Inspiring Young Minds
Canada’s Next Generation of Innovators
Experimenting with a model stethoscope
Inspiring Young Minds

When children develop a curiosity about science, engineering and technology, through dynamic hands-on learning experiences, the benefits can last forever. They gain confidence in their abilities. They learn to think critically and creatively. And they look at their potential in new ways, seeing fascinating career paths open up.

Actua helps to make all that happen.

We’re a national charitable organization, reaching youth in every province and territory across Canada.

We have a 20-year track record of success delivering innovative science, engineering and technology programs to youth ages 6-16, via camps, classroom workshops, clubs and community outreach.

Our corporate, foundation and government supporters recognize that by changing the attitudes of young children toward science, engineering and technology, Actua is making a difference to the future prospects of youth and to Canada’s ongoing competitiveness.
Two things set Actua apart – our national scope and our niche.

Our programs reach 225,000 young people each year in over 450 communities across Canada.

We also invest heavily in breaking down barriers to full participation, reaching out to groups that have been traditionally underrepresented and underserved in science, engineering and technology – Aboriginal youth, girls, underprivileged and at-risk youth and youth living in remote and inner-city communities.

By working closely with communities, and building partnerships with community and other youth-serving organizations, we enhance our capacity to reach a diverse youth audience.

No other organization matches Actua’s geographic reach or capacity to broaden opportunities for youth of all backgrounds and socio-economic status.
Investing in Canada’s Future

Actua’s supporters see their backing as an investment. An investment in our ability to help young Canadians imagine their place in the world. And an investment in exposing youth to the experiences that nurture an interest in science, engineering and technology, in learning itself, and in career options.

Our network of 29 member organizations are located at universities and colleges across Canada. These education institutions provide valued in-kind support to our programming and contribute to building our national capacity to expose young people to a diversity of career opportunities. In addition, Actua has a “Dream Team” of instructors who jump start programming where none existed before. Their customized programs allow youth to see science, engineering and technology as something that matters – relevant to their schooling, life and work.
Discovering the building blocks of life, modeling DNA
An investment in Actua has powerful returns. Independent research has shown that because of their Actua experience:

- Almost 85% of participants had a greater enjoyment of technology and science, and were more confident in their ability.
- 81% increased their knowledge of engineering.
- 84% felt they would do better in technology and science at school.
- 75% were more likely to take optional science in high school, or study science in university.

**What is Actua?**

**It’s the Aboriginal youth** who designed and built a structure, and were amazed to learn that their project was the essence of engineering.

**It’s the girl** who fabricated a “heart” from everyday objects at an all-girl workshop, and for the first time met female role models that let her imagine herself as a scientist.

**It’s the inner city youth** who learned about genetics by extracting DNA from a banana, and replied “It made me feel like I could do anything – science made sense.”
Water sampling, Nain NL
Actua’s ability to deliver proven results has generated strong long-term support from organizations such as GE Canada, The Synapse-CIHR Youth Connection Program, NSERC, Shell Canada, L’Oréal Canada, The GlaxoSmithKline Foundation, the Suncor Energy Foundation, Celestica, the Canada Foundation for Innovation and the RBC Foundation.

Our supporters realize that Actua’s initiatives mesh with their own bottom lines. Whether delivering content and experiences around specific scientific themes, or setting the stage for a promising future for Canadian youth, Actua programs benefit not only participants, but Canada as a whole.

“GE is working with Actua to reach youth at a critical early age, while ideas about their futures are still forming. We are very pleased to support Actua’s goal to build Canada’s future generation of innovators.”

- Elyse Allan, President & CEO, GE Canada
Learning health care procedures
“I liked getting to do the experiment, rather than watching it being done. It was amazing to learn about the brain!”

– participant, Vancouver BC

Opportunities for youth, prosperity for Canada

By fostering interest in science, engineering and technology, Actua contributes to the success of our youth, and to building and sustaining a successful national economy.

As Industry Canada reports: “Scientific and technological innovations enable modern economies to improve competitiveness and productivity, giving us the means to achieve an even higher standard of living and better quality of life.”

What can Actua spark? The future scientists and engineers who will make the discoveries, create the products, and support entire new industries that will help Canada become a more innovative and prosperous nation. The youth we engage today will develop the skills and interests that can serve them for life – and help make Canada a global leader in science, engineering and technology.