 3.44 million people in the coming year.

In an effort to target the greater business community as a part of its fundraising outreach, Science World is expanding on its award-winning campaign, *The World Needs More Nerds* with a campaign extension titled [*The Future Needs More Nerds*](#). This campaign evolution targets CEOs of high-profile businesses all over the province through LinkedIn outreach and networking. LinkedIn profiles inspired by young STEAM enthusiasts were created to network with executives at leading companies focused on science, technology, engineering, arts & design and math. The profiles were inspired by real kids who come to Science World, but instead of profiles that look at past experience, these profiles outline their future achievements. Over the past year, *The World Needs More Nerds* sparked global attention with superstar nerds like Dr. Bonnie Henry, Dr. Jane Goodall, Chris Hadfield, and Laurent Duvernay-Tardif coming on board to support the cause. The campaign tripled the original fundraising goal, raising essential funds for Science World's youth STEAM programs.

Science World also announced new board members and a new Chair of the Board of Directors.

Andrea Johnston, Pinnacle Renewable Energy. Andrea is the SVP and CFO of Pinnacle Renewable Energy with responsibility for leading Pinnacle’s overall operations. Pinnacle is part of Drax Group, the world’s leading sustainable bioenergy generation and supply business. Pinnacle’s products are made from sustainable forests’ residuals and are the green solution to baseload energy generation in the U.K., Europe, Japan, and South Korea. Andrea enjoys developing teams to advance the use of renewable and sustainable energy sources and technology to help us better manage energy and precious resources.

Wendi Campbell, KPMG Canada. Wendi is the Managing Director, Clients & Markets Strategy for KPMG Canada. At KPMG Wendi develops and leads strategic market initiatives and formulates the operational plans to execute them. Wendi has enjoyed a +30-year career working in a wide variety of leadership roles. Wendi’s community outreach includes being a past board member of the BC/Yukon Region of the Canadian Breast Cancer Foundation and the Vancouver International Marathon Society.

Kenndal McArdle, Pender Ventures. Kenndal McArdle is currently a Principal at Pender Ventures, a brand of PenderFund Capital Management Ltd. Kenndal has over 6 years of professional investing experience, with a predominant focus on early-stage technology companies. In addition to his work as an investor, Kenndal

aides in operationalizing systems and processes for PenderFund Capital Ltd. Kenndal is a board observer for Clarius Mobile Health and Checkfront Technologies and is a strategic advisor to numerous start-up companies providing guidance on capital raising and governance.

With these three additions, the Science World Board of Directors now sits at 18 members. In addition, Cheryl Slusarchuk has been named Chair of the Board of Directors. Full details of the Board of Directors can be found [here](#).

About Science World

Science World is a BC-based charitable organization that engages the people of British Columbia in STEAM literacy. Their mission is to ignite wonder and empower dreams through science and nature. Their vision is that within a generation, Canada will be a country of thriving, sustainable communities rooted in science, innovation, and a deep connection to nature.

Media interviews and requests

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