

INSIDE EDUCATION'S

annual report to the community

2012

Supporting Teachers.
Inspiring Students.



Message from the Board

It is an honour to be addressing you, our friends and partners, as President and Chair of the Board of Directors. Inside Education has been around for 27 years, providing support for teachers and unique learning opportunities for students. In today's world it is more important than ever for our youth to have a solid scientific foundation so that they can make informed decisions about the impact they will make on our world and our environment. As it is often difficult to wade through the information that we are exposed to on a daily basis, Inside Education provides the solid, balanced, educational background that makes this easier.



In 2012, Inside Education continued with the excellence in programming for which we've been known for more than a quarter of a century. Our Executive Director, Steve McIsaac, has committed himself to this organization for 20 years and has created an exceptional family atmosphere for the staff which means we have the very best working with us. The awards Inside Education have garnered as an excellent workplace continue to support that fact. And this group isn't content to rest on the programs they have created and mastered - they continue to educate themselves, monitor what is new in our environment, and create new and better programs for the students and teachers we have the pleasure of engaging with.

On behalf of the Board of Directors of Inside Education, I want to thank our friends for their continuing support and belief in this organization. the staff for their hard work, creativity, and the fun workplace they create, and Steve for his outstanding dedication to Inside Education and to the education of Canadian youth. As a Board, we are committed to continuing to improve our governance role and to provide the support that is needed to ensure this excellent organization is as relevant tomorrow as it is today and was yesterday.

Until next year,

Patricia Etris
President and Chair of the Board
Inside Education

2012 BOARD OF DIRECTORS

Nadine Barber
Jerry Brunen
Alex Drummond
Patricia Etris
David Hill
David Huggill
Mike Kapiczowski
Janet Millar
Gary Redmond

Our 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.

We support teachers and inspire students.

We believe it is essential to consider multiple perspectives.

We believe firsthand experiences are invaluable.

We believe in the potential of critical thinking.

We believe in what we do.

Our Team



"We clean up nicely" - The Inside Education gang making a splash at Navigate 2012

We would like to recognize our dedicated team for all their hard work and making 2012 such a successful year for Inside Education.

Dave Bruinsma
Annette Cake
Bekki Hall
Karin Hedetniemi
Rachel Hofman
Emma Kniel
Pamela Learmond
Steve McIsaac
Milena McWatt
Alexandra O'Rourke

Jenna Schulhof
Allison Shurvell
Jackie Smith
Lauren Strangward
Jill Swinger
Kathryn Wagner
Addison Wilson
Liam Vasey
Nancy Xu

Our Highlights



Navigate 2012
Kananaskis, Alberta



Newfoundland
Classroom Presentations

Launch of Energy
Dialogues website



Winner: Direct Energy
Reduce Your Use Grant

Careers in Environmental
Technologies Education
Program



Canadian Oil Sands
Education Program



Des Crossley High School Event



Winner: Environmental
Employer of the Year
Award from ECO Canada



Energy in Alberta's
Foothills Education
Program



Northeast BC Water
Education Program



New Classroom
Presentation: Careers
for Girls

Energy and Electricity
Education Program

Mar

Apr

May

July

Sept

Oct

Nov

By the NUMBERS

- **19,877** students benefited from our work in 2012 (we really are the "people people"!)
- **880** classrooms visited
- **498** teachers attended our sessions and special programs
- **181** teachers participated in our **6** PD programs
- **1230** educational resources distributed
- **1024** teachers engaged by our classroom presentations
- **125** *Navigate 2012* participants
- **12** Teachers' Conventions attended
- **19,229** unique visitors to www.insideeducation.ca
- **90,118** page views on www.insideeducation.ca



Our Partners

Our work would not be possible without the support and assistance of our many partners in industry, government, education and NGOs. These generous supporters share our vision of future generations of engaged stewards who are empowered to be leaders in issues related to the environment and natural resources.

ALLIANCE

Government of Alberta
Alberta Innovates Energy and Environment Solutions
BP Canada
Canadian Association of Petroleum Producers
Cenovus Energy
Devon Energy
Ducks Unlimited Canada
Encana Corporation
Forest Resource Improvement Association of Alberta
Millar Western Forest Products
Small Explorers and Producers Association of Canada
Statoil Canada
Suncor Energy Foundation
West Fraser Timber Company

SUSTAINING

Alberta Forest Products Association
Alberta Ecotrust Foundation
Alberta Electric System Operator
Canadian Natural Resources
City of Edmonton
ConocoPhillips Canada
EPCOR Community Essentials Council

Husky Energy
Marathon Oil
PennWest Exploration
Syncrude Canada

SUPPORTERS

Agrium
Direct Energy
ECO Canada
First Calgary Financial
PricewaterhouseCoopers Foundation
Spruce Meadows
TD Friends of the Environment Foundation
Weyerhaeuser Canada

FRIENDS

Alberta Emerald Foundation
Alberta Irrigation Projects Association
Alberta Lake Management Society
Alberta Riparian Management Society
Alberta Teachers' Association Science Council
Alberta Wilderness Association
Aquality Environmental Consulting
Battle River Watershed Alliance
Bob Sanford, Water Advisor and Author
BC Hydro
BC Oil and Gas Commission
Calgary Board of Education
Canadian Association of Geophysical Contractors
Canadian Society for Unconventional Resources
Centre for Environment-Economy Learning

City of Calgary
City of Dawson Creek
C3 (formerly Climate Change Central)
Cochrane High School Sustainability Project
Conklin Local Opportunity Centre
Edmonton Public Schools
Energy Resources Conservation Board
Fort McKay First Nation
Howell-Mayhew Engineering
JuneWarren-Nickle's Energy Group
International Wind Energy Academy
Jumpingpound Creek Watershed Partnership
Lacombe Composite High School Ecovision
Leduc #1 Energy Discovery Centre
Lesser Slave Forest Education Society
Lethbridge College
Northern Alberta Institute of Technology
Northern Environmental Action Team
Northern Lights College
O'Chiese First Nation
Oil Sands Developers Group
Oil Sands Discovery Centre
Pembina Institute
Queen Elizabeth High School
Regional Aquatic Monitoring Program
RiverWatch Institute of Alberta
Solar Energy Society of Alberta
Southern Rockies Watershed Project
STAR EcoWorks
Sundre Forest Products
Synergy Alberta
Talisman Energy
TransAlta
University of Alberta
University of Calgary Biogeosciences Institute
University of Lethbridge
Waterlution
Water Matters
World Wildlife Fund
Regional Municipality of Wood Buffalo

2012 FUNDING

TOTAL: \$1,535,432

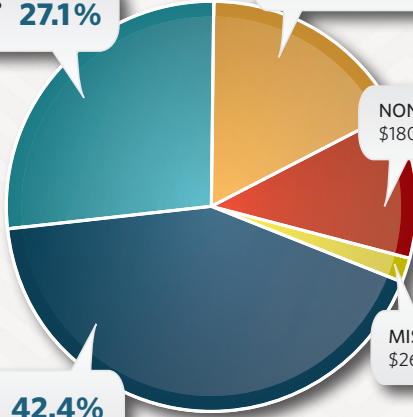
INDUSTRY ASSOCIATIONS
\$416,663 **27.1%**

GOVERNMENTS
\$260,385 **17.0%**

NON-PROFITS
\$180,646 **11.8%**

MISC. INCOME
\$26,888 **1.8%**

CORPORATIONS
\$650,850 **42.4%**



Finances

2012 EXPENDITURES

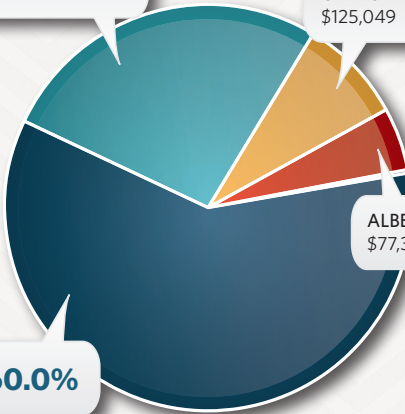
TOTAL: \$1,495,896

PROGRAM DELIVERY
\$396,418 **26.5%**

CAPACITY INVESTMENTS
\$125,049 **8.4%**

ALBERTA OFFICES
\$77,373 **5.2%**

PEOPLE & TRAINING
\$897,056 **60.0%**



Looking Ahead

What a pleasure it has been for me as Executive Director to provide you - our partners, friends and supporters - a look back at Inside Education's 2012. And what a year it was!

From a program point of view, we introduced our second Youth Learning Summit, Navigate 2012, and reintroduced some exciting forest education programming. We invited teachers from across Canada to experience our professional development programs in our summer Canadian Oil Sands Education Institute. And one of our special joys came in being able to deliver our in-school programs to students in Alberta, British Columbia, Saskatchewan and Newfoundland!

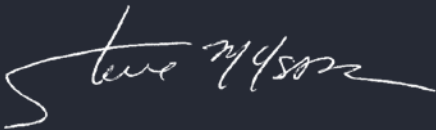
I must say one of the proudest experiences we had in this past year was recognition from ECO Canada, Canada's leading environmental human resources not-for-profit organizations. In 2012, Inside Education was recognized as one of five Environmental Employers of the Year - for the entire country! We are especially proud and honoured for this award as the criteria for evaluating our human resource practices came directly from contact with our incredible, professional staff.

I want to say a special thank you to our energetic Board of Directors, led by our President and Chair Patricia Etris. In 2012, we embarked on the development of our new Strategic Plan. The insights, leadership and enthusiastic support of our work demonstrated by our fearless Board of Directors makes an immeasurable difference for our Society.

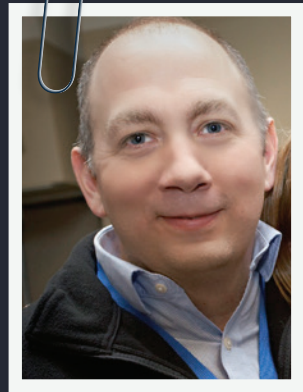
To our funding partners, our volunteers, our friends: Inside Education is built on partners and partnerships. We quite literally could not do what we do without you - and it wouldn't be much fun anyway!

And lastly to my friends and colleagues on staff at Inside Education: your tireless enthusiasm and dedication to the students and teachers we are so lucky to work with makes my job as Executive Director a joy. Thank you for all you do help shape this next generation of environmental and natural resource stewards.

I look forward to the exciting days ahead!



Steve McIsaac
Executive Director





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