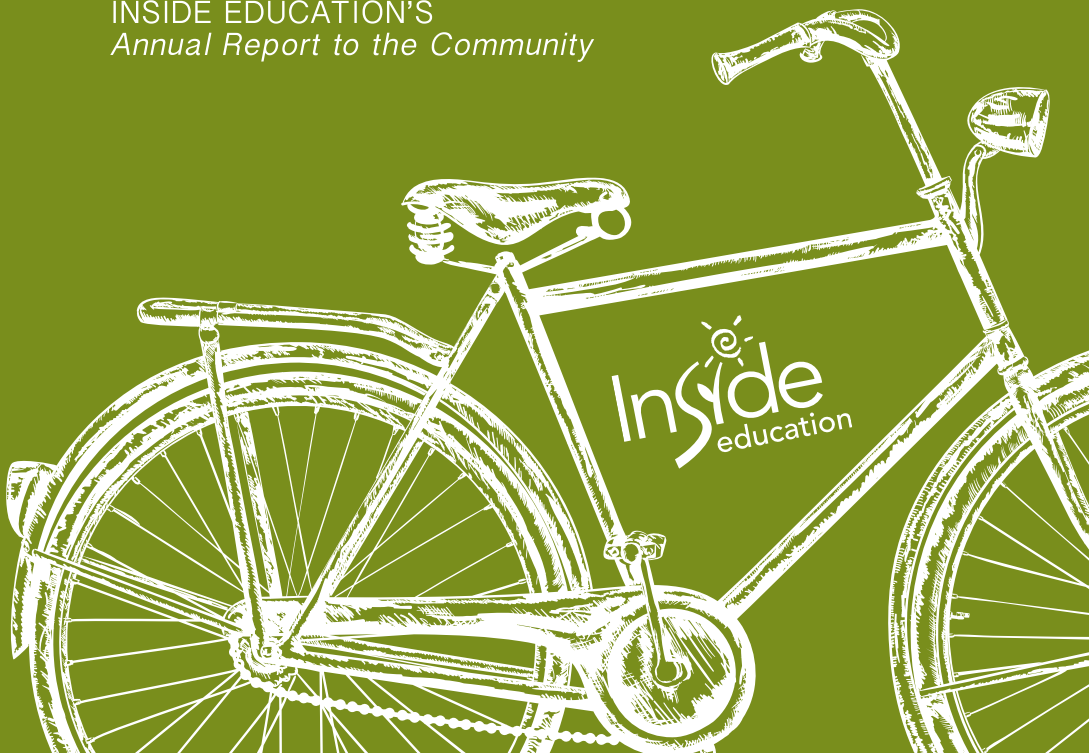


our 2013
JOURNEY



INSIDE EDUCATION'S
Annual Report to the Community



Inside
education

FROM THE BOARD



*Patricia Etris with the Honourable Robin Campbell,
Minister of Environment and Sustainable Resource Development*

2 0 1 3 BOARD OF DIRECTORS

Patricia Etris
Nadine Barber
Jerry Brunen
Alex Drummond
David Hill
David Huggill
Janet Millar
Gary Redmond
Chris Sudyk

It is my great pleasure, as President and Chair of the Board of Directors, to once again present you, our friends and partners, with the Inside Education Annual Report.

This 2013 report reveals another successful year for Inside Education as we continue to work with enthusiastic students and teachers from across Canada, and help them increase their knowledge of our environment and natural resources.

Since our inception in 1985, our Board, staff, and volunteers have pursued the development and delivery of balanced and engaging education programs. Inside Education has been a pioneer in teacher professional development programming, in-school and field-based programming, production of classroom teaching resources and, for the last four years, providing youth summits to help young people learn about energy and water resource issues.

Our mandate of encouraging critical thinking was supported in 2013 by our programs related to water, energy, forests, climate change, and careers.

In addition to our programs, our Board and staff work hard to ensure we follow the best business practices for the charitable sector. This report gives a snapshot of our financial situation and provides insights to what we believe are exemplary practices in operations, communications and human resources. We are immensely proud to have been recognized in 2013 for our incredible programs – with an Alberta Emerald Award – *and* our operations – with an Alberta Venture Best Workplaces Award.

On behalf of Inside Education's Board and staff, I extend our sincere appreciation to you, our partners and friends, for supporting us and helping to make 2013 another successful year. Without your continued support, we could not provide these amazing programs and encourage the education of Canadian youth.

Thank you!



Patricia Etris, President and Chair of the Board
Inside Education





OUR JOURNEY AT A GLANCE



OUR DESTINATION

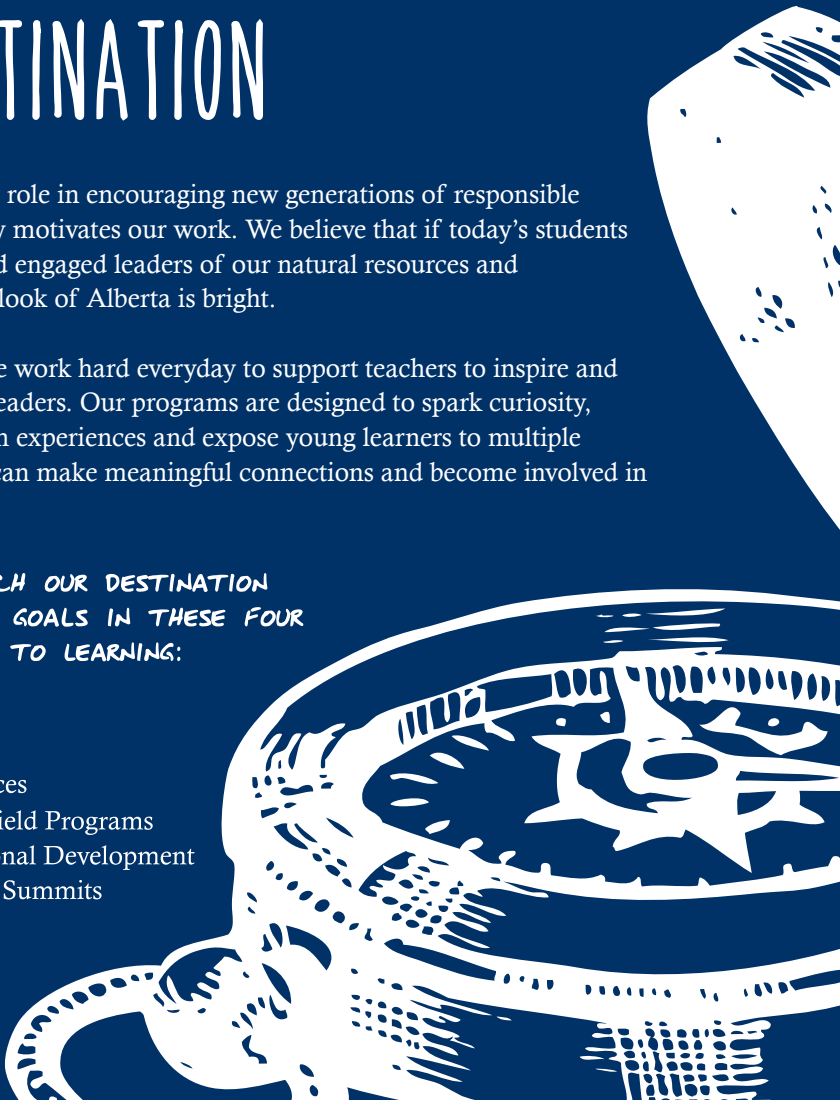
Playing an important role in encouraging new generations of responsible stewards is what truly motivates our work. We believe that if today's students become informed and engaged leaders of our natural resources and environment, the outlook of Alberta is bright.

With this in mind, we work hard everyday to support teachers to inspire and engage these young leaders. Our programs are designed to spark curiosity, offer unique hands-on experiences and expose young learners to multiple perspectives so they can make meaningful connections and become involved in shaping their future.

WE PLAN TO REACH OUR DESTINATION
BY ACHIEVING OUR GOALS IN THESE FOUR
MAIN APPROACHES TO LEARNING:



- Learning Resources
- Classroom and Field Programs
- Teacher Professional Development
- Youth Education Summits

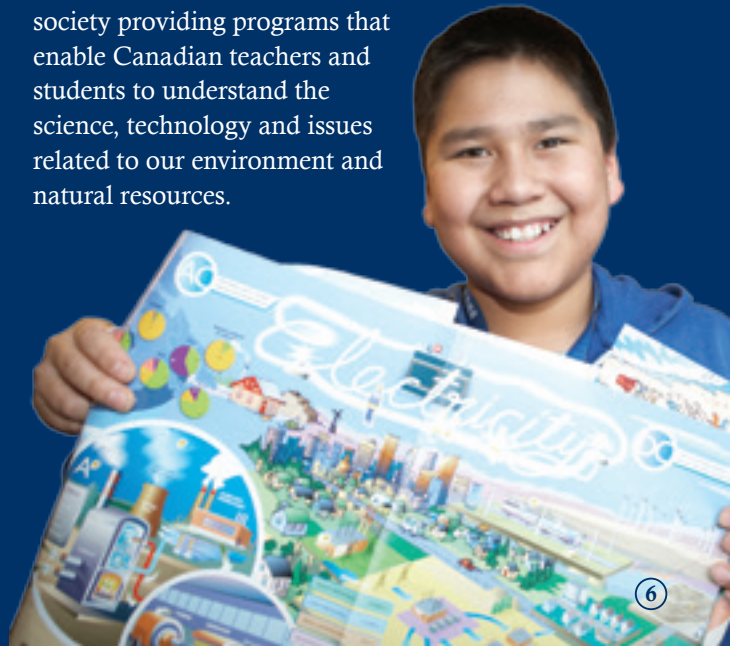


VISION

We envision future generations of engaged stewards who think critically about our environment and natural resources, and their complex relationship with our economy and society.

MISSION

We are a charitable education society providing programs that enable Canadian teachers and students to understand the science, technology and issues related to our environment and natural resources.



MILESTONES



- **23** years. Over 120 immersive programs. More than **3,000** adventurous teacher participants. Exposure to countless perspectives. We can honestly say our Teacher Professional Development Programs have been a thrilling part of what we do. In 2013 the excitement continued as these programs were recognized with an **Emerald Award** for their impact on environmental education in Alberta.
- Our field study programs are designed to get students out of the classroom to explore and make connections to the natural world. In 2013, we were able to give **6,447** students these outdoor learning experiences with our forest and wetland programs.
- Reaching students face-to-face has always been a key element of how we operate. The travel is not without challenges, but we welcome the adventures it brings! In 2013 we had the privilege of being invited into **828** classrooms to bring our presentations to life for students throughout Alberta.
- We pride ourselves on offering our staff members meaningful professional experiences to add to their career journeys. We have long been recognized for our HR practices and in 2013 we were honoured to receive the title of **Best Workplace for Working Parents** from Alberta Venture magazine.





- We developed our Youth Education Summits as a way to inspire high school students to step up as leaders by making meaningful contributions in advancing energy and water education in Alberta. Two years later, in addition to hosting the very successful *Generate 2013: Youth Energy Literacy Summit*, our innovative approach to learning was **recognized by Water Canada** for the outcomes of our *Navigate 2012: Water Literacy Youth Summit*.
- Over the years, we have developed more than **30** creative learning resources to support teachers to engage their students with natural resource and environmental topics. In 2013, we introduced two original video series: **It's Our Forest and Energy and Wildlife** (for energydialogues.ca) as our newest interactive learning tools.
- We are committed to supporting career educators to provide their students with the information they need to help them choose the right career path. In addition to our careers-related professional development, resources and presentations, in 2013 we were thrilled to host the inaugural **Alberta Boreal Careers Project**, a two-day experiential journey for high school students to learn about the science, technology and careers of this region.

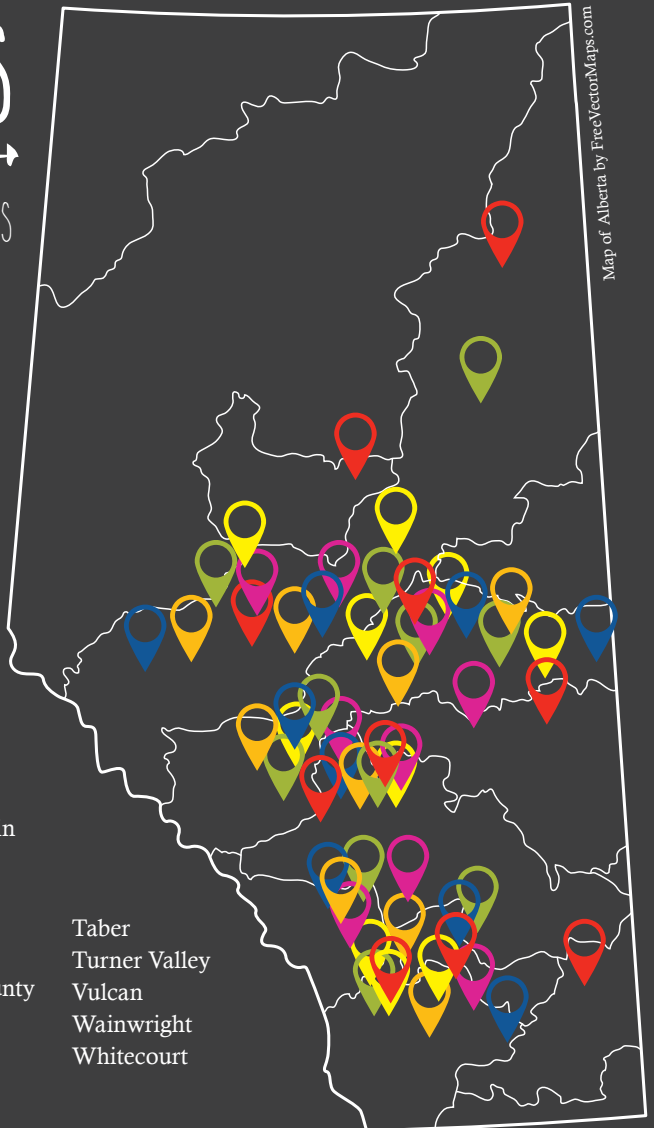
OUR TRAVELS



CLASSROOM PRESENTATIONS

- | | |
|-------------------|-------------------|
| Ardrossan | Fox Creek |
| Barrhead | High River |
| Beaumont | Hinton |
| Black Diamond | Innisfail |
| Blackie | Irma |
| Bon Accord | Lacombe |
| Brant | Lloydminster |
| Calgary | Maskwacis |
| Calmar | Medicine Hat |
| Camrose | Namao |
| Caroline | Nanton |
| Cayley | Niton Junction |
| Champion | Okotoks |
| Chestermere | Olds |
| Claresholm | Peers |
| Cochrane | Penhold |
| Condor | Red Deer |
| Cremona | Rocky Mountain |
| Crossfield | House |
| Edmonton | Sherwood Park |
| Edson | Spruce Grove |
| Falun | St. Albert |
| Fort McMurray | Strathcona County |
| Fort Saskatchewan | Sundre |
| | Sylvan Lake |

- Taber
- Turner Valley
- Vulcan
- Wainwright
- Whitecourt



Map of Alberta by FreeVectorMaps.com

In 2013 we ventured across Alberta to deliver our programs to schools throughout the province. We also reached classrooms in an additional **19** communities in BC, Saskatchewan, Manitoba and Newfoundland.

THE INTERACTIVE AND INFORMATIVE NATURE OF THE PRESENTATION ADDS TO THE LEARNER'S EXPERIENCES. IT IS BENEFICIAL AND VALUED. IT IS DIFFICULT FOR RURAL STUDENTS TO EXPERIENCE QUALITY PRESENTATIONS DUE TO DISTANCE FROM LARGE CENTRES. IT IS AWESOME WHEN THEY ARE ABLE TO COME DIRECTLY TO THE SCHOOLS.

-- Karen Smith, Teacher at Cabri School in Cabri, Saskatchewan --



TRAVEL NOTES



We always love getting feedback from all of the teachers and students we meet along the way. Here's a glimpse into some of their experiences with us.

THANKS FOR BRINGING ME ALONG ON THIS JOURNEY. AS A NATIVE ALBERTAN IT WAS GREAT TO EXPLORE PLACES I HAD NEVER BEEN BEFORE AND LEARN MORE ABOUT MY HOME. I AM GLAD I HAVE SOME NEW IDEAS TO TAKE BACK TO MY CLASSROOM AND AM INSPIRED TO TAKE THE CURRICULUM IN NEW DIRECTIONS.

-- Kathleen Dewar, a teacher at Olympic Heights Elementary in Calgary, joined us for the 2013 Aspen Parkland Education Program --



Hands-on, authentic learning opportunities are essential, not only for creating student engagement, but for fostering true understanding and retention. I actually overheard students making comments such as, "now I actually understand this" or "now this makes sense." They also made comments that they wished school could be "like this everyday" as they got so much more out of one day.

-- Janine Morrish and her grade 6 students from Condor School attended our Field Study Program at Des Crossley Demonstration Forest in the spring --

LOILO

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AMOUNT
PAID:

01 1/2

Trips like these are important for several reasons: gaining knowledge and understanding of multiple perspectives, building meaningful connections with other passionate teachers and having fun while learning...we try to do this for students so it's great you do it for us.

-- Caroline Sciarra teaches at St. Isabella School in Calgary and was selected as a participant for the Energy and Wildlife Summer Institute --

I want you to know how much these one-of-a-kind experiences mean to a high school math and science teacher. Being from southern Alberta, this trip once again has brought to me a fuller understanding of just how special so many geographies of our beautiful province are. To see up-close how the different stakeholders of our land work together for our collective enjoyment and profitable use is refreshing.

-- Bill Van Der Weide, from Calvin Christian School in Coalhurst, Alberta, joined us for the 2013 Aspen Parkland Education Program --

THANKS TO THE SUMMIT, WE HAVE A GUIDELINE
AND A PLAN OF ATTACK FOR OUR ENERGY
CONSERVATION IDEAS, AND WE ARE CONFIDENT
THESE IDEAS WILL CHANGE THE WORLD.

-- Alex was selected as a Generate 2013 student, along with his team from Forest Lawn High School in Calgary --

AIR MAIL

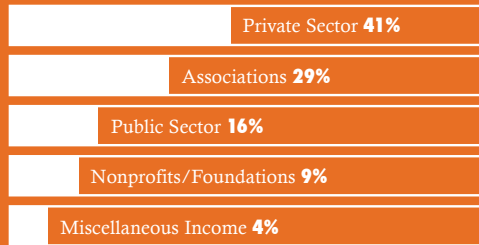
BY AIR MAIL
PAR AVION

FINANCIALS

In 2013 we engaged the chartered accounting firm of Peterson Walker LLP to audit our financial statements. Our own *interpretive map* is provided below, to walk you through this part of the journey!

FUNDING

\$1,495,065



**+ VOLUNTEER
EXPERTISE**

{ PRICELESS }

**+ IN-KIND
FACILITIES**

{ PRICELESS }

● invested in 



**PEOPLE +
TRAINING**

62%



program delivery 25%

OPERATIONS



8%

collaboration space 4%

{ expenditures \$1,412,220 }

= \$82,845

for future investment





2013 PARTNERS

WORKING TOWARDS FOSTERING A NEW GENERATION OF ENGAGED STEWARDS IS WHAT WE'RE PASSIONATE ABOUT. WE SIMPLY COULD NOT DO THIS ALONE. WE HAVE FORMED STRONG PARTNERSHIPS WITH MANY ORGANIZATIONS WHO SUPPORT OUR WORK AND SHARE OUR VISION. THANK YOU TO ALL OUR PARTNERS FOR THEIR COMMITMENT TO OUR PROGRAMS AND TO OUR YOUTH. WE LOOK FORWARD TO MOVING FORWARD TO OUR DESTINATION TOGETHER.

ALLIANCE

Government of Alberta
Alberta Innovates
BP Canada
Canadian Association of
Petroleum Producers
Cenovus
Connacher Oil and
Gas Limited
Devon Energy
Ducks Unlimited Canada

Encana Corporation
Forest Resource
Improvement Association
of Alberta
Millar Western Forest
Products
Statoil Canada
Suncor Energy Foundation
Syncrude Canada
West Fraser Timber
Company

SUSTAINING

Alberta Electric System
Operator
Alberta Forest Products
Association
Apache Corporation
Canadian Natural
Resources Limited
ECO Canada
Husky Energy
Marathon Oil
Penn West Exploration
Talisman Energy

SUPPORTING

Calgary Foundation
Direct Energy
Spruce Meadows
TD Friends of the
Environment Foundation

FRIENDS

Agrium
Alberta Capital Airshed
Alliance
Alberta Council for
Environmental Education
Alberta Education
Alberta Emerald Foundation
Alberta Energy
Alberta Environment
and Sustainable Resource
Development
Alberta Enterprise and
Advanced Education
Alberta-Pacific Forest
Industries
Alberta Rural Sustainable
Alternatives Network
Alberta Teachers Association
Science Council
Alberta Tourism, Parks,
and Recreation
Alberta Trappers Association
Alberta Venture
Algonquin Power & the Red
Lily Wind Project

Altalink
Aquality Environmental
Consulting
Athabasca Watershed Council
Bodo Archaeological Society
Buffalo Park Centre
C3 (formerly Climate
Change Central)
Canadian Society of
Association Executives
Canadian Natural Resources
Centre for Global Education
Centre for
Environment-Economy
Learning
Community Futures,
Lac La Biche
Engage North
Enmax Energy Corporation
EPCOR
Foothills Research Institute
Fort McKay First Nation
GreenLearning Canada
Kaye Bison Ranch
Lakeland College
Learning Clicks
Lloydminster Cultural and
Science Centre
Nature Saskatchewan
North Saskatchewan
Watershed Alliance
North Saskatchewan
Riverkeeper
Parks Canada
Pollution Probe
Portage College

RiverWatch
Southern Alberta Institute
of Technology
Saskatchewan Ministry
of Agriculture
Saskatchewan Prairie
Conservation Action Plan
Shale Resource Centre
STAR EcoWorks
Stoney Nakoda First Nation
Synergy Alberta
University of Alberta
University of Calgary
University of Lethbridge
Upper Souris Watershed
Association
Wageningen University
Whitecourt Forest
Interpretive Centre
Work Wild

OUR ADVENTURE CONTINUES



Our founder Jim Martin used to say that we at Inside Education are in the “future business.” Quite fitting, as all of our programs are forward-looking as we always strive to be innovative in the types and styles of the programs we deliver.

We look forward to new technologies, but also believe in the power of face-to-face interactions. We find new and exciting approaches to providing real-world learning experiences – as evidenced in 2013 by the introduction of our Alberta Boreal Careers Project. We work with teachers, both rookies and veterans, doing our best to provide insight into the complex relationships between our environment, natural resources and today’s education.

In each case we overcome exciting challenges - posed by distance (Alberta, as it turns out is really big!), by a demanding curriculum, by working with incredibly busy teachers - to look to the future. At our Generate 2013 Summit,

our inspiring 16-year-old keynote speaker Bilaal Rajan, reminded his peers at Generate that they are simply not the “future” leaders, but rather they are the leaders NOW. Inside Education’s commitment is to help provide young people with the tools to be the environmental stewards of today and tomorrow. And we are proud to guide them through this journey.

We want to thank our partners, supporters and friends for their ongoing support. We want to thank the teachers, without whom our work would be pretty lonely. And, most importantly, we want to thank the young people with whom we are so fortunate to work every year. While it is our goal to inspire them to be stewards, the truth is, it is they who inspire us on our journey.

Steve McIsaac, Executive Director

OUR CREW

WE WOULD LIKE TO RECOGNIZE OUR STAFF FOR THEIR DEDICATION, PASSION AND HARD WORK. 2013 WAS AN EXCEPTIONAL YEAR FOR INSIDE EDUCATION AND OUR TEAM ENSURES THAT OUR JOURNEY IS ALWAYS AN INCREDIBLY FUN RIDE!

Sarah Bozman
Molly Bujold
Bekki Hall
Karin Hedetniemi
Rachel Hofman
Emma Kniel
Pamela Learmond

Steve McIsaac
Milena McWatt
Amy Merritt
Jayme Nelson

Meagan Odell
Annette Perreaux
Jenna Schulhof

Lauren Strangward
Jill Swinger
Kathryn Wagner
Tyson Wagner
Addison Wilson
Nancy Xu





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