



# WHERE QUESTIONS SPARK DISCOVERY.

INSPIRING MINDS FOR 50 YEARS

2018-2019 Year-in-Review



ONTARIO  
SCIENCE  
CENTRE

# LEADERSHIP MESSAGE



The Ontario Science Centre is pleased to report on a successful 2018–2019 fiscal year, including the launch of our 50th birthday lineup of exhibitions, events, initiatives and activities. The year 2019 not only marks our Centre’s 50th birthday, but also the 50th anniversary of hands-on science centres across the globe. Now, there are more than 2,400 such centres worldwide.

In January 2019, we launched our 50th birthday year with an event that included the reveal of the *Celebration Way* entrance experience, the opening of *Inventorium 2.0* and a keynote by our 50th birthday Honorary Patron, The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario. The Centre revealed an exciting slate of activities and experiences for the year leading up to our official birthday on September 26.

Coinciding with our 50th birthday launch, we began a new brand campaign to encourage everyone to think like a scientist and *Ask. Test. Repeat.*—the scientific method in its simplest form. This powerful message resonates with all Canadians, who we urge to question their assumptions, consider new approaches to bigger challenges and to never stop innovating.

We also kicked off our 50th year with the launch of a birthday fundraising campaign, inviting families and corporations to support priority projects, including the development of best-in-class exhibitions and science learning experiences and projects upgrading our services

and access programs. We are grateful for the early and growing support of our work.

Throughout 2018–2019, the Ontario Science Centre worked to fulfill the tenets of its new strategic plan—collaborative experiences, 21st-century learning and youth innovation—and continued to deliver on its mission: *To inspire passion for the human adventure of discovery.*

Science centres serve as reservoirs of science knowledge at the community level. We believe that our *Ask. Test. Repeat.* campaign will become a rallying cry for the role of science in everyday life. While this message launched our 50th birthday, we know its impact will extend far beyond the Centre’s milestone year.

The Ontario Science Centre could not serve the community and offer such robust programming without the support of the Government of Ontario and our partners and supporters. Thank you to our donors and sponsors, Board of Trustees and volunteers who are helping to fuel interest in the Science Centre.

Thank you for contributing to our vision for a more curious, creative and resilient world, and for celebrating with us on our 50th birthday.

**90% OF CANADIANS  
CONSIDER SCIENCE  
CENTRES TO BE  
AMONG THE MOST  
TRUSTED SOURCES  
OF ACCURATE  
INFORMATION**

— Ontario Science  
Centre’s 2018  
National Science  
Literacy Survey



**Maurice Bitran, PhD**  
CEO & Chief Science Officer



**Ann Louise Vehovec**  
Chair, Board of Trustees



# OUR YEAR AT A GLANCE



**Pandas** IMAX® film launch

**International Astronomy Day celebration** with former CSA astronaut Dr. Dave Williams

**3 Sensory-friendly Saturdays** held, in partnership with the Geneva Centre for Autism

**Oceans: Our Blue Planet** IMAX® film launch

**Great Conversations** event on science fiction in pop culture

**QUANTUM: The Exhibition** opens, supported by the University of Waterloo, Institute for Quantum Computing

**New Eyes on the Universe** exhibition opens

APRIL

JUNE

AUGUST

## 2018

MAY

**POPnology** exhibition opens, supported by Knowledge Partner Durham College and DK Books

### Weston Youth Innovation Award

Remarkable 15-year-old Danish Mahmood from London, Ontario, receives the Science Centre's 2018 Weston Youth Innovation Award for his Wireless Interconnected Non-Invasive Triage System, a device that can assist first responders, paramedics and hospitals to monitor patients' vital signs.

JULY

**Weston Youth Innovation Award** granted

**Conversation with Canadian Space Agency astronaut** David Saint-Jacques



SEPTEMBER

**Ontario Science Centre's 2018 National Science Literacy Survey** reveals that 83 percent of Canadians want to learn more about science and how it affects our world

**STEAM Residency Program** launches, an intensive five-day program that focuses on real-world problem-solving for students in Grades 6, 7 and 8

**Annual Community Day** welcomed 7,706 visitors, sponsored by TELUS





**The Honourable Elizabeth Dowdeswell**, Lieutenant Governor of Ontario, is welcomed as the Honorary Patron for the Science Centre's 50th birthday celebration year



Hosted an event celebrating the **International Day of Women and Girls in Science**

**Great Bear Rainforest** IMAX® film launch

**Journey To Space** IMAX® film launch

**2 Great Conversations** events focused on ADHD awareness and creativity

• **OCTOBER**

• **DECEMBER**

• **FEBRUARY**

**2019**

• **NOVEMBER**

**Design, fabrication and installation** of the cultural centre exhibition in Nain, Labrador, is completed

**The W. Garfield Weston Foundation** commits \$180,000 over three years to recognize and support young Canadian innovators with the Centre's Weston Youth Innovation Award through increased prize amounts and an expanded prize structure (including a first-place prize of \$15,000)

**RBC Innovators' Ball** raises record-breaking \$767,000 to provide students and families access to science learning experiences

**2 Great Conversations** events on gravitational waves and on life lessons from an astronaut

• **JANUARY**

**50th birthday year kick-off** event with our Honorary Patron and special guests to launch new *Inventorium 2.0* experience

**Launched our in-house developed *Inventorium 2.0*** as a community hub, makerspace and integrated STEAM learning experience, hosting ongoing and evolving sci-art installations by Idea Projects Artists-in-Residence, in partnership with the Museum of Contemporary Art Toronto Canada

**Celebration Way** entrance experience opens, highlighting 50 years of science milestones

**50 Years of Stories** campaign launches to showcase the impact of the Science Centre

**Ask. Test. Repeat.** marketing campaign launch

• **MARCH**

Special March Break interactive program ***The Science of Skateboarding*** launches, presented in partnership with CJ's SKATEPARK



# “IT’S HAD AN IMPACT ON HOW I THINK ABOUT THE WORLD”

– Jennifer Crosbie, PhD, Clinician Scientist, SickKids & Principal Investigator of the Spit for Science *ResearchLive!* study

The Science Centre has been a key collaborator for my career as a scientist. The Spit for Science project, which collected 17,000 DNA samples to identify genes associated with psychiatric disorders in children, laid a core foundation for my research. Through this collaboration, the team (Drs. Schachar, Arnold and Burton) and I have collected one of the largest pediatric data sets in the world that includes genetics, cognition and health information. Our newest project at the Science Centre, Spit for Science 2 [as part of the *ResearchLive!* program], will collect 30,000 more samples and provide a new opportunity to explore how our genes interact with our environment and their impact on our health and mental health. With permission from the participants, the Spit for Science 2 data will be stored in Healthy Kids Biobank at The Hospital for Sick Children (SickKids) to create a resource for other researchers at SickKids and around the world.



# 884,837

## ONTARIO SCIENCE CENTRE VISITORS IN 2018-2019

### 187,604

OMNIMAX® filmgoers



### 56,800

members in **14,563**  
member households



### 4,392

*ResearchLive!* visitors took part in **39** studies conducted by **6** universities, **3** research hospitals and **18** labs at our Centre



### 165,770

students on school trips



### 3,041

campers aged 4 to 12



### 5,224

participants in the Science Centre-developed and award-winning program, Mental Health: The Science of Anxiety



**3,123** in Grades 6 & 7

**2,101** in Grades 11 & 12

# STEAM RESIDENCY PROGRAM

In partnership with the Ontario Ministry of Education, we developed and launched the STEAM (Science, Technology, Engineering, Art and Math) Residency Program at our Centre and at the Canada Science and Technology Museum in Ottawa for Grade 6, 7 and 8

students from local underserved schools. Over the full academic year, 24 classes and more than 630 students and teachers participated in this intensive five-day program that focuses on real-world problem-solving.



**“I have noticed that my students came back with a great mindset. They were grateful for the opportunity and have been collaborating very well ever since. They have a genuine interest in exploring learning opportunities with robotics and coding tools now. The program was great for my own professional development as well. Much of the technology and the applications we used during the week have become a regular part of my classroom teaching.”**

– Christine Haladay, Teacher (Grade 8)  
Portage Trail Community School



# THINK LIKE A SCIENTIST

The Ontario Science Centre believes that the scientific method is a way of seeking truth. A way of perceiving the world around us. And a way of changing it.

In 2019, we launched a new brand campaign that distills the scientific method down to its simplest form: *Ask. Test. Repeat.*



This call to action is essential in helping people navigate an ever-evolving and complex world. *Ask. Test. Repeat.* is a rallying cry that encourages everyone to think like a scientist and explore the impact of science in their daily lives.

We look forward to fuelling the curiosity and passion of the next generation of dreamers and helping to ignite the sparks that can help change lives, and the world.

# COMMUNITY INVESTMENT

## RBC INNOVATORS' BALL

**\$767,048**



net funds raised for the Ontario Science Centre and its community access programs

**\$103,800**



raised through eAuction

**470**



business leaders and innovators in attendance

**\$5,440,838**



net funds raised since the inception of the Innovators' Ball

## COMMUNITY ACCESS PROGRAMS

**77,762**



visitors welcomed through community access programs, including:

**30,258** students through the Adopt-a-Class program

**7,706** Community Day visitors

**5,388** visitors through the Citizenship Cultural Access Pass Program

# ONTARIO SCIENCE CENTRE RBC Innovators' Ball



RBC Innovators' Ball Event Co-Chairs



## RBC INNOVATORS' BALL

Drawing nearly 500 guests, the sold-out 2018 RBC Innovators' Ball net more than \$767,000, a record-breaking 10 percent increase from 2017. The annual event raised critical funding for community access programs, which serve approximately 78,000 kids and families each year by removing financial barriers that might otherwise stand between the community and a visit to the Science Centre.

Event Co-Chairs, Sam and Claire Duboc and Catherine Dyer, introduced three compelling innovation presentations—on the future of transportation (Ryan Janzen, TransPod), how social networks can reveal truth (Harleen Kaur, Ground News) and about the democratization of outer space (Mina Mitry, Kepler Communications). Ann Louise Vehovec, Chair of our Board of Trustees, greeted guests via hologram.

The Ontario Science Centre recognizes the incredible support from the event committee and from the many supporters who make this event possible.

**“By instilling an understanding of and passion for science at a young age, we’re ensuring youth have access to the knowledge, skills and abilities they need to face future challenges”**

– Martin Wildberger, Executive Vice-President, Innovation & Technology, RBC

# SPONSORS & DONORS

## 2018 RBC INNOVATORS' BALL SPONSORS & SUPPORTERS

This event celebrates curiosity as a way to innovate for the future. Proceeds from the event help keep the Ontario Science Centre affordable and accessible to all who wish to visit. Thank you to our 2018 RBC Innovators' Ball sponsors and supporters.

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Additional Adopt-a-Class Challenge supporters are recognized alongside our individual, corporate and foundation supporters

## RBC INNOVATORS' BALL COMMITTEE

The RBC Innovators' Ball Committee is a dynamic group of volunteers who made our 2018 fundraiser a thought-provoking and captivating night to remember. (As of November 15, 2018)

### Co-Chairs

Claire Duboc, MindBeacon Group  
Samuel L. Duboc, MindBeacon Group  
Catherine Dyer, Air Canada  
Benjamin Smith, Air Canada  
Serge Vitale, Sweet Lulu

### Event Committee

Denise Bombier, TELUS  
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and Cossette  
Rima Ramchandani, Torys LLP  
Peter Sinclair, Barrick Gold Corporation  
Chris Tambakis, Adgar Investments  
and Development Inc.

## INNOVATORS CIRCLE DONORS

The Innovators Circle is a group of community-minded supporters who recognize that science is the most powerful tool we have to understand and address the challenges of our ever-changing world. Members of the Innovators Circle have provided generous cumulative support of \$25,000 or more to help the Centre develop new programs and exhibitions, bring in travelling exhibitions and extend our reach.

### **\$15,000,000+**

The W. Garfield Weston Foundation

### **\$250,000 – \$999,999**

The Murray Frum Foundation/  
Nancy Lockhart and Murray Frum  
The Gail and David O'Brien Family

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### **\$25,000 – \$49,999**

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Marilyn and Charles Baillie  
George and Susan Cohon  
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Karen Weaver and H. Douglas Good  
Beth and Brent Wilson  
Anonymous

## MAJOR ANNUAL SPONSORS & DONORS

In addition to provincial grants, the Ontario Science Centre relies on private sector and philanthropic support to deliver its mandate.

We gratefully acknowledge the investment and generosity of our sponsors and donors. These supporters add to our knowledge, introduce us to new ideas and other partners and help sustain the vision and activities of the Ontario Science Centre.  
(April 1, 2018 – March 31, 2019)

### **Premier Partners**

Cisco Systems Canada Co.  
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### **Program and Exhibition Supporters**

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The W. Garfield Weston Foundation / *Weston Youth Innovation Award*  
The Ontario Ministry of Education / *STEAM Residency Program*

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## INDIVIDUAL ANNUAL DONORS

Every year, our annual donors and their families support our goal to nurture wonder and excitement. We thank them for helping us achieve this. (Gifts and pledges received April 2018 – March 2019)

### \$10,000+

Brian and Francine Chu<sup>^</sup>\*  
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\*Adopt-a-Class donors provide access to students who may otherwise be unable to visit the Ontario Science Centre

+Galactic and Cosmic Members include a donation as part of their Science Centre Membership

^Perennial donors provide long-term support through multi-year commitments

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A remarkable number of people go the extra mile to ensure our success. We thank our volunteers for their leadership. (April 2018 – March 2019)

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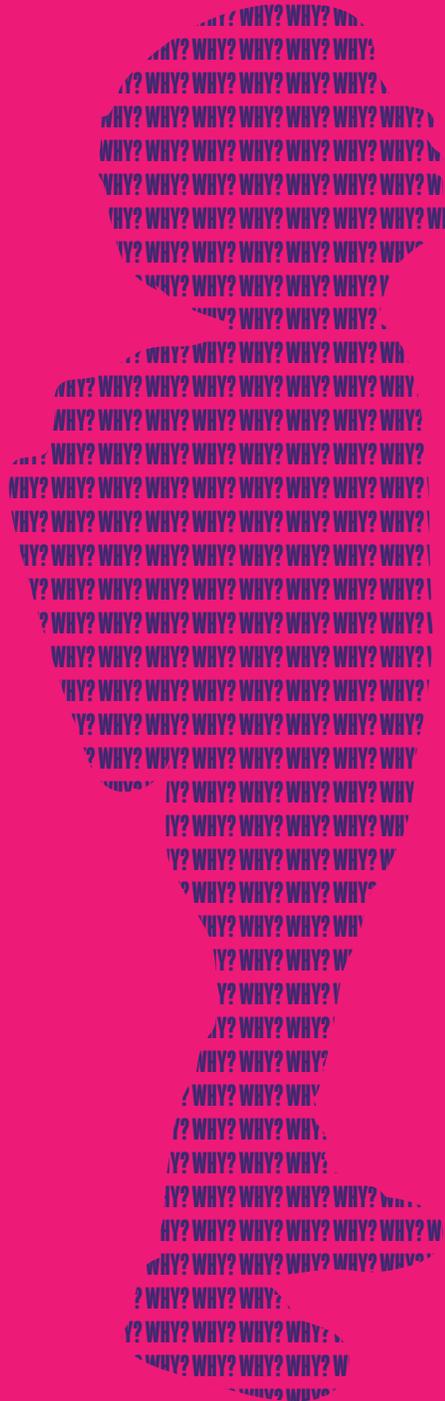
### **Karen Weaver**

Consultant  
 December 5, 2012 – December 4, 2018

**Note:** The professional titles of Board members reflect their positions during the 2018–2019 fiscal year.



**ASK.  
TEST.  
REPEAT.**



**A 4-YEAR-OLD  
CHILD CAN ASK  
UP TO 300  
QUESTIONS A DAY.**

**Fuel their curiosity with over 500  
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