



The logo features the word "science" in a purple, rounded font with a small atom symbol above the 'i'. Below it, "for" is in a smaller blue font, and "ALL!" is in a large, bold, green font with a white outline and a shadow effect.

The year "2025" is written in a large, white, outlined font. Below it, the words "ANNUAL REPORT" are written in a smaller, blue, spaced-out font.

Board Chair Executive Summary

On behalf of the Board of Directors of the Edmonton Space & Science Foundation, I am pleased to present our 2025 Annual Report. From the Board's perspective, 2025 was a year defined by strong governance, strategic focus, and steady leadership in the face of disruption.

In 2025, we began living into the first year of **Science for All: 2025 – 2031** – our Strategic Plan and North Star. This strategy is more than a document, it is a long-term commitment to ensuring that the Edmonton Space & Science Foundation remains accessible, relevant, inclusive, and sustainable for generations to come. The Board's role this year was to provide active oversight of the plan's early implementation, ensuring that priorities were translated into measurable outcomes, resources were aligned to strategy, and progress was transparently reported.

A key focus of the Board in 2025 was governance best practice. Following a comprehensive governance review, we moved from recommendation to implementation: refining governance policies, strengthening nomination processes, clarifying mandates, and enhancing accountability mechanisms. These changes reflect a maturing organization committed to strong stewardship, leadership continuity, and best-in-class governance practices.

The year also required vigilant strategic oversight. In January, the fire at the Science Centre created unexpected operational disruption. Later in the year, the teachers' strike changed the landscape of school engagement, requiring a shift in offerings to meet changing community needs. In both cases, management responded quickly and thoughtfully. The Board's role was to ensure appropriate risk mitigation, monitor financial implications, support recovery planning, and maintain focus on long-term sustainability while navigating short-term uncertainty.



Robert de Guzman, KC

*Chair, Board of Directors
Edmonton Space & Science Foundation*

Importantly, the Board remained focused on organizational sustainability. We deepened our discussions on financial sustainability, enhanced performance monitoring aligned to our strategic priorities, and supported management in advancing key external relationships essential to long-term stability. The Board continues to steward the Foundation responsibly, balancing ambition with risk management.

Throughout 2025, we were reminded that governance is about clarity of purpose, thoughtful oversight, and unwavering commitment to mission. **Science for All** challenges us to expand access, deepen impact, steward our assets wisely, and ensure that this Science Centre continues to be a place of curiosity, belonging, and discovery for our entire community.

As we look ahead, the Board remains deeply committed to stewarding this organization so that future generations may stand where we stand: inspired by science, connected to community, and excited by what is possible.





Constance Scarlett

President & CEO
TELUS World of Science - Edmonton

President & CEO Executive Summary

2025 was a year that demanded adaptability and delivered hard-earned wins.

We began the year grounded in **Science for All: 2025–2031** — our new vision for the future of TELUS World of Science – Edmonton. What we could not predict were the operational disruptions and external pressures that would test our agility, discipline, and resolve. Throughout the year, **Science for All** served as a steady compass, guiding us with clarity and purpose through a period of uncertainty. It focused our decisions, aligned our resources, and ensured that even in disruption we continued advancing our mission.

The true story of 2025 lives in the moments of adaptation and collaboration. When the demonstration stage and **Health Zone** exhibition closed for fire remediation, our Science Experience team created temporary engagement spaces in our lobby. When feature exhibition timelines shifted, we filled the gallery with bouncy castles to maintain energy and engagement. Our Education team moved from a busy summer of camps to an equally busy season of day camps in response to the province-wide school closures. We ended the year with a roar by bringing **Jurassic World by Brickman®** as our final feature exhibition – a strategic recalibration that drove renewed attendance and excitement.

Team Purple's adaptability throughout it all was not simply reactive; it was intentional, creative, and focused on amplifying impact.

Throughout 2025, our community continued to show up for the Science Centre – embracing the joy, curiosity, and connection that define a visit to TELUS World of Science – Edmonton. Member retention surpassed our annual target, a clear signal that our science engagement and guest experiences resonate deeply.

We are equally proud of the strength of our employee engagement metrics during an exceptionally challenging year. That commitment matters deeply, because it is an engaged, purpose-driven team that transforms a visit from a simple transaction into a meaningful, memorable experience.

Despite significant disruptions, our average guest satisfaction rating reached an impressive 89% – a remarkable achievement given that several galleries and experiences were offline for extended periods. This reflects not only the dedication of our team, but also our continued investment in creating inclusive spaces and experiences that meaningfully reflect the diversity of our community. The introduction of our Guest Experience Standards further strengthened this work, clearly articulating the culture and behaviours that define how we show up for one another and for every guest who walks through our doors.

We also demonstrated discipline and resilience in safeguarding the organization's long-term sustainability. Limiting the financial impact of a fire that reduced attendance by 35% required focus, prudence, and collective effort. It was not easy, but it reflects the strength of our leadership, the dedication of our team, and the confidence our community continues to place in us.

Beyond our walls, 2025 was also a year of elevating the Science Centre's profile within Alberta's broader scientific, innovation, education, and tourism ecosystem. We strengthened partnerships, deepened engagement with community and government partners, and reinforced our role as a trusted hub of science engagement for all. We demonstrated that science engagement is not peripheral – it is foundational to community vitality, economic resilience, workforce development, and the cultivation of a bold, innovation-driven culture that positions our region to thrive in a rapidly changing world.

If 2025 taught us anything, it is that resilience is built through clarity of purpose, disciplined execution, and a culture grounded in trust. In a year defined by uncertainty, we did more than navigate challenges – we moved forward with intention. We deepened our capacity, elevated our voice, and reinforced our essential role in our community.

SCIENCE FOR ALL

ATTENDANCE, ACCESS, CONNECTIONS & ENGAGEMENT

Science belongs to everyone, and our 2025, attendance an important part of our goals to make **Science for All!** Through expanded free admission programs, growth in volunteer participation and volunteer hours, and growing digital engagement, the Science Centre deepened its reach and strengthened community connection.

The Science Centre's commitment to **Science for All** is reflected not only in who we welcomed through our doors, but in how many chose to give their time, share our story, and engage with science in new ways. **Science for All** means access, participation, and connections, onsite, offsite and online.



ATTENDANCE & ACCESS

Annual Attendance

480,417

(21,736 guests received free access)

Annual Members

30,237

Annual Member Households

8,847

Number of Students

(67,209 on-site, 8,084 virtual, 5,560 in-school)

80,853

Number of Schools

(512 on-site, 125 virtual, 42 in-school)

679

Outreach Program
Attendance

12,193

Outreach Schools

40

Rural Communities
Served

27

Teacher Professional
Development

1,155

CONNECTIONS & ENGAGEMENT

Number of Volunteers

209

Volunteer Hours

12,024

Social Media Impressions
(Organic & Paid)

41,453,008

Website Sessions

1,420,386

Facebook Followers

49,311

Instagram Followers

32,040

TikTok Views

27,986

X Followers

9,001

Threads Followers

4,884

Tik Tok Followers

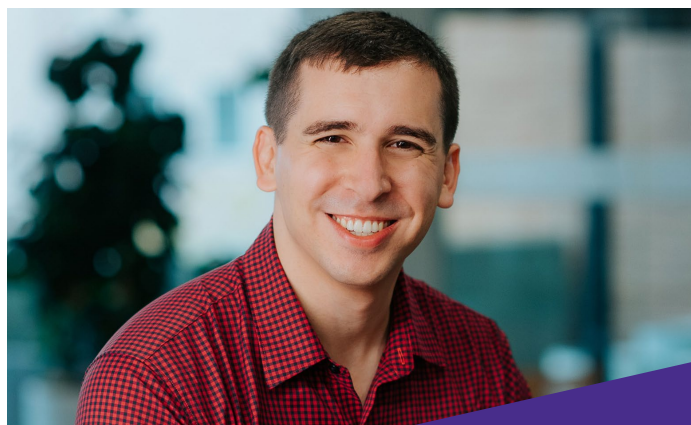
1,563



THE EDMONTON SPACE & SCIENCE FOUNDATION COMMUNITY CONNECTIONS

The **Edmonton Space & Science Foundation (ESSF)** is a registered charitable organization dedicated to inspiring curiosity and learning in science and technology through its commitment to Science for All! Incorporated in 1978, the Foundation is governed by a volunteer Board of Directors and supported by a dedicated membership of over 60 individuals who actively volunteer their time, expertise, and leadership.

The Foundation operates TELUS World of Science – Edmonton, a leading science centre that offers interactive exhibits, immersive films and shows, educational programs, and community outreach designed to engage guests of all ages in discovery and innovation.



2025 was a pivotal year of action and engagement for **the Edmonton Space & Science Foundation**. Dedicated Foundation members contributed their time, expertise, and resources to advancing the strategic framework of **Science for All**. A highlight of the year was the inaugural Dinner & Dialog, which brought Members together to explore key issues facing the Science Centre, with discussion focused on the new Strategic Plan and the Foundation's role in supporting its success. These efforts reflect our continued commitment to creating meaningful opportunities for community engagement and collaboration.

In 2025, the Foundation proudly announced **Matthew Guzdial**, PhD, Department of Computing Science at the University of Alberta, as the recipient of the **2025 Science Fellowship**. Led by the ESSF Science Fellowship Committee, this annual program recognizes the outstanding contributions of a young STEM professional living in Northern Alberta who demonstrates excellence in their field and a strong commitment to community engagement.



The ESSF Programming Committee also hosted four dynamic Science on Tap events: **Hockeyology: The Science of Sport**, **Hydrogen 101**, **Menopause**, and **Understanding Breast Cancer**—continuing to foster meaningful dialogue around timely and relevant topics.

These engaging evenings brought together experts and community members to explore emerging ideas and important issues, drawing strong attendance and enthusiastic participation. Collectively, the events welcomed close to 200 guests and showcased the Foundation's commitment to accessible, thought-provoking programming.

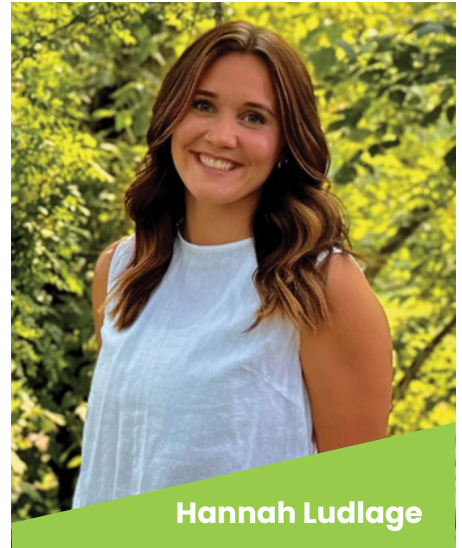
The Edmonton Space & Science Foundation Community Connections



Julie Arsenault



Chayce Moon



Hannah Ludlage

In 2025, the **Inspiring Educator Award** continued to build its previous success. Established in honour of the Science Centre's 40th anniversary and to recognize the invaluable contributions of educators, three exceptional teachers from Northern Alberta were recognized - Julie Arsenault, Junior High Teacher at Michael Strembitsky School in Edmonton; Chayce Moon, Elementary Teacher at Glendale Sciences and Technology School in Red Deer and Hannah Ludlage, Junior High Teacher at Cold Lake Junior High in Cold Lake.

The award celebrates educators who bring creativity, innovation, and passion to STEM education, and the ESSF looks forward to continuing to recognize and celebrate these inspiring leaders in the years ahead.



The Foundation further strengthened its commitment to lifelong learning by establishing a Lifelong Learning sub-committee with the mandate of exploring opportunities to enhance and expand the Foundation's offerings for adult learners.

This work will help advance the Foundation's mission to serve as a catalyst for lifelong learning and ensure programming continues to evolve to meet the interests and needs of our community.

HONOURING THE LEGACY OF OUR CHERISHED FOUNDATION & STAFF ALUMNI



Dr. Robert (Bob) Westbury

September 14, 1936 - January 22, 2025

A dedicated champion of science, Dr. Robert Westbury was a long-time supporter of the Edmonton Space & Science Foundation. From his tenure on the Board (1996–2002) to his advisory role for the Aurora Project (2019–2021), his generosity and vision transformed science education in our community. We are grateful for his impact and he is deeply missed.



Christine Mae Parkins

April 18, 1967 - March 27, 2025

Chrissy Parkins, a beloved member of Team Purple (1998–2008), held many roles at TELUS World of Science—Edmonton. Known for her sweet personality and kindness, she was a devoted wife, mother, and grandmother who always put her family first. An exceptional friend, her greatest joy was her grandchildren—spending her days crafting, playing games, and building puzzles with them. Her boundless love touched everyone who knew her.



Bruce McCurdy

October 13, 1955 - April 1, 2025

A prolific and dedicated volunteer, Bruce was a cornerstone of the Edmonton Space & Science Foundation since 1987. Over 35 years with the Royal Astronomy Society of Canada (RASC) – Edmonton Centre, he served as President, earned the Society's Service Award, and contributed extensively to the Observer's Handbook and his celebrated column, "Orbital Oddities."

Beyond the observatory, Bruce championed Dark Sky preservation with Alberta Parks. His lifelong passion was immortalized in 2021 when the International Astronomical Union formally named Asteroid 10086 McCurdy in his honor — a stellar tribute to a lifetime of service.



Dr. Darren Markland

May 23, 1971 - September 21, 2025

Before pursuing medicine, Dr. Darren Markland was a long-time science presenter at the Science Centre. In 2021, he reflected on how those early experiences shaped his career:

"The science centre was a crucial part in my development for becoming connected to people... I learned a lot of the presentation skills that I use today to educate people. I feel that has gone a long way to literally saving lives."

We are deeply grateful for the curiosity and compassion Darren inspired. We honour his legacy by encouraging one another to stay curious, connect deeply with our community, and continue building the thoughtful world he helped shape.

TEAM PURPLE

None of this would be possible without our dedicated staff, alumni, and volunteers – proudly known as **TEAM PURPLE**.

Recognizing the dedication of our people remains one of the most meaningful traditions at Team Purple. Through our **Long Service Awards** program, we proudly honour both staff and volunteers beginning at five years of service and continuing in five-year milestones throughout their journey with us, up to and including retirement. This year, we celebrated an extraordinary collective achievement: 105 years of service across team members recognized for 5, 10, 15, and 30 years with our organization. Each milestone reflects a personal story of commitment, growth, and lasting impact.



These awards represent more than milestones on a calendar. They reflect the relationships built, the expertise developed, and the steady contributions that strengthen our culture and advance our mission. Together, these individuals bring lifelong learning to life—creating welcoming spaces for curiosity and delivering immersive experiences that connect our community with the wonders of science. We are proud to celebrate them, not only for their individual achievements, but for what they make possible together.



In June, team members attended the Canadian Association of Science Centre's (CASC) conference in Newfoundland, where two members of Team Purple were recognized with **2025 CASCADE Awards**.

Donalda Pelton received the **Outstanding Career Achievement Award** in honour of her remarkable 41-year tenure at Edmonton's Science Centre—an extraordinary legacy of dedication, innovation, and impact at TELUS World of Science – Edmonton and across the broader science engagement sector.

Natasha Donahue was honoured with the **Exceptional Program Leadership Award** for her visionary work in weaving Indigenous Ways of Knowing into the heart of our programming and into our daily practices, creating a new path for how we connect science with community.

SCIENCE ENGAGEMENT

We keep communities informed and engaged with science and technology, highlighting local knowledge and discoveries that directly impact them.



Educational programming at the Science Centre reached thousands of students through Science School, on-site field trips, outreach programs, and growing Home School Days. Students engaged in hands-on, curriculum-aligned experiences that sparked curiosity and critical thinking. This year also introduced a new in-class presentation program, bringing Science Centre educators directly into classrooms and expanding access for schools unable to visit in person.

Together, these programs reflect the Science Centre's commitment to its strategic plan, **Science for ALL!**, ensuring more students and families can experience engaging, accessible science learning, whether at the Science Centre or in their own communities.



The year kicked off with a celestial spectacle – a **planetary parade** featuring all the planets visible by the naked eye, lighting up the sky after sunset from late January into early February. The event captured the community's imagination, drawing crowds of eager stargazers to the RASC Observatory, all thrilled to witness this rare cosmic lineup in person.



March 13 lit up the night sky with a rare spectacle – a **total lunar eclipse**. The RASC Observatory stayed open from 10:00 p.m. to 3:00 a.m., and despite clouds and biting cold, a handful of determined skywatchers were rewarded with breathtaking glimpses of the Moon as it vanished into Earth's shadow – a celestial show worth braving the chill for.



2025 offered guests opportunities to look to the sky. Winter auroras danced above the Science Centre, leaving guests in wonder of the natural beauty. During the summer, stunning views of the sun's active surface—including sunspots and solar prominences—lit up the sky. RASC Observatory volunteers were on hand to answer questions and guide guests through the day and night sky. A few very bright meteors (fireballs or bolides) were also reported, making it a spectacularly active year for celestial events.

*"It was so awesome seeing Jupiter so clearly!
Thanks for being open!"*

Sam Lajeunesse

SCIENCE ENGAGEMENT



On February 6, the Science Centre had the honour of hosting **Canadian Space Agency astronaut Joshua Kutryk** for an exclusive and inspiring presentation. Guests explored Joshua's incredible journey, from his path to becoming an astronaut to the intense training and challenges of pushing the limits of human potential.



Guests enjoyed a vibrant lineup of science experiences, including **Engineering Day, GEE Week, the interactive Minecraft event, Maker Faire at K-Days, International Astronomy Day, and Nikola Tesla Day**. These engaging events gave guests of all ages the opportunity to explore, create and discover the excitement of science through hands-on activities and inspiring ideas. Together, these events created memorable moments that encouraged discovery, creativity, and a deeper connection to science for our community.



On May 31, **Stardust: The Universe in You!** had its world premiere at TELUS World of Science – Edmonton! The Science Centre team enhanced the exhibition with stunning new elements, creating a gallery alive with backlit images of galaxies and nebulae captured by the James Webb Space Telescope. Guests dove into the life cycles of stars, discovered how they forge the elements that make up planets – and even us – and experienced the universe like never before!



On October 10, the Science Centre hosted the Canadian premiere of **Jurassic World by Brickman®**, an immersive LEGO® brick exhibition that brought the iconic dinosaurs of the Jurassic World franchise to life.

Guests of all ages explored meticulously crafted LEGO models, interactive displays, and life-sized dinosaur builds, experiencing the excitement of the blockbuster series in a unique, hands-on way. The exhibition is attracting thousands of guests and reinforced the Science Centre's position as a destination for world-class, family-friendly experiences.

SCIENCE ENGAGEMENT



DARK MATTERS – these adults-only nights continue to grow in popularity, drawing curious minds eager for bold, engaging science after hours. On March 13, the sold-out **Science of Sex** event attracted over 1,200 guests for an open, inclusive evening exploring sexual health. On May 22, **Science is Dope** attracted 860 guests fascinated by the chemistry, neuroscience, and psychology behind addictive substances.

Sip & Science evenings gave guests the chance to experience feature exhibitions throughout the year, in a relaxed setting, play board games, and enjoy a drink with friends– proving that the Science Centre isn't just for kids; it is a vibrant destination for curious adults.

Messy chemistry, dancing robots, playing in the snow, and microscope exploration were just a few of the fun activities campers experienced in **Science Camps** over the course of 2025. More than 385 campers participated in PD Day Camps, Winter Break Camps, and Spring Break Camps through the school year.

Summer Camps reached 92.76% of capacity, with more than 1,000 campers participating over July and August.



2025 was the second year of the **Leaders in Training** program for youth ages 13–17. More than 75 youths participated in the program that focused on working with and supervising campers, STEM program development and presentation skills, and understanding neurodivergence in campers.



The Science Centre continued developing the **Making Science Matter** program through internal and external pilot sessions, including a partnership with Royal City Science in Guelph. Funded by the APEGA Foundation, the science communication program now offers two 3-hour modules, with both 16-hour course and third module having successfully completed beta testing in mid-2025.

The course was launched publicly at the June Canadian Association of Science Centres Annual Conference

SPACES & PLACES

We connect curious minds with science at the Science Centre, in our community, digitally, and beyond.

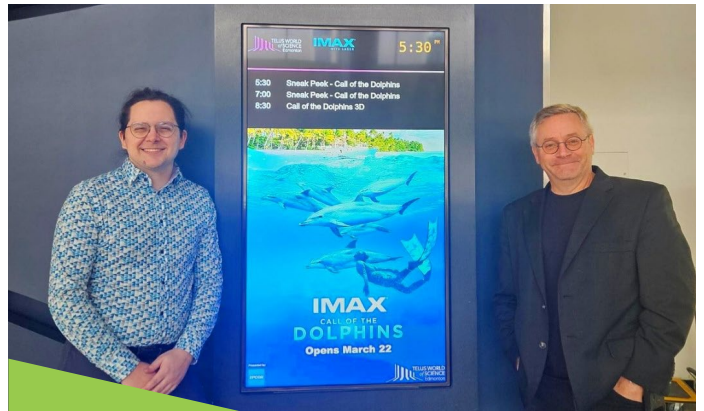


The summer 2025 marketing campaign, **Come for the SCIENCE! Stay for the WOW!** brought Science for All! to life by turning learning into unforgettable “WOW” moments. Hands-on exhibits, immersive experiences, and live demonstrations made science fun, engaging, and accessible for all ages.

This year marked an exciting and impactful period for IMAX programming, highlighted by the debut of four new films: **Butterfly Journey**, **Call of the Dolphins**, **Space: The New Frontier**, **Elephants: Giants of the Desert** attracting over 118,000 guests. Each premiere strengthened our educational and experiential mandate, offering guests compelling storytelling grounded in science, nature, and exploration.



A key highlight in our commercial programming was our strategic pivot from second-run releases to nostalgia-driven films. Across 180 screenings of 72 titles, we welcomed 14,850 guests. Standout titles like **Interstellar** and **The Polar Express** had 36 screenings attracting over 5,000 guests, reinforcing the IMAX Theatre as a destination experience.



A particularly meaningful highlight was welcoming director **Jonathan Bird** to the Science Centre for the launch of **Call of the Dolphins**. His time with local media and direct engagement with our guests significantly elevated the opening weekend. As we have experienced in past collaborations, his presence added depth, authenticity, and energy to the event, creating a memorable and enriching experience for our audience while strengthening press visibility and community connection.



In 2025, the **IMAX Annual Pass** wrapped up its final year, celebrating 2,855 dedicated passholders who made a remarkable 14,850 visits reflecting their love for the IMAX experience.

SPACES & PLACES



The Purple Pear Restaurant brought exhibitions to life through food, launching a rotating exhibit-themed feature menu that deepened the immersive guest experience and connected storytelling with hospitality. By aligning culinary offerings with major exhibitions, the Purple Pear strengthened the overall visitor journey. Most popular Items of 2025: Freshly popped popcorn, Dino Nuggets, and Carbonated Slush Puppies.



During the **Jurassic World by Brickman®** exhibition, we transformed retail into an adventure of its own by designing a fully themed, one-of-a-kind **pop-up store** that extended the excitement beyond the gallery walls. With curated merchandise that complemented the exhibition narrative, the store became a highlight for visiting families, elevating the overall exhibition experience. Most popular Items of 2025: Dino Lollipops, the **Jurassic World by Brickman®** Exhibit Guide, and Dino Squeezy Peek Hatchers.



The **Galaxy Gift Shop** reimagined the retail experience with the introduction of a curated “\$5 & Under” section, expanded themed merchandise, the launch of unique LEGO® kits, and the debut of TELUS World of Science – Edmonton branded products celebrating our identity. The integration of a new point of sale system enhanced efficiency and guest flow, while offering guests meaningful ways to take science home. Most popular Items of 2025: Treasure Stones, Geodes, and Honey Sips.



In 2025, the Science Centre continued to thrive as a dynamic gathering place, welcoming corporate partners, community groups, and organizations for AGMs, client and employee appreciation events, holiday celebrations, and private functions. Hosted within our **inspiring and immersive spaces**, these **experience-driven events** included Zeidler Dome presentations, interactive gallery access, and customized programming. Most popular experiences of 2025: Zeidler Dome private events, corporate holiday celebrations, and unforgettable employee appreciation events filled with interactive, all-ages fun.

SPACES & PLACES



Sounds of Science launched this year as a new live demonstration series on the Syncrude Science Stage that brings the physics of sound to life through interactive, high-energy experiments. This program enhances guest experience by making complex scientific concepts fun, accessible, and memorable.



In 2025, we launched **100 Years of Eternity**, a new planetarium show showcasing the human fascination with the heavens that have shaped civilization, from megalithic stone circles and ancient Greek astronomy to modern navigation.

Across history, the stars have inspired both practical knowledge and myth. On the centennial of the projection planetarium, this show traces humanity's evolving view of the cosmos from early cultures to today's star theatre.

INCLUSIVE EXPERIENCES

We ensure everyone has access to exceptional, fun, and seamless science experiences.



On March 1, **STEMapalooza 2025** transformed the Science Centre into a vibrant hub of discovery and inspiration in celebration of the International Day of Women and Girls in Science. Guests connected with local STEM experts through engaging demonstrations and conversations designed to spark curiosity and inspire future innovators.

The evening featured a special screening of **Jane Goodall's Reason for Hope**, followed by an insightful Q&A with ecologist Dr. Jessica Haines. Together, the event celebrated the power of representation and the importance of empowering women and girls to pursue their passions in STEM.



The Science Centre celebrated **Black History Month** by honouring the contributions of black scientists, engineers, and innovators who have shaped our world.

Throughout February, guests had the opportunity to explore their achievements and experience in the new Zeidler Dome show, *Rising Star: A South African Star Story*.



On December 11, 2025, over 1,000 guests braved the winter chill to take part in Amazon Future Engineer Day at TELUS World of Science – Edmonton.

In partnership with Amazon Canada, the free event brought hands-on coding, robotics (including a special visit from Amazon's Hercules robots), and interactive tech experiences to life for the next generation of innovators.

"Thank you for a wonderful experience! We especially enjoyed the demonstration focused on fire on the science stage and our instructor for Magnet Mysteries was fantastic. Finally, thank you for the steps you have taken to make the Science Centre more inclusive. One of my students forgot her headphones, so being able to borrow some from the front desk was incredibly helpful."

Teacher 2025

CONNECTED COMMUNITIES

We embraced diverse perspectives to shape our experiences and drive innovative approaches.



A powerful moment of cultural connection unfolded on July 24 at the Science Centre! **Team New Zealand**, made up of athletes from Aotearoa Māori Poirewa (AMP), shared an unforgettable performance, including the haka, as part of their trip for the All Nations Volleyball Showcase, hosted by the Indigenous Sports Council of Alberta (ISCA). This experience featured a traditional healing dance by Danni Okemau, which represented Indigenous culture and honoured the spirit of cultural exchange.



Signature community events also continued to draw strong participation, with 1,900 guests attending **National Indigenous Peoples Day celebrations** and 2,740 guests joining us for the **National Day for Truth and Reconciliation**, demonstrating the community's desire to learn, reflect, and celebrate Indigenous cultures together.



Indigenous Initiatives grew in both impact and reach in 2025, deepening the Science Centre's commitment to reconciliation and meaningful representation of Indigenous knowledge, culture, and community. More than 22,000 participants engaged in Indigenous programming, including over 14,000 students through school-based learning. The Science Centre also expanded its Indigenous Cultural Workshops, offering 48 free sessions that welcomed more than 280 guests to share traditional knowledge and celebrate culture in a respectful, community-focused space.



Rising Star: A South African Astronomy Journey, a new planetarium show that launched in the Zeidler Dome, took audiences on a journey through South Africa's astronomy, history, and future. Showcasing cutting-edge facilities like the Southern African Large Telescope and MeerKAT, the film introduces multi-wavelength and multi-messenger astronomy, inspires future astronomers, and highlights South Africa's scientific achievements.

CONNECTED COMMUNITIES



From September 26 to October 5, ***the Fleurs de Villes ARTISTE*** floral art exhibition brought a vibrant celebration of Edmonton's cultural scene to the Muttart Conservatory. Featuring over 15 stunning floral mannequins, the exhibition showcased original designs by local artists inspired by the city's institutions.

The Science Centre was proudly represented by a one-of-a-kind mannequin from Cerise Floral Studio, inspired by the iconic architecture of the Douglas Cardinal building.



Within the ***Arctic Journey*** exhibition in the Newell Family Gallery, new programming and interpretive elements further integrate Indigenous knowledge and lived experiences. A hands-on activity using a modified ulu and felt fish introduces guests to traditional food preparation, while caribou antler tools have been added to sewing programs.

Additionally, a new exhibit explores the impact of climate change on traditional hunting and fishing practices along the Teet'it Gwinjik (Peel River). In collaboration with community partners, the gallery remains a hub for cultural celebrations, including Nunavut Day, Inuit Day, and Gwich'in Day.



The Science Centre continued to build the ***Indigenous Health and Wellness Program*** in partnership with Braemar and Eastglen High Schools. Delivering programming rooted in Medicine Wheel principles. These sessions support mental, physical, emotional, and spiritual well-being for youth and young parents through land-based learning and physical activity. Thanks to donations and sponsorship, the program expanded its outdoor resources with new equipment — including snowshoes, lacrosse sticks, and winter gear. These additions ensure students can participate in year-round in activities that connect culture, wellness, and the land.



Indigenous Initiatives continued to grow in impact and reach in 2025, strengthening the Science Centre's commitment to advancing reconciliation and creating spaces where Indigenous knowledge, culture, and community are meaningfully represented. Over the past year, 22,314 participants engaged in Indigenous programming at the Science Centre, including more than 14,000 students through school-based learning experiences.

FINANCIALS

The Edmonton Space & Science Foundation

Statement of Operations

For the year ended December 31,	2025	2024
Revenues		
Admissions	\$ 7,148,772	\$ 7,743,033
Operating grants	3,405,038	3,125,928
Retail operations	2,344,586	2,489,722
Sponsorship and donations	1,101,521	1,125,576
Rentals and other	1,426,914	852,474
	15,426,831	15,336,733
Expenditures		
Advertising and promotion	636,521	837,413
Operations	3,078,864	2,675,030
Retail operations	1,050,207	1,143,542
Royalties and film leases	597,739	522,658
Salaries and benefits	9,401,284	9,281,667
Utilities	636,126	668,477
	15,400,741	15,128,787
Excess of revenues over expenditures before amortization	26,090	207,946
Amortization of capital assets and intangible assets	(3,481,065)	(3,524,306)
Amortization of deferred capital contributions	3,440,033	3,187,263
	(41,032)	(337,043)
Deficiency of revenues over expenditures	\$ (14,942)	\$ (129,097)

FINANCIALS

The Edmonton Space & Science Foundation

Statement of Changes in Net Assets

For the year ended December 31,

	Unrestricted	Unrestricted Capital Assets	Restricted Strategic Initiatives Fund	Restricted Operating Reserve Fund	2025	2024
Balance, beginning of year	\$ -	\$ 1,118,166	\$ 236,557	\$ 846,383	\$ 2,201,106	\$ 2,330,203
Excess (deficiency) of revenues over expenditures	119,752	(41,032)	(93,662)	-	(14,942)	(129,097)
Net investment in capital assets	-	(79,624)	79,624	-	-	-
Transfer from Unrestricted Fund	(119,752)	-	-	119,752	-	-
Balance, end of year	\$ -	\$ 997,510	\$ 222,519	\$ 966,135	\$ 2,186,164	\$ 2,201,106


FINANCIALS

The Edmonton Space & Science Foundation

Statement of Financial Position

December 31,	2025	2024
Assets		
Current		
Cash and cash equivalents	\$ 3,246,477	\$ 4,143,553
Accounts receivable	438,556	95,031
Inventory	233,217	172,237
Prepaid expenses and deposits	798,660	355,339
	4,716,910	4,766,160
Capital assets	28,760,007	32,044,081
Intangible assets	12,093	19,560
	\$ 33,489,010	\$ 36,829,801
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 991,460	\$ 966,004
Deferred contributions	900,959	915,239
Deferred admissions	1,635,837	1,820,140
	3,528,256	3,701,383
Deferred capital contributions	27,774,590	30,927,312
	31,302,846	34,628,695
Net assets		
Unrestricted	-	-
Unrestricted Capital Assets	997,510	1,118,166
Restricted Strategic Initiatives Fund	222,519	236,557
Restricted Operating Reserve Fund	966,135	846,383
	2,186,164	2,201,106
	\$ 33,489,010	\$ 36,829,801

Approved on behalf of the Board:


 _____ Director


 _____ Director

ANNUAL DONORS

At TELUS World of Science – Edmonton, donors provide critical support to help us ensure science education is accessible to all. In 2025, we received support from more than 1800 individuals and corporate partners across Edmonton, Alberta and Canada.

The Edmonton Space & Science Foundation gratefully acknowledges the support of the following individuals, foundations, and corporations, as well as public and private agencies that share our vision of Science for All!

Like each person who works and volunteers here, TELUS World of Science – Edmonton supporters believe in the importance of funding a trusted hub for science engagement. Each of the countless moments of curiosity and wonder that we created in 2025 happened because of this community of individuals and organizations. Thank you!

TITANIUM (\$100,000+)



-Community Facility Enhancement Program
-Community Initiatives Program



-Celebrate Canada
-Canada Cultural Spaces Fund

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Thank you to the 1436 additional donors who gave at the \$1-\$49 level in support of science education in our community.

Every effort has been made to ensure this listing of donors is accurate. Please accept our apologies if your name has been inadvertently omitted or listed incorrectly. Please notify the Edmonton Space & Science Foundation if there is an error, so that we may correct our records.



SPONSORS

Science in Motion

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Amazon Day

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FEATURE EXHIBITIONS SPONSORS

Thank you to our generous corporate and community supporters whose contributions make our educational programs, feature exhibitions, IMAX films, and special events possible. Their continued partnership helps advance our **Science for All!** strategic plan by expanding access to inspiring science experiences. Together, we are igniting curiosity and creating meaningful learning opportunities for thousands of students and guests each year.



Ignite Curiosity Today – Spring Break & Summer Campaigns

Lafarge (now called Amrize Canada) continued their support after the cancellation of Amazing Pollinators by inspiring curiosity through our Spring Break & Summer campaigns.



Stardust: The Universe in You!

This exhibition is produced by Flying Fish in collaboration with Spark Initiatives and supported by Cosmosphere and TELUS World of Science – Edmonton.



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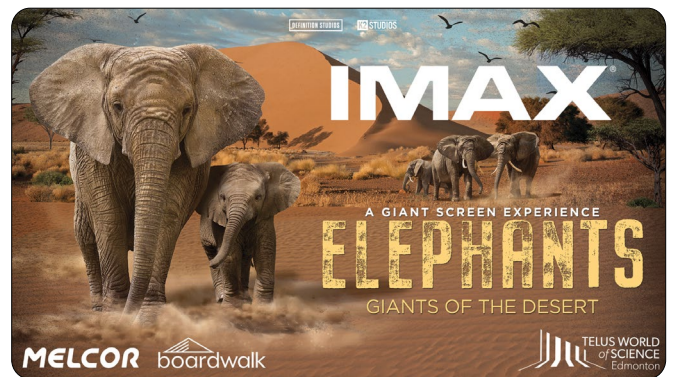
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BE A STAR FUNDRAISING PROGRAM

TELUS World of Science – Edmonton's **Be a Star** program is a unique opportunity for our community to shine bright while supporting science education. Through this initiative, donors can dedicate stars, ranging in value from \$50 to \$15,000, to directly support the programs, exhibitions, and operations that inspire curiosity and learning for thousands of guests and students each year.

Stars can be dedicated to mark a wide range of special occasions including birthdays, anniversaries, graduations, holidays, achievements, or in memory or honour of a loved one. Each designation creates a meaningful tribute while helping advance science learning in our community.

In 2025, the generosity of our community was reflected in:

- **Stars Dedicated – 229**
- **Total Donations – \$20,500**



Each star represents not just a gift, but a meaningful contribution to advancing the Science Centre's mission of making science accessible to all. This fundraising program continues to be a shining example of how individual support helps fuel discovery, imagination, and lifelong learning.

Donors can dedicate a star online at

www.twose.ca/beastar

FUNDS & ENDOWMENTS

The Edmonton Space & Science Foundation is grateful for the visionary donors who have established the following funds to support our mission to be a catalyst for lifelong learning, creating a community of curious minds through immersive experiences and connections with the wonders of science. These funds provide for the long-term sustainability of the organization, and the Foundation encourages donors to make ongoing contributions to these funds.



VEGA SCHOLARSHIP **Fund Value = \$30,383**

The VEGA Scholarship Program was established in 1987 through the generous support of Helen Tkachenko. This fund sponsors elementary school-aged children to attend science camps, clubs, and school programs.



TWOSE COMMUNITY FUND* **Fund Value = \$564**

This fund provides complimentary admission to the science centre for marginalized Edmontonians in order to reduce barriers to participation.



LES YOUNG FUND FOR SCIENCE EDUCATION **Fund Value = \$23,521**

In 1999, the Edmonton Space & Science Foundation established the Les Young Fund for Science Education. It was dedicated as a permanent fund in memory of his outstanding dedication and leadership. The fund provides opportunities for the development of unique and innovative programs to inspire, motivate and challenge students.



SUSAN PEACOCK STUDENT ACCESS FUND **Fund Value = \$29,677**

This fund removes barriers for low-income schools to attend science centre programs including bussing, program registration, and other supports as required.



SEEDS OF SCIENCE ENDOWMENT FUND **Fund Value = \$39,674**

This fund, managed by the Edmonton Community Foundation, was established in 2015 by John and Avery Stobbe. The revenues support the ongoing operations and programming at TELUS World of Science – Edmonton.



INDIGENOUS ACCESS FUND* **Fund Value = \$0**

The Indigenous Access Fund is intended to welcome Indigenous Peoples to the Science Centre and build accessibility of the science centre's programs, services, and events. The Indigenous Access Fund may be used to support Indigenous students or Indigenous groups and covers the following expenses: admission fees, program fees, transportation, and meals at the Science Centre.



FIELD FUND FOR SCIENCE EDUCATION **Fund Value = \$183,004**

This endowment fund, managed by the Edmonton Community Foundation, was established in 1995 by the Edmonton Space & Science Foundation. The revenues support the ongoing operations and programming at TELUS World of Science – Edmonton.



INDIGENOUS KNOWLEDGE & WISDOM FUND* **Fund Value = \$6,502**

The Indigenous Knowledge & Wisdom Fund is used to ensure respectful recognition and compensation for Indigenous Elders and Knowledge Keepers involved in our many initiatives, including cultural teachings, ceremonies, events, and programming.

***In 2025, the Science Centre continued to see overwhelming demand across all access funds. Each of these funds was fully utilized, underscoring the powerful impact of removing barriers to science education and cultural connection. The Foundation is actively working to replenish and grow these funds with community support. Together, we can continue to meet community demand and expand access to these vital experiences of curiosity and wonder.**



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To our community partners, donors, guests,
Members, sponsors, and Team Purple –Thank You!

Your Support and belief in our mission makes the
Science Centre a bright and shining star in our
shared universe.

Together, we are igniting curiosity, inspiring future
innovators, and ensuring **Science for All!**



TELUS WORLD
of SCIENCE
Edmonton

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