



# 2018 SPONSORSHIP PACKAGE

CELEBRATING ANOTHER YEAR OF STEM OUTREACH



# WHO ARE WE

## Vision

Geering Up aims to see a world in which every child and youth has the opportunity to explore Science, Technology, Engineering, and Math (STEM) in a fun, educational, and welcoming environment.

## Mission

Geering Up strives to bring STEM to all children and youth, regardless of gender, ethnicity, culture, or socioeconomic status, with special outreach programs for those groups traditionally underrepresented in the sciences. Providing accessible STEM education to the province through innovative, experiential, and hands-on experiments and activities is how Geering Up hopes to achieve its goals.

## National Network

Actua provides training, resources, and support to its national network of members located at universities and colleges across Canada in the delivery of science, technology, engineering and mathematics (STEM) education outreach programming. Each year these members engage over 225,000 youth in 500 communities nationwide. Please visit Actua at [www.actua.ca](http://www.actua.ca).

A network  
member of  
[actua.ca](http://actua.ca)

**actua**

Youth · STEM · Innovation

2017 Actua National Funders



Canada

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imagination at work



2017 Actua Western Canada Major Funder



2017 Actua British Columbia Funder



Ted Rogers  
Scholarship Fund

# MESSAGE FROM THE DIRECTOR

As new tech curriculum is introduced in BC schools, there is a lot to be excited about. At Geering Up, we're thrilled to play a leading role in helping teachers incorporate these new learning outcomes into their existing curriculum. As part of the Actua Codemakers program, we worked with software developers this year to create a suite of CS workshops tailored to the new BC curriculum. We believe these will help address a critical need we are seeing in schools. We also launched our first teacher training event "Computer Science for Your Classroom". Together with a network of school curriculum experts, and professors of education at UBC we delivered training programs to over 100 teachers. We are preparing to scale this program up in 2018.

As part of our NSERC PromoScience grant for Indigenous STEM Outreach, 2018 saw us deliver programming in 20 Indigenous Communities reaching over 2,000 Indigenous Youth. This was a record breaking achievement for our team. We are extremely grateful for the leadership and support we've

received from Actua's Indigenous Advisor, the Verna J Kirkness Foundation, and our various corporate partners in making this possible. Successful growth of a program like this depends deeply on donations of time from partners on the ground. We're are extremely grateful for the generosity of all of those who helped us make these connections and set up pilot programs.

2018 SAW US DELIVER PROGRAMMING IN 20 INDIGENOUS COMMUNITIES REACHING OVER 2,000 INDIGENOUS YOUTH.

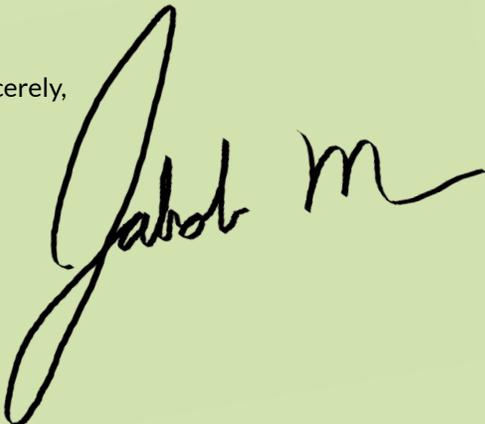
We also had a successful year in Surrey School District where we expanded programs to reach 2,000 more youth. As part of our five year strategic plan, we have committed ourselves to creating a hub for programming in Surrey. We believe this is important to help address the geographical barriers youth face in reaching

our programs at UBC Vancouver. By next year we hope to have a team of staff working year round to deliver workshops, camps, and afterschool clubs in BC's largest school district.

Looking forward to 2018, we are proud to announce our participation as a research partner of the Engendering Success for STEM Consortium. Over the next five years we will support researchers to better understand the barriers to equal gender participation in STEM classrooms. This will invite a reflective review of each of our programs which I believe will challenge us and inspire us to grow.

Finally, I want to close by saying that after working at this organization for six years I am still amazed each and every day by the energy and passion of our team. The students who deliver our programs constantly inspire me with their thoughtfulness and commitment. I would like to thank them for this commitment, and I would like to thank you, our partners, for empowering them.

Sincerely,



Jakob Manning  
Geering Up Director

# THE PILLARS OF GEERING UP

## Summer Camps

Summer camps are the core of Geering Up. With 15 camps running each week for nine weeks, over 4,000 youth participated in our summer programming in 2017. At camp, we launched rockets, made robots, and ate countless slices of pizza. Sunscreen was squirted, labs were visited, and many minds were shown the wonders of STEM. With the help of our sponsors, we were able to offer almost \$10,000 in bursaries in order to help kids attend our camps for free! We know our campers have immeasurable potential—we can't wait to see what they do next!

## In-School Workshops

In 2017, we were able to offer a quarter of our workshops to students for free due to the kind support of our sponsors. Our grade-specific workshops are aligned with the BC science curriculum and integrate engineering and technology wherever possible. In 2017 we introduced new computer science workshops for high school students to great success with our instructors reaching over 1,700 high school students! Next year, we plan to focus on offering work-

shops during lunch hours, after school, and on weekends; connecting workshops to UBC Engineering and Science experiences and anecdotes; and extending student learning beyond workshops. In 2017, Geering Up was able to deliver workshops to over 10,000 students to a demographic of 50% girls, 11% Indigenous youth, and 34% inner-city students. Our goals for 2018 are to reach a minimum of 50% girls and to offer 30% of our inner-city workshops to schools and Indigenous communities for free. We hope that with the support of our sponsors we can meet our goals and continue to improve our workshop curriculum!

## After-School Clubs

Our after-school clubs allow us to reach youth year-round, and provide opportunities to explore STEM in a creative environment outside of the classroom. This year, we are pleased to be able to offer eight concurrent after school clubs—five at UBC Vancouver, one at UBC Okanagan, and two off-campus at inner-city elementary schools. Every Saturday morning, kids across the province come together to share in the boundless world of STEM!

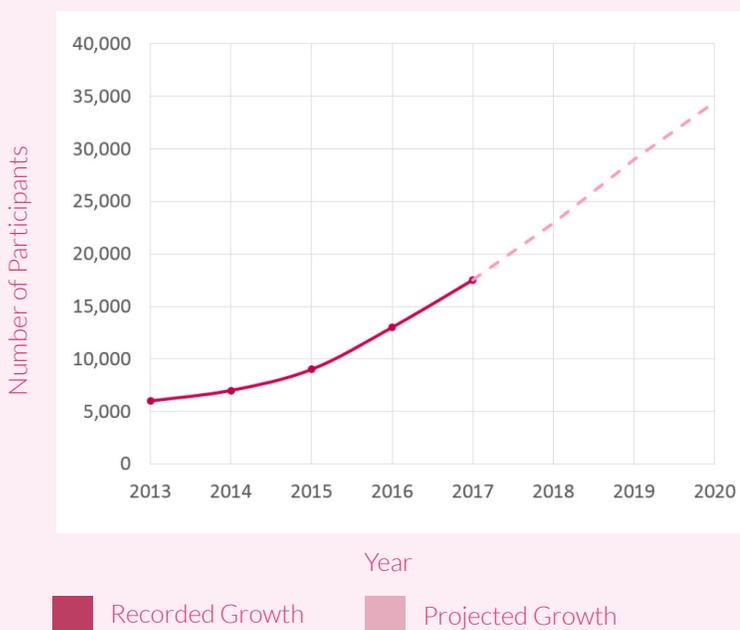




In 2017 we reached 17,000 youth!

That's a 20% growth in comparison to 2016.

### Current and Projected Growth of Geering Up from 2013 to 2020



### What's in the Pipes?

#### Year-round Engagement with our Indigenous Partners

- Prototyping a new program with Tsay Keh Dene
- Bringing land-based camps to three new communities

#### Cyber Mentorship

- Launching a cyber mentorship program to start January 2018

#### Teacher Pro-D Events

- In 2017 we prototyped two teacher Pro-D events. In 2018 we'll expand this to 200 teachers

#### Supporting our Satellite Programs

- Investing in the resources needed for long-term success in Kelowna and Surrey
- Kelowna is getting a new full-time director
- Preparing to launch a new satellite location in 2019



In 2017 we reached 2,000 Indigenous youth from 20 Indigenous communities.

## SPECIALTY PROGRAMS

### High School

In 2017, we launched our brand new high school program which introduced new workshops offered through the winter as well as our first ever overnight summer camps! High School stu-

dents came to live at UBC for a week and got their first taste of university life. We developed our new Biomedical, Mechatronics, and Civil streams to introduce high school students to all the wonderful aspects of engi-

neering. In 2018, we plan to keep expanding our program by offering new computer science workshops. We hope to partner with more organizations in order to provide more hands-on, experiential learning for our students.



### Girls Only

We plan on expanding our Girls Only programs in 2018 by providing all girls camps every week of the summer as well as more STEAM (Science, Technology, Engineering, Art, and Math) camps. 2017 saw our inaugural Makeathon for girls in grades 8-12, where they were introduced to computer science, learnt from

female mentors in STEM fields, and explored the social impacts of computer science and engineering, all in a supportive girls only environment. This year we're starting the year off by partnering with the Girl Guides of Canada to launch an Engineering Badge Day event in Kelowna to connect young girls with positive role models in STEM.

### Outreach

#### Indigenous Outreach

In the past four years, Geering Up has achieved a tenfold increase in the number of Indigenous communities reached. In 2017, our instructors visited 20 First Nations communities around BC, including Musqueam, Tsawwassen, Stó:lō, Haisla, Lax Kw'alaams, and Metlakatla nations, bringing hands-on STEM programming to 2,000 youth. Geering Up was proud to provide a week-long Land-Based camp for the first time last summer, engaging students from Tsay Keh Dene and Kwadacha Nations in STEM learning within the natural environment of their territory. With the generous support of our sponsors, we hope to continue reaching new regions in British Columbia, forming new ties, and strengthening existing relationships. In 2018, we plan on increasing consultation with the communities in planning camp curriculum, allowing us to draw stronger connections between traditional knowledge and STEM.

#### Go Where Kids Are

One of the largest barriers we face in Vancouver when engaging kids in STEM is simply geographical: our main location at the UBC Point Grey campus is hard to reach. This affects low-income families the most as time and transportation costs can really add up. To face this, Geering Up has partnered with the Vancouver and Surrey School Boards to offer workshops and camps at inner city schools in both cities.

### Codemakers

Last year we introduced our new Codemakers camps in animation, robotics, and game design. Introducing computer science camps for younger students is one of the most impactful actions we can take! With more and more schools including computer programming in their curriculum, it is clear that computer science is more important than ever. With free camps for inner-city schools and tech-focused camps for all ages, we're doing our part to create a diverse tech industry.

### Kelowna

In 2015, we established our first satellite camp at the UBC Okanagan campus! This year, our Kelowna team has doubled their reach to over 2,000 youth. We are excited to be offering new Girls Only and Codemakers programming during the summer, in addition to in-class STEM workshops! In 2018, Geering Up will use their location at the heart of the Okanagan as a launching pad to reach more rural and Indigenous communities throughout BC!



# 2017'S AREAS OF GROWTH

## Overnight High School Camps

In 2017 Geering Up kicked off its first ever overnight camp! High school students had the opportunity to stay in the first-year UBC dorms and experience life as a university student. They visited labs and ate pizza all while exploring the wonders of UBC. These experiences are important for any students considering a future at university as they will soon be making the decisions of where they want to go after high school. Our overnight camps offer a variety of hands on learning experiences, so that campers leave with a real understanding what it's like to be in a STEM industry.

## Surrey Off-site Camps

2017 marked our first year of collaboration with the Surrey School Board to bring STEM summer camps to the Surrey community. Recognizing the need to bring our programming to where the kids are, we hired an entire set of staff to set up camps in Surrey schools for the summer. Through this partnership we were able to reach over 350 kids who wouldn't normally be able to attend our summer camps!

## Land-Based Camps

In 2018, Geering Up will launch its second ever land-based camps in order to better integrate the deep connection between STEM, traditional knowledge, and nature. Hosted on the traditional territory of the Tsay Keh Dene, with participation from Kwadacha Nation, students from these two sister communities will learn about science and engineering from Geering Up instructors, while spending the week exploring the territory under the guidance of community members. Building on other cultural programs provided in these communities, Geering Up hopes to increase involvement from Traditional Knowledge Keepers and return each year to inspire a new generation of thinkers.



## WHAT'S NEXT?

# OUR LOVE FOR STEM NEVER STOPS GROWING!

Geering Up is slated to keep growing in 2018 with plans to introduce more computer science content, more land based camps, and more Pro-D Day training for teachers. With the introduction of our administration team, we have been able to efficiently scale and expand our reach across the province. New experiences for high school students and kindergartners alike is what we'll keep bringing to BC students. Our number of participants has gone from 8,000 in 2015 to over 17,000 in 2017. In 2018, we'll be sharing STEM with more kids than ever to inspire a new generation of thinkers.



# WHAT CAN WE DO TOGETHER?

## More than Molecules

Geering Up is more than science experiments. Geering Up is an investment in the future of STEM. With your help we can work together to make STEM more diverse and innovative. It is only with the help of our sponsors that we have been able to bring STEM to over 40 communities across BC. Access to so many diverse backgrounds is what will allow BC's STEM communities to thrive. By investing in our future innovators we are setting up our province for technological success.

## Become a Mentor!

We're looking for professionals to be cyber mentors next year! We would love to have people from your team individually helping out in the STEM community and providing support to the next generation of innovators. Mentoring relationships can be a very reciprocal learning experience for everyone involved. This is a great way to be a part of the community and hone those coaching and leadership skills!

## Let's Work Together

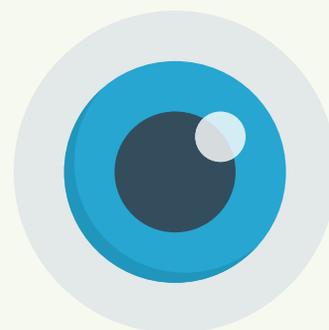
With thousands of kids coming to camp and over 10,000 taking part in our workshops each year, Geering Up's reach is growing exponentially. Each year we gain access to more and more parents in the Vancouver area through our social media and email blasts. We are continuously experimenting with new platforms, such as our growing video team and YouTube channel, to find the best ways to show off our sponsors.

## We Want to Be On Your Team

Our team of 200 high school volunteers and 100 university students are among the best and brightest future world changers. 44% of millennials say they want meaningful work that benefits others, and 50% say they would consider a company's impact on society when choosing a place to work. Partnering with a Geering Up program is a great way to show off your company culture and invest in recruitment.



2,500 SUBSCRIBERS ON OUR MAILING LIST



~700 WEEKLY INSTAGRAM IMPRESSIONS



MONTHLY FACEBOOK REACH OF ~22,000 PEOPLE

# DIRECTED SPONSORSHIP

Tiered sponsorship will support Geering Up's core programming through camps, clubs, and workshops. By directly sponsoring an event or initiative, your company will have an impactful role in Geering Up's growth. Partnered companies receive exclusive benefits in addition to those listed in specific tiers. Your name and logo will be displayed on the specific initiative's branding including event webpages and camper t-shirts. You will be featured in our newsletters and local press releases, as well as our social media posts and videos. Any sponsors involved in our events will also appear on our summer YouTube video series!

Company Exposure	Bronze \$500	Silver \$2,000	Gold \$5,000	Platinum \$8,000
Recognition on Website	Logo	Logo	Logo	Logo and Link
Recognition on Social Media Channels	Name	Name	Name and Logo	Name, logo, and sharing one company post on media of your choice.
Recognition on Select Promotional Materials	Name	Logo	Logo	Logo
Recognition in Select E-mail Blasts to Campers or Alumni		Name	Name	Name and Logo
Recognition in Video Content and Credits			Name	Name, logo, and exclusive sponsor for one video of your choice.
Recognition in Local Media Material (ie. UBC Press Releases)				Name
Company Involvement				
Mentorship Opportunities for Employees		Available	Available	Available and includes a feature in our YouTube series.
Guest Speaker/Workshop Opportunity to Campers or Staff			Company Preference	Company Preference
Partnership to Host a Camp or Event at Company HQ				Available

## Title Sponsor (\$10,000+)

- Description included in email blast
- Custom social media post recognizing your support
- Logo recognition in all video content credits, Social Media links in video descriptions



**Interested? Have questions? Reach out and we'll be happy to help!**

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