



actüa

Youth · STEM · Innovation
Jeunesse · STIM · Innovation

Actua Final Report 2024

Prepared for Canadian North

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A YEAR IN REVIEW

2024 marked Actua's 31st year of inspiring the next generation of STEM leaders. As we step into our fourth decade, we reflect on our journey and look to the future with renewed purpose.

While the world continues to evolve, one constant remains: the power of STEM to drive innovation and address global challenges. At Actua, we believe that by empowering young people with STEM skills, we can create a more equitable and sustainable future. We do so by delivering transformational STEM camps, clubs, workshops and special events to K-12 youth nationally, unlocking youth's infinite potential. We enhance these experiences by working with educators, parents, community partners and policymakers to remove barriers to STEM and drive systemic change – so that all youth, especially equity-deserving populations, have access to quality STEM learning.



Advancing Systemic Change

In 2024, Actua intensified efforts to address systemic barriers and promote equity in STEM by focusing on expanding access, enhancing impact, and advocating for equity and strengthening partnerships.

Expanding Access

We expanded our reach to engage more underserved youth than ever before.

604,808

Youth engaged in transformational STEM experiences

3.4M

Face-to-face hours of programming delivered

66,375

Girls in all-girl programs



13,413

Black youth



56,399

First Nations, Inuit and Métis youth



199,187

Youth from other equity-deserving groups



Enhancing Program Impact

Evaluation results reaffirm Actua's commitment to inspiring young minds and shaping a brighter future.

80% of participants reported gaining new STEM knowledge and skills

Actua's evidence-based programs bridge the gap between traditional education and real-world applications, sparking curiosity and fostering a lifelong love of learning.

62% of participants experienced increased confidence in their STEM abilities

By providing supportive and inclusive environments and hands-on experiences, Actua empowers youth, especially those from underrepresented groups, to conquer self-doubt and reach their full potential.

47% of participants expressed greater interest in pursuing STEM studies in postsecondary education

Actua's programs create a clear pathway to success in STEM by exposing youth to diverse STEM role models (if they see it, they can be it), fostering a sense of belonging, and instilling a belief in their ability to make a difference.

Advocacy and Partnership

Actua's success is built on partnerships and collaboration. We are committed to building a robust STEM ecosystem in Canada and fostering meaningful connections within the communities we serve.

This year, we welcomed **three new network members**, including Waawaaskonwe Niigaan ISTEAM Program at Algoma University in Sault Ste. Marie, ON, Concordia Youth Engagement at Concordia University in Montreal, QC, and TMU Engineering Outreach at Toronto Metropolitan University in Toronto, ON.

We continued to work closely with the federal government to advance Canada's science technology and innovation excellence. Actua was honored to be selected as a recipient of the Strategic Science Fund, receiving \$38.4 million over five years. This investment will enable us to engage even more youth in STEM, advancing our mission of creating a more equitable science and innovation ecosystem.

We are also incredibly proud to work alongside a dedicated group of long-standing industry partners, such as Canadian North, whose support is essential in advancing our mission of unlocking the infinite potential of youth through STEM.



WHAT WE ACCOMPLISHED TOGETHER



ACTUA IN THE NORTH

Support from Canadian North enables Actua's instructors to bring transformational STEM experiences to Northern youth as part of Actua's Indigenous Youth in STEM program.

16,366

Youth engaged in Yukon, Northwest Territories and Nunavut



“Thank you for letting the Actua team visit our community. We realize it's very costly as our community is so far up north, but it's become such an important part of our summer day camps and hope your team will continue visiting our community.

— Community partner, NU



NATIONAL INDIGENOUS YOUTH IN STEM PROGRAM

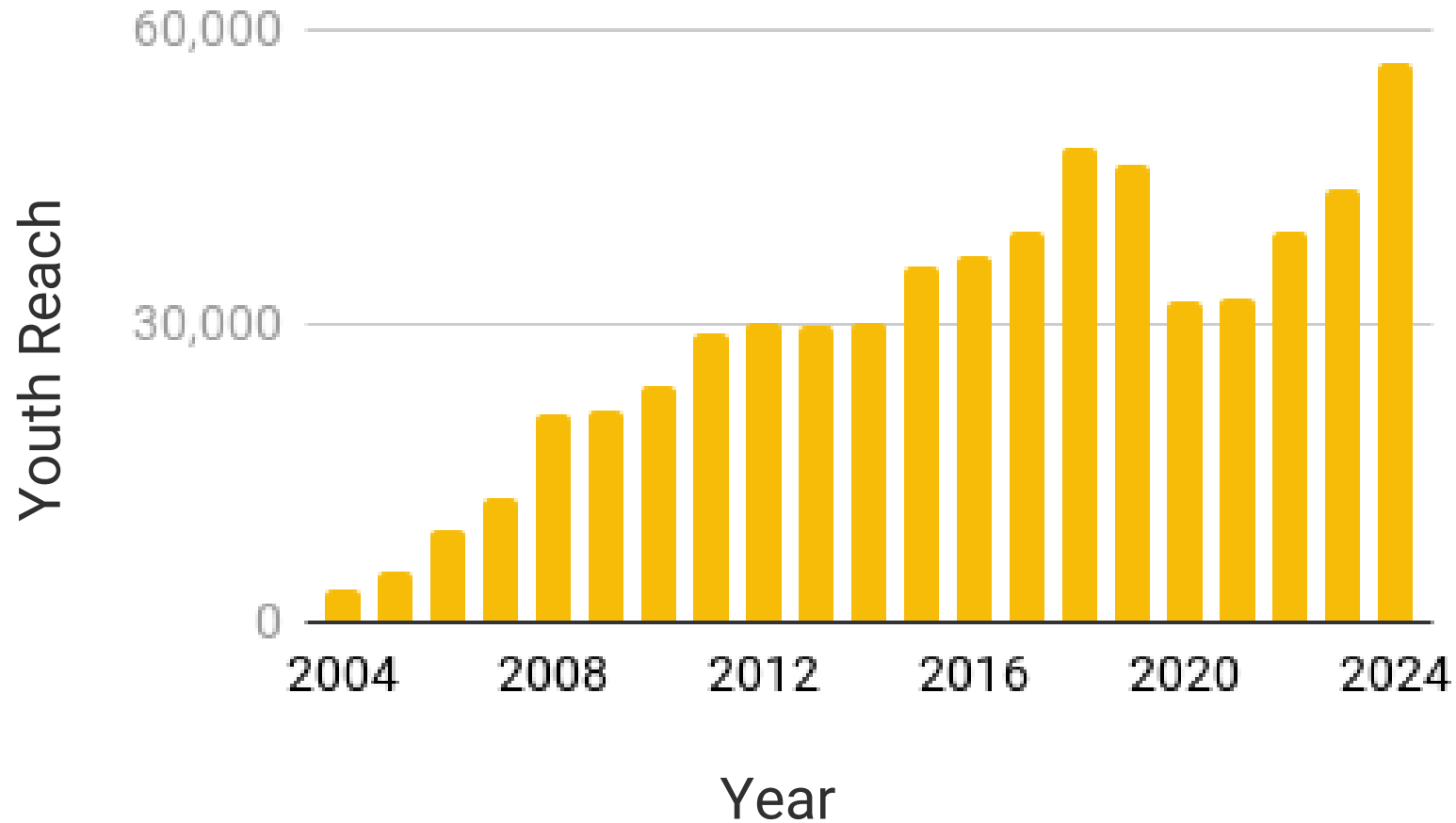
56,399

First Nations, Métis and Inuit youth
engaged in culturally-inclusive STEM
experiences across Canada



Unlocking Youth's Potential & Removing Barriers to STEM

For over two decades, Actua's InSTEM Program has been unlocking pathways to success, one child at a time.



THE NEED

Indigenous youth possess a critical perspective needed to advance science and innovation in Canada. However, systemic barriers, including the undervaluing of Indigenous Knowledge, the tragic history of residential schools and persistent colonial structures, hinder progress toward true equity. Lower rates of post-secondary education among Indigenous populations, coupled with discrimination in the workforce, further limit opportunities for socioeconomic success. Actively working to dismantle these barriers is critical, not only for individual and community well being, but also for the strength of Canada's economy.



MOVING THE DIAL

In 2024, Actua's Indigenous Youth in STEM program (InSTEM) continued to focus on providing a lifelong learning model through which Indigenous youth are able to access culturally-inclusive STEM skill-building and leadership opportunities during their learning journey.

This year, Actua enhanced delivery of InSTEM programs focused on in-demand skills including coding, video production, robotics, cyber safety and augmented reality. By weaving cultural practices such as storytelling, beading, drumming, and language into lessons, youth feel more connected to the content and skill-building comes more naturally.

We also focused on amplifying youth voices. Through Actua's National Indigenous Youth Delegation and leadership opportunities delivered in partnership with Forward Summit, high school and postsecondary Indigenous youth had the opportunity to learn from Elders and Knowledge Keepers, and present their perspectives on economic reconciliation to industry leaders and decision makers.

Creating opportunity and space for youth voice, making connections between youth and industry, and connecting skill development to culture, are some of the ways Actua worked toward advancing systemic change in 2024.


PROGRAM HIGHLIGHTS

Aurora Research Institute STEM Outreach Program, Aurora College

In Inuvik, Actua's network member supported a geese processing day for students to explore geese anatomy while participating in a goose caller activity with guidance from traditional Inuvialuktun language experts. The event was a success with positive feedback from participants and plans to repeat the event in the future.

Youth Moving Mountains, Yukon University

In collaboration with the Yukon Environmental Department, Actua's network member provided bear-aware programming for high school students in the spring, before bears come out of hibernation, making it timely. Additionally, a training session, "Train the Trainer," was provided to further empower students to teach bear safety to others in their community.



"I have seen so much value in the growth of a child when Actua science camp is in town. They pour out the most interest that they have in them to see what Actua has in store. The camp even brings out the inner child of the staff! All in all the value that stands in the camp is far greater than what we are able to compare.

THANK YOU OH SO VERY MUCH FROM THE VERY BOTTOM OF OUR HEARTS!!!!

— Community Partner, NU

Indigenous Youth in STEM



INSTEM KITS

Scaled models of Indigenous innovation (Tikinagan, Qamutik & Tipis) help youth make the connection between Indigenous Knowledge and western STEM.

400

InSTEM Classroom Kit sets distributed

4,560

Youth reached through InSTEM Kits

Ottawa Catholic School Board

The kits have not only helped schools spark partnerships with local Cultural Practitioners and Indigenous centers, but also helped shift the narrative away from colonial legacies to recognizing and appreciating the beauty and brilliance of Indigenous peoples. After interaction with the kits, schools saw more students self-identify as Indigenous and reach out for continued engagement with Indigenous-targetted programming and support networks.



“It was great hearing some teachers speak about how they connected the kits to curricula. For example, one teacher wanted to link the Tikinagan to the concept of sustainability in his senior science class, as it is a nearly net zero product in terms of environmental impact.”

— Representative from Frontier School Division (MB)

LOOKING AHEAD

Actua's Indigenous Youth in STEM program is deeply ingrained within and warmly welcomed by Indigenous communities. These community partnerships, based on respect, time and trust, are key to Actua's ability to respond to community needs and deliver InSTEM programming.

Heading into 2025, we will continue to advance systemic change. Through working with school boards, we are ensuring teachers are well equipped to deliver culturally-inclusive STEM within classrooms across the country. We are responding to increased demand to deliver InSTEM in more communities while continuing to coordinate next-step opportunities to build leadership, in-demand skills and career readiness among Indigenous youth.

READ OUR STORIES

[Actua Outreach Instructor Training Experience](#)

[Interview with an Actua Outreach Instructor](#)

[Innovative Collaborations Transforming STEM Camps in Northern, Remote and Indigenous Communities](#)

[National Day for Truth and Reconciliation Statement from Actua's CEO, Jennifer Flanagan](#)



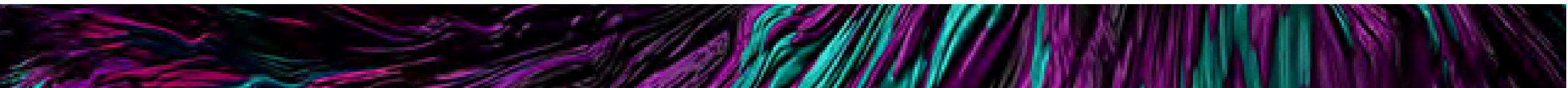
Actua's Thought Leadership in 2024

Advancing the National Dialogue

- February 2024 ● CTV News: Ottawa Students Meet Canadian Astronauts Jeremy Hansen and Jenni Gibbons
- February 2024 ● CTV News: Fighting Bullying on Pink Shirt Day
- April 2024 ● Global News: Future of Work: Empowering Young Women for Leadership Positions
- May 2024 ● Today's Parents: Why I Feel Safer Knowing My 10-Year-Old Has a Cell Phone
- November 2024 ● The Kit: The truth about Misinformation? It's All Over the Internet
- November 2024 ● The Future Economy: The Future of Skills Development: What Canada Must Do to Lead

Actua Awards

- Actua received CWE's Creating Young Changemakers Award
- Actua's CEO: Jennifer Flanagan announced as a recipient of the 2024 Top 25 Women of Influence Awards
- Jennifer Flanagan named one of Canada's Most Powerful Women: Women's Executive Network Top 100 Award Winners in the Hall of Fame
- Actua received IEEE Educational Activities Board Vice President's Recognition Award





**PARTNER
RECOGNITION**

Partner Recognition

Actua is proud to recognize Canadian North for its impactful investment

Canadian North logo placement on:

- [Actua website](#);
- Actua's Outreach in the North camp posters;
- Actua's 2023-2024 Annual Report.



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