



Aurora

Project

Build Your New Science Centre

LET'S INSPIRE A GENERATION

Edmonton and Northern Alberta are driven by innovation, exploration, and the driving question “what if...?”

Science education is critical to our future and we need a science centre that can respond to ever-shifting changes in science and technology. We need a catalyst for curious minds to explore and test. *The Aurora Project* is creating that space at TELUS World of Science – Edmonton.

Our vision is to continue to be a place that inspires curiosity over and over, a place where you learn something new every single time you come, a place where there is always a surprise in store.

Through *The Aurora Project*, you drive your experience at your science centre. You are the innovator, you are the creator and ultimately you can choose to use that knowledge to transform your community.

Since beginning the project in 2016 we have made innovative renovations. This is not just a bricks and mortar renovation. It is a revitalization... and our audiences have noticed!

You look for your institutions to matter, and through *The Aurora Project* we continue to raise the bar by producing quality and engaging hands-on science education for audiences from every background. **We want to build more than just an innovative science centre; we want to build relationships that last and grow with the community at large.**

Everything we do through *The Aurora Project* and beyond is in order to be relevant to every citizen in the greater Edmonton area.

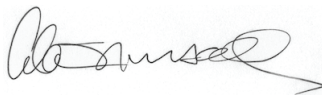
Whether you are 4 years old or 84 years old, a new Canadian or Indigenous, we are strengthening your community and the families that live in it.

In the first phases of the project, we have seen that *The Aurora Project* contributes to quality of life, economic growth, and community pride. Help us finish the journey.

The final phase of this project will give the science centre room (20,000 square feet of it!) to provide new opportunities to explore and create, but we need your help to raise the final \$1 million required to bring *The Aurora Project* to life.

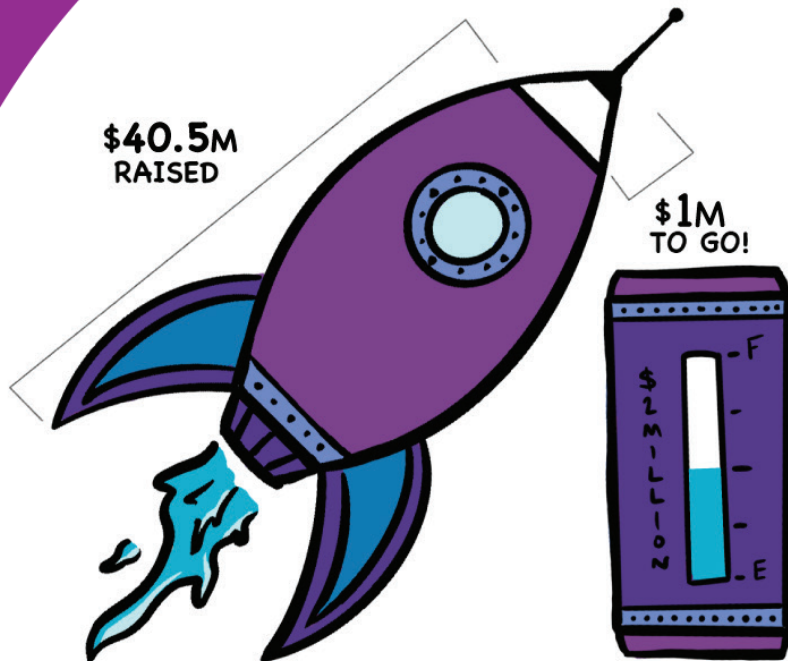
We hope you will join us by donating to your science centre today. There is no telling the difference that can be made in the lives of our region's families as their curiosity is ignited within our doors.

Sincerely,



Alan Nursall

President and CEO



HOW FAR FROM THE GOAL?

In order to complete the final phase of *The Aurora Project*, we need to raise \$1 million in donations from the community. Every donation matters and we invite you to be a part of our vision to redefine what a science centre can be.

In the next few pages you will read about why your donation will make a difference and how you can change lives today. Please consider joining us and making a donation to *The Aurora Project* at www.twose.ca/donate.

OVER 35 YEARS OF INSPIRING EXPLORATION

TELUS World of Science – Edmonton is a charitable organization, operated by the Edmonton Space & Science Foundation, which has been building a desire for science education in Alberta since 1984.

MISSION

IGNITE Curiosity.

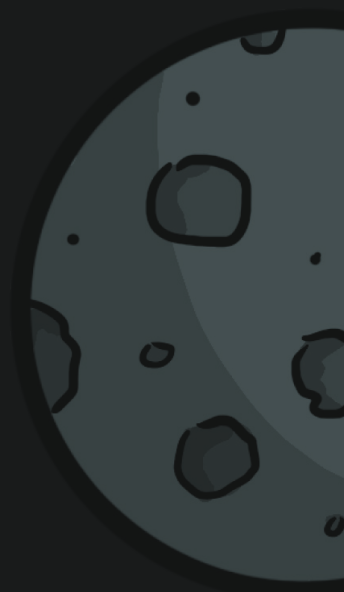
INSPIRE Discovery.

CELEBRATE Science.

CHANGE Lives.

VISION

The destination to engage Albertans' hearts and minds in science.



WHY THE AURORA PROJECT?

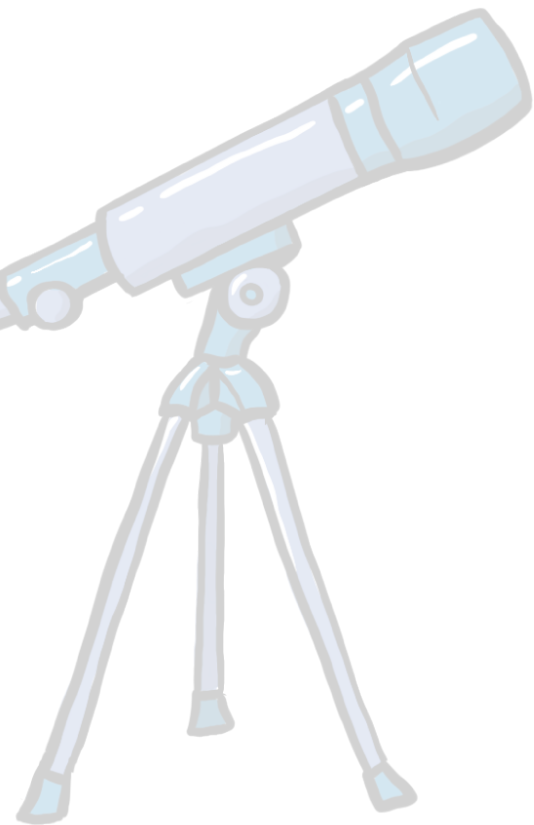
From the moment you walk in the doors, we want you to explore, create, and innovate with your kids, grandkids, or friends.

The Aurora Project is redefining what your science centre can be. By updating old galleries and creating new experiences, we continue to inspire the limitless potential of our children and future generations to come.

WHY NOW?

Currently, the science centre has the smallest footprint out of all major science centre's in Canada, yet we have more annual guests for our size than any other.

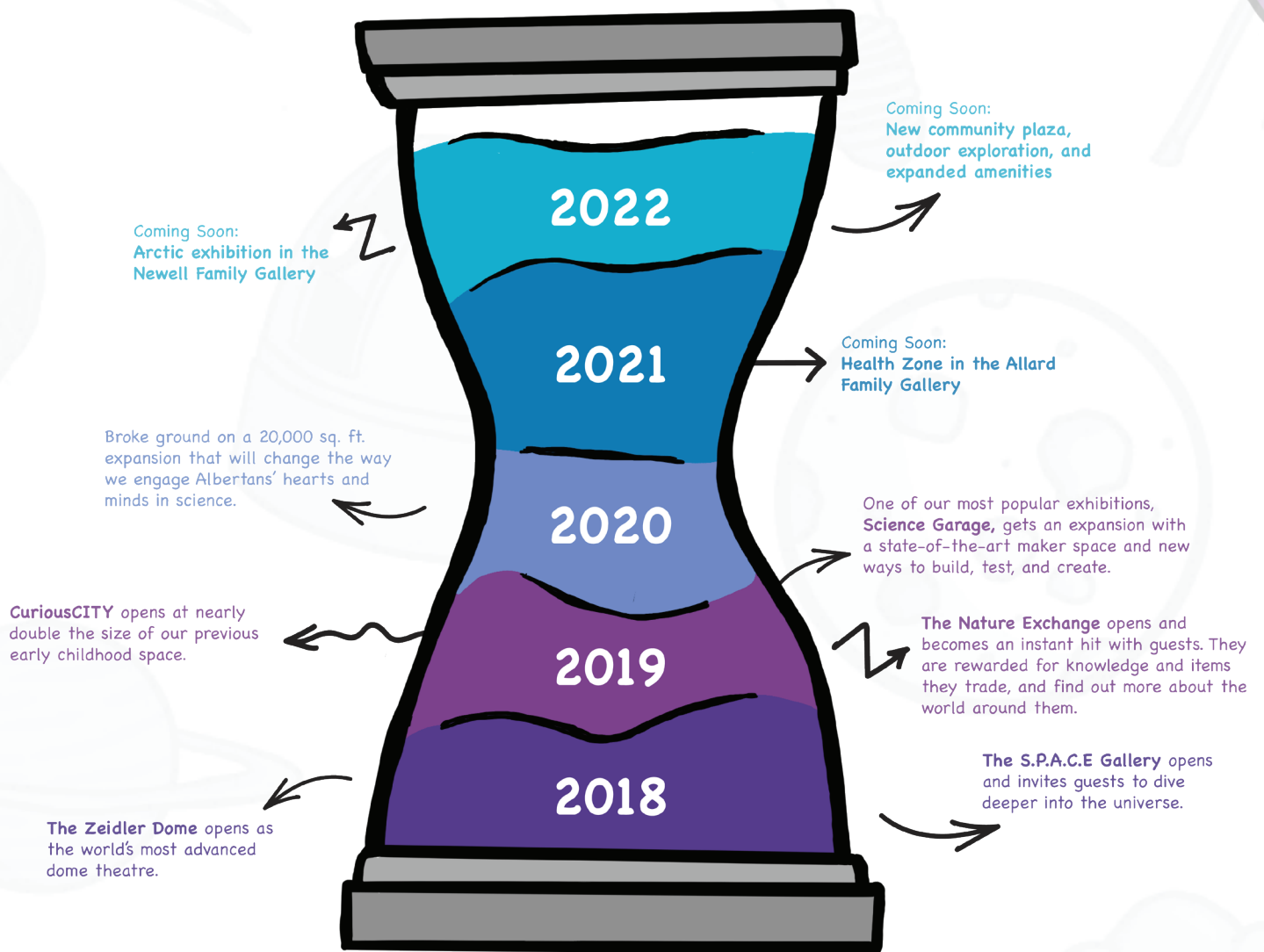
Since 2016, our attendance numbers have grown by 29% and with this growth comes a demand for more space and hands-on programming. We must grow to meet the needs of your community.



WHAT'S NEXT?

We have reached the final phase of *The Aurora Project* and broke ground on the expansion of the science centre in Summer 2020.

You can experience your new science centre in Spring 2022. It will feature an Arctic exhibition, a renovated *Health Zone* and expanded visitor amenities and outdoor spaces. We cannot wait for you to explore with us.



INVEST

Invest in the limitless potential of our children and future generations to come



STEPHANIE'S STORY

When *CuriousCITY*, the early childhood development gallery opened in 2019 as a part of *The Aurora Project*, Stephanie and her two young kids were so happy they had a space to be active and have one-on-one time as a family to explore every week.

“As a winter city, we need places to go where we can get out and move. *CuriousCITY* is a space where they feel safe to explore but also challenged to **learn new things and choose their own adventure**. Even at this young age, **I have seen them learning the link between cause and effect**. They play with the ball machine and test out how they can place it to make it shoot out a certain way.”

One of Stephanie's favourite memories at the science centre was seeing her kids interact with the exhibit when they came on a field trip.

“It was so empowering to watch them. As their class arrived in *CuriousCITY*, Jude and Gloria took on a leadership role. After all of the time they had spent exploring, they became the teachers and were able to share it with all of their friends.”

“Your donation to *The Aurora Project* is to current mini science lovers and future ‘grown-up’ scientists and science lovers. It’s a donation to families.”

“It has changed our family and is so important because as my kids grow, so does their interest in science. The updated exhibits meet their growing excitement and intelligence. **The innovative direction the science centre is moving right now is right in stride with the way families and individuals are evolving.**”



IMPACT FACT

Your donation allows us to expand our programming to reach over 500,000 guests annually.

BUILD

Build a science centre that sparks curiosity, makes science accessible, and fuels Alberta's innovation



ALEXANDRA'S STORY

Alexandra is a bright, passionate 17-year-old and a former student team lead for TELUS World of Science – Edmonton's Robotics Team. In 2020 she begins her first year at the University of Alberta in the Faculty of Design. Alexandra's passion for science was ignited when she was a young child in the *Zeidler Dome*. "I think when you are surrounded by the sky, you see how big the universe truly is. I remember **my jaw literally dropping and being so in awe of what was possible. It was the beginning of my passion for science.**"

As a teenager, she was asked to join the student-led science centre Robotics Team. "I was so hesitant at first, I knew nothing about coding and nothing about robotics, and I thought **I wasn't 'brainy' enough for science.**"

"By joining the Robotics Team slowly my confidence grew and I learned to code. I used to put science in a separate box and think that I had to be the 'best', **but the science centre completely redefined what science meant to me.** I began to realize how much science was about creativity. This transformed my world and led me to where I am now as I begin my degree in the Faculty of Design."

"TELUS World of Science - Edmonton isn't just a place to go, it's a collection of big moments and memories for me. It's not about the space, it's about the experience. You learn so much every time you go and everyone you meet here will inspire you. You get to keep that."



"If you are considering making a donation to *The Aurora Project*, **please go for it!** You will make a huge change. **It isn't just an investment in construction and space, it's an investment in knowledge.** You will come in and see a kid's eyes light up because they just learned something new or found out what they want to do with their lives. **Your donation will do that.** You are investing in the ability for people to make change and to open up their future possibilities."



IMPACT FACT

Spaces like our new STEAM Engine Makerspace give youth and adults access to tools like laser cutters, 3D printers, circuit boards and more. **This access helps our guests tinker, test, and build new solutions for our community.**

INSPIRE

Inspire a community that connects big thinkers, dreamers, and curious minds



JILL'S STORY

Jill Fraser is a Grade 4 teacher and was very excited to participate in Science School, a week-long program offered by the science centre allowing students to immerse themselves in a science topic of their choice.

“If I can help build their confidence at 9 years old and have them fall in love with science, they will persevere as it gets harder!” Jill said.

Jill's class got to experience two of the new galleries that are a part of *The Aurora Project*. **The updated Science Garage was one of the class's favourites because of its hands-on design engineering activities.** Her class was also very engaged as they helped with animal care in *The Nature Exchange*. These experiences helped grow the confidence of Jill's students.

“One of my students is learning English and though she was able to write and read, she usually spoke in one-word responses. By the second day at the science centre, she started speaking a lot more! She asked me questions and engaged in conversation with the whole class. I was stunned when she came up with her group's project theme and grabbed a microphone to speak to everyone!

After *Science School* she turned in her essay and it began with: **“Science School was the best week of my life”**. This was such an amazing moment. This program brought out her confidence and completely changed her life.”



“You are giving children a once in a lifetime experience as you allow them to shine in a way I haven't seen before. As our community grows we need to continue to have the younger generation learn from the older generation. The schools need to be a part of the community as much as the community needs to be a part of our schools. **This is what the science centre's Science School and The Aurora Project does and there is nothing like it.”**



IMPACT FACT

Your donation creates a space that welcomes 92,000 students annually and builds their confidence to ask questions and offer new solutions.

HOW CAN YOU SUPPORT THE AURORA PROJECT?

Previous donors to *The Aurora Project* have helped Alexandra discover her love of science and forever changed the lives of Jill's students through the new spaces and programs at the science centre. They have supported families like Stephanie's that have the space to explore and grow every week and inspired the next generation of innovators.

Your donation will change lives and inspire many more families. You are investing in the future innovators of your community.

Your gift allows for children to have that moment of awe that forever changes their lives and opens up a whole new world to explore and grow. We continue to inspire generations of astronauts, innovators, and big dreamers – with your help we will continue to engage Albertan's hearts and minds in science.



HOW TO DONATE

You can donate at www.twose.ca/donate or by calling Erin Mulcair at the Development Office at **780-452-9100 ext. 2379**.

Please consider a monthly donation or a one-time gift, every donation big and small makes a difference.