



CANADIAN ASSOCIATION OF SCIENCE CENTRES
ASSOCIATION CANADIENNE DES CENTRES DE SCIENCES



2024/25

Annual Report

Canadian Association of Science Centres



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Words from the organization

From the CEO and Board Chair

As we reflect on the 2024–2025 fiscal year, the Canadian Association of Science Centres (CASC) is proud to present a year defined by connection, innovation, and collective growth.

Across Canada, our member organizations and the industries that support them have continued to spark curiosity, inspire discovery, and foster a deeper public engagement with STEM learning. From groundbreaking exhibits and digital outreach to collaborative initiatives addressing urgent global challenges like climate change, equity in STEM, the proliferation of misinformation, and the future of education, CASC members have risen to the moment with creativity and purpose, and CASC is honoured to be there to support them in their work.

As a national network, CASC has continued to advocate for the critical importance of science communication and the informal STEM learning sector. We strengthened partnerships, expanded member support, and amplified voices from across our diverse ecosystem — ensuring that science remains accessible, inclusive, and impactful from coast to coast to coast.



“We strengthened partnerships, expanded member support, and amplified voices from across our diverse ecosystem — ensuring that science remains accessible, inclusive, and impactful from coast to coast to coast.”

Words from the organization

Reflecting on this past year, this annual report captures key milestones, celebrates CASC's achievements, and highlights the collaborative spirit that drives our work forward.

We want to acknowledge the hard work and dedication of our growing team and board of directors, whose commitment to our mission of growing Canada's innovation and science culture is evident in everything they do. We also want to thank our partners, supporters, and collaborators, without whom none of this would be possible. And a big thank you to our members, whose dedication to their work inspires us each and every day.

We are proud to be the stewards of this vibrant community shaping the future of science culture in Canada.



Dr. Marianne Mader
CEO, CASC



Jennifer Punch
Chair, CASC Board of Directors
COO, Discovery Centre

Who we are

Mission:

CASC connects a national science engagement community that cultivates a joy of learning by making STEM (science, technology, engineering, math) approachable, accessible, and relevant.

Vision:

Canada has a thriving science and innovation culture of engaged citizens.

A thriving science and innovation culture across Canada



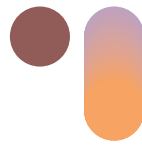
Core Values

Core values are the deeply ingrained principles that guide all of CASC's actions to achieve a thriving science and innovation culture of engaged citizens across Canada. Our core values are visible in every aspect of the organization - from operations, programs, and communications to internal policies and processes. CASC's values serve as our cultural cornerstones. They are never compromised, either for convenience or short-term economic gain.



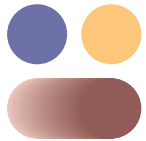
COLLECTIVE IMPACT

We are a national network that brings diverse people and organizations together in a structured and collaborative way to achieve social change.



TRUST

We actively work to build and maintain trust by being honest, credible, transparent, authentic, reliable, and accountable.



SHARED UNDERSTANDING

We are curious and listen deeply, with compassion and humility, to understand and meet the needs of our members, partners, audiences, and staff.



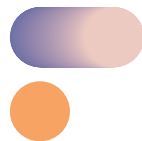
DIVERSE and INCLUSIVE

We bring together people with a wide range of backgrounds, opinions, ideas, and skills, from a variety of types of organizations. We cultivate a culture of inclusion where people feel respected and valued for who they are as an individual or group and for their contributions.



EFFECTIVE COMMUNICATION

We strive to communicate clearly and are always learning, using approachable, relevant, and accessible strategies in all our communications, and support the advancement of science communication.



ENVIRONMENTAL SUSTAINABILITY

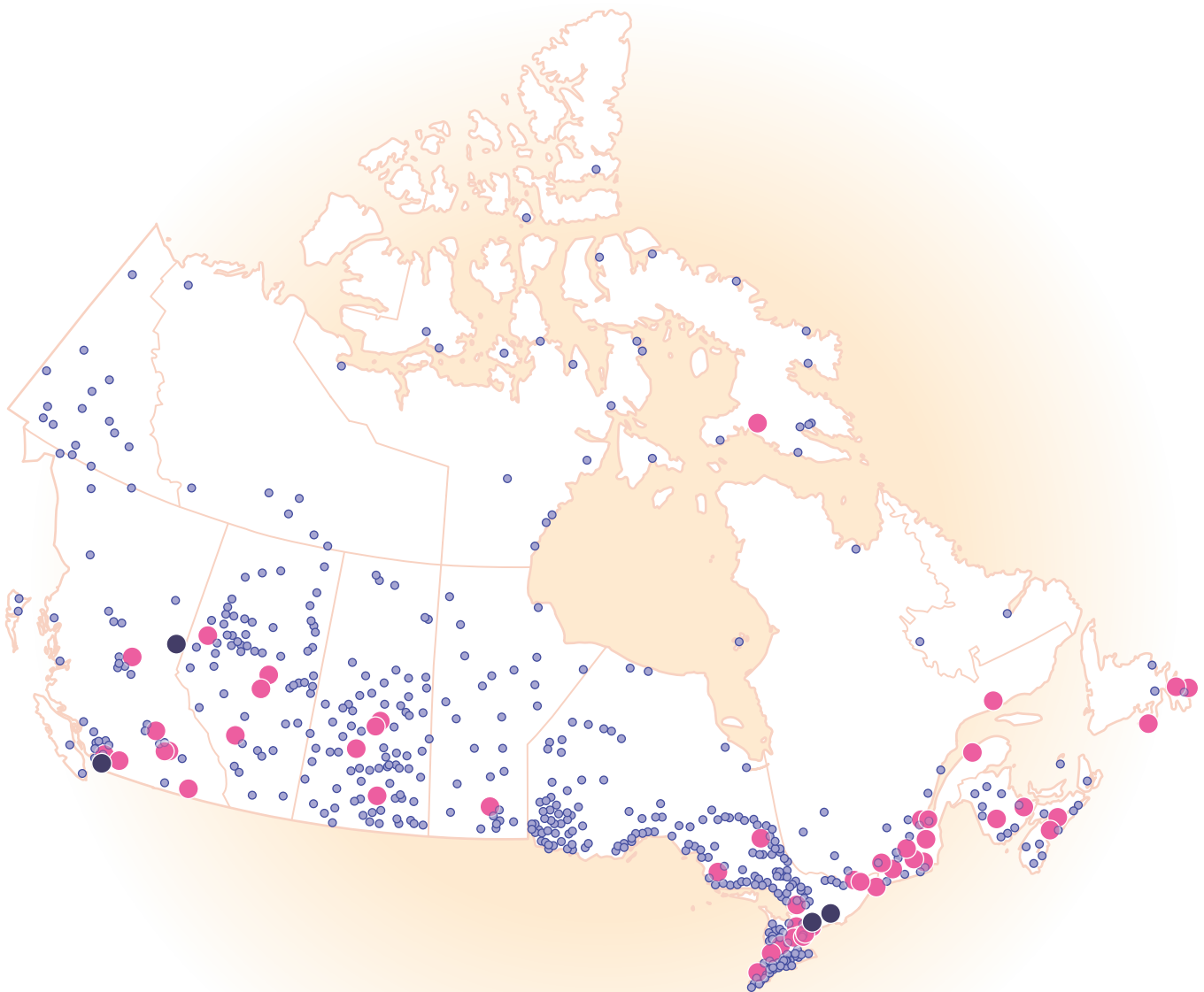
We will continue to envision and implement sustainable environmental practices across CASC operations and support leading the CASC network towards a greener future.

Map of CASC members and reach

● New CASC Member in 2024/25

● CASC Member

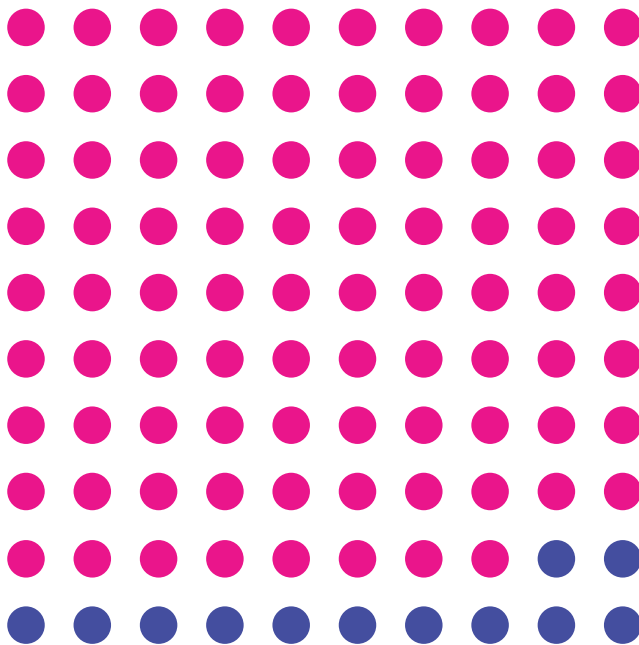
● Reach through youth and family programming



Impact in 2024-2025

In 2024-2025, the CASC network grew by 9 new members:

100 CASC members total



88

Science Centre/Museum and
Affiliate Members

12

Individual members, including
honorary life members



Over 10,000,000

people reached collectively across
the network, each year

The work of our members



Supports the joy of lifelong STEM learning (i.e., cultivates the joy of learning science throughout their lives)

Connects science and society



Breaks down barriers for structurally marginalized groups

Actively addresses Truth & Reconciliation recommendations



Collaborates to tackle global and local challenges

CASC Team

The CASC team has grown to a staff of 18, situated from coast to coast across:

- Nova Scotia, the traditional and unceded territory of the Mi'kmaq People near Kijipuktuk (Halifax) within Mi'mkma'ki
- Quebec, the unceded traditional territory of the Kenien'kehà:ka (Mohawk) Nation, the custodian of the land and waters of Tiohtià:ke (Montréal)
- Ontario, from the traditional territory of the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, the Wendat, the Anishinaabe Algonquin, the Erie, Neutral, the Atikameksheng Anishnawbek, and Wahnapiatae First Nations
- Saskatchewan, home to the Saulteaux, Cree, Dakota, Lakota, and Nakota peoples, as well as the homeland of the Métis
- Alberta, the traditional territory of the Siksikaitsitapi (the Blackfoot confederacy) of the Kainai (Blood), the Piikani, the Siksika and the Ampskaapi'piikani peoples
- British Columbia, the traditional unceded territories of the Semiahmoo First Nations, the Musqueam, Squamish Nation, sleil-Waututh Nation, and Coast Salish Peoples



Professional Development

Communities of Practice

The intent of a community of practice is to build out a shared body of knowledge through regular interactions. A community of practice is a group of people who share a common concern, a set of problems, or an interest in a topic and who come together to fulfill both individual and group goals. Communities of practice often focus on sharing best practices and resources, and creating new knowledge to advance a domain of professional practice. Interaction on an ongoing basis is an important part of this. Many communities of practice rely on Community building activities including face-to-face and online meetings, webinars, discussion forums, and group activities.

29 Total CoP meetings in 2024-2025

10 Educators and Programmers

2 2024 Total Solar Eclipse

10 GenAction

7 Indigenous Practitioners



2024 CASC Conference

The 2024 CASC Conference took place from Tuesday, May 7 to Thursday, May 9, 2024. For the first time in CASC history, the conference took place across two cities – Saskatoon and Regina, Saskatchewan. The conference was generously hosted by the Saskatchewan Science Centre, in collaboration with Meewasin Valley Authority and Wanuskewin Heritage park.

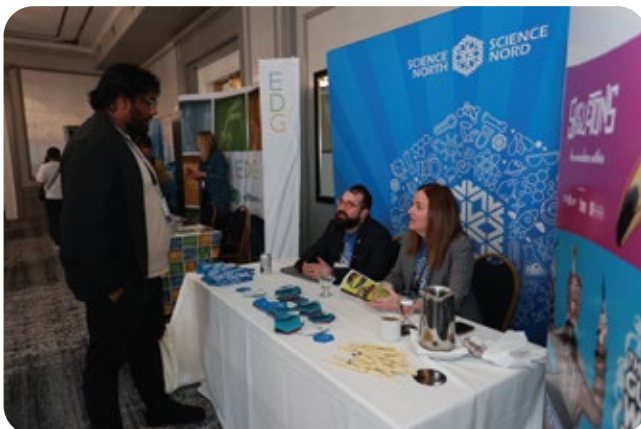
The first day of the conference was grounded in place with on-the-land learning in Saskatoon, facilitated by Meewasin Valley Authority and Wanuskewin Heritage park. This unique experience allowed conference attendees to experience the wisdom of local Indigenous communities and cultures.

Following the on-the-land learning experience, conference attendees gathered in Regina for two days of immersive professional development and celebrations.



**CASC
ACCS
2024**

Connected
Horizons
Connectés
MAY 7-9 MAI



2024 CASC Conference



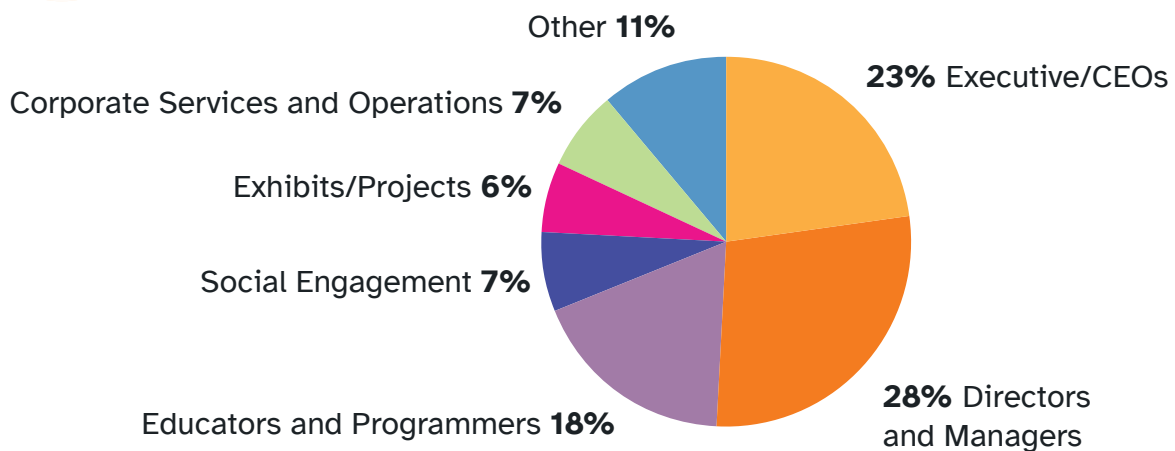
145
attendees



50+
speakers and presenters



Attendee breakdown



**Over
50%**

of attendees found
the conference
relevant to their work

**Over
97%**

of attendees would attend
the conference again

Strategic Science Fund

In 2023, CASC was announced as a recipient of funding through Innovation, Science and Economic Development Canada (ISED)'s Strategic Science Fund (SSF) competition. 2024 marked the first year of this five-year funding program, and CASC didn't waste any time getting to work on delivering on its promises to strengthen evidence-based decision-making, advance innovation skills development, and foster an inclusive science and innovation culture across Canada.

The following outlines CASC's objectives under SSF, and some notable ways the funds were leveraged to fulfill these objectives in our 2024-2025 fiscal year:

Making science, technology, engineering, and math (STEM) approachable, relevant, and accessible by supporting the work of CASC members

100% of public-facing online content, as well as youth and family activities produced by CASC was offered in both official languages (French/English) and with strong consideration of what's relevant to local communities.



Advancing Truth & Reconciliation in STEM Engagement and Building DIEA capacity of the informal STEM engagement sector

- CASC hosted 10 Communities of Practice sessions for Indigenous STEM engagement professionals from across the CASC network, facilitated by System Changer in Residence Dr. Melanie Goodchild.
- CASC hosted an in-person workshop for Executive Leaders from across the CASC network during the 2024 CASC Conference, facilitated by Dr. Melanie Goodchild.
- CASC provided 18 complimentary registrations for equity-deserving and early career professionals to attend the CASC conference.



Strategic Science Fund

Tackling science misinformation through CASC's internationally celebrated ScienceUpFirst initiative

- ScienceUpFirst created 870 science-backed, engaging posts tackling science misinformation across French and English Facebook, Instagram, X, Bluesky, Threads, and TikTok channels reaching 2.8 million individuals and generating 126,760 engagements
- ScienceUpFirst engaged a diverse Network of Experts in 88 various aspects of content creation and sharing (e.g., brainstorming sessions, content co-creation and content amplification).
- ScienceUpFirst hosted eight Community of Practice workshops/sessions convening diverse organizations interested in Tackling Misinformation
- CASC provided support for the development of 12 community engagement activities reaching equity-deserving communities across Canada including Black, Indigenous, South Asian and 2SLGBTQIA+ communities building misinformation literacy.
- ScienceUpFirst hosted seven audience-facing activities, seven online and three in-person engagements.
- ScienceUpFirst delivered 10 knowledge mobilization opportunities for stakeholders and research community.



Strategic Science Fund

Understand societal and economic value of the informal STEM learning sector

“We are delighted to be part of the SSF family and a collaborative approach to advancing Canada's science and innovation culture across Canada,” says Dr. Marianne Mader, CEO of CASC.



“With this sustained funding, CASC will not only continue to serve our members in a meaningful way, but to continue to build the essential bridge between research, science, and society.”



CASC Initiatives

GenAction

In 2021, Environment and Climate Change Canada approved an application led by Discovery Centre, in partnership with CASC, Science North and The Exploration Place for funding from the Environmental Damages Fund (EDF) to Inspire Youth to Climate Action. This initiative went on to be known as GenAction.



GenAction united 31 CASC member organizations across the country to deliver youth climate action programming inspiring the next generation of climate heroes. Its mission was to engage over 200,000 youth by 2024. Collectively, participating CASC members were connecting educators and youth with accessible peer-reviewed climate research articles, raising awareness of climate change science AND delivering programming to educate citizens on climate actions they can take to make a difference.

GenAction came to an end in 2024 and we're thrilled to announce that we've exceeded our goal! Together, we've engaged over 288,740 youth across Canada to take climate action!

Some of the program highlights include:



45,000+

youth participated in
GenAction camps



140,000+

youth engaged through
environmental school programs



45,000

youth reached through
gamified learning activities



46

bilingual educational resources
developed for educators



124,213

unique website visitors



1,500+

pieces of content posted
across social media channels

ScienceUpFirst

ScienceUpFirst is a national initiative operated by CASC that works with a collective of independent scientists, researchers, healthcare experts and science communicators working to stop the spread of misinformation. We share the best available science online in creative ways to stop the spread of misinformation, as well as we work with partners and collaborators across Canada to foster an ecosystem that bridges science, research, and society.



40 million+

impressions (number of times content was displayed) since launch in 2021



12,000

pieces of content across all platforms since launch in 2021



1.3 million+

engagements since launch in 2021



50+ collaborators including CASC members, national organizations, community organizations, science communicators, researchers and experts.



4 connections to the research ecosystem. ScienceUpFirst supports research programs and research grants at UofA, UBC, SFU, and Royal Roads University.

ScienceUpFirst

Campaigns Overview

Over this past year, ScienceUpFirst continued its work to debunk misinformation surrounding vaccines, women's health, 2SLGBTQIA+ health, nutrition, and climate change. Additionally, we expanded our efforts to address mental health and drug-related misinformation through a collaboration with Canada's largest mental health teaching hospital, the Centre for Addiction and Mental Health (CAMH). Together, we produced over 20 pieces of content and, alongside the Women's Health Research Cluster and WomenMind, co-hosted an event focused on misinformation surrounding women's brain health across different life stages.

Misinformation is embedded within all of these topics. Across fields, we kept hearing the same questions: What tools exist? How do we talk about this? How can we take on such a massive problem? Providing Canadians with the tools to recognize and respond to misinformation has remained a central pillar of our campaigns.

With the support of 45+ Canadian organizations, ScienceUpFirst launched the Together Against Misinformation awareness campaign from November 12-17, 2024. Reaching over 11 million individuals, the campaign started a national dialogue, shared tools for addressing misinformation and built skills to recognize it.





Science Literacy Week

After a thorough application and review process, The Natural Sciences and Engineering Research Council of Canada (NSERC) passed on the leadership of Science Literacy Week to CASC.

For years, Science Literacy Week showcased the many ways kids and families can explore and enjoy the diversity of Canadian science. Libraries, museums, science centres, schools and not-for-profits have come together to highlight the books, movies, podcasts and events that share exciting stories of the science, discoveries and ingenuity shaping our lives.

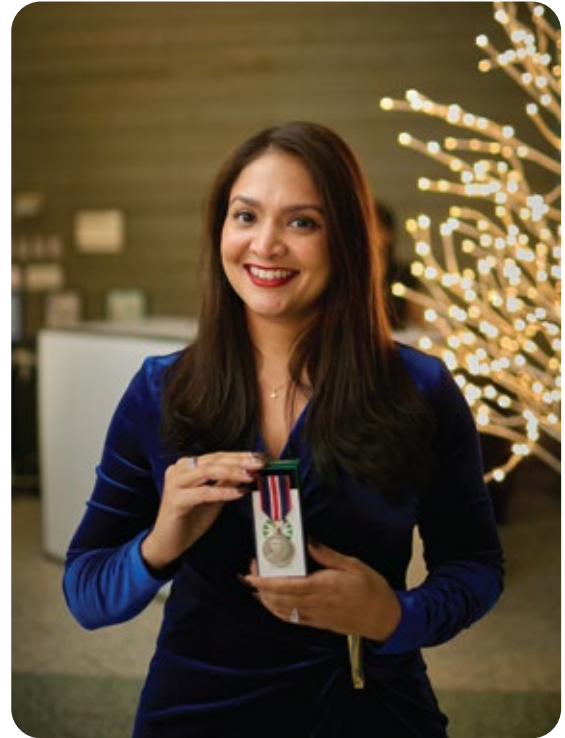
CASC will expand Science Literacy Week to be a major initiative of CASC that will launch in 2025 to coincide with CASC's 40th anniversary.



Awards and Recognition

In 2024, CASC was awarded The Royal Canadian Institute for Science (RCIScience) William Edmond Logan Award. For 175 years, RCIScience has been connecting people in Canada with science to foster dialogue, discovery and community, and build an engaging science culture for everyone. The William Edmond Logan Award recognizes organizations who have made outstanding contributions to the public understanding of science.

In addition to the William Edmond Logan Award, several of CASC's incredible staff received the King Charles III Coronation Medals for their significant contributions to STEM education and STEM engagement in Canada. CASC is thrilled to acknowledge Dr. Marianne Mader, CEO of CASC and Dr. Krishana Sankar, CASC's Science Advisor and Community Impact Manager, for the recognition they truly deserve.



“CASC is thrilled to accept this year’s William Edmond Logan Award. Our board of directors, our team of dedicated staff and volunteers, and our network at large work hard to advance Canada’s science and innovation culture. To be recognized for this hard work and for our impact on the lives of people across Canada and around the world is a true honour. We see this moment as a marker of great success, and we will use it to propel us forward as we continue to advocate for this vital sector in our society.”

Marianne Mader, CEO of CASC

Statement of Financial Position

April 1, 2024 - March 31, 2025

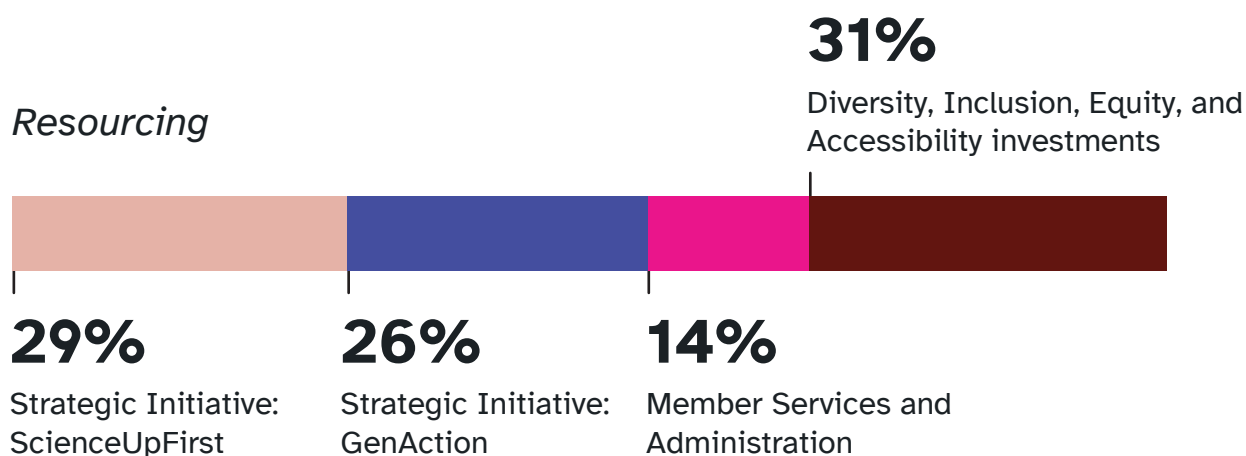
\$4.74 million

budget for 2024-2025

Budget sources



Resourcing



Sponsors and Supporters

2024 CASC Conference Sponsorship

Presenting Sponsor



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

Conference Host



SASKATCHEWAN
SCIENCE CENTRE

Real science. Real fun!

In collaboration

Meewasin



Wanuskewin

Sponsors and Supporters



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada



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CRSNG

INNOVATION
Canada Foundation
for Innovation
Fondation canadienne
pour l'innovation

Saskatchewan

SCIENCE NORTH
SCIENCE NORD

Ingenium
Canada's Museums of Science and Innovation
Musées des sciences et de l'innovation du Canada

TELUS WORLD
of SCIENCE
Edmonton

Regina
Hotel
ASSOCIATION

Cosm

EDG
culturenut

EOS LIGHTMEDIA

goosechase

imagine
Exhibitions

minotaur mazes

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ASTC Dinner Sponsorship



ScienceUpFirst funders

Founders



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Funders



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada



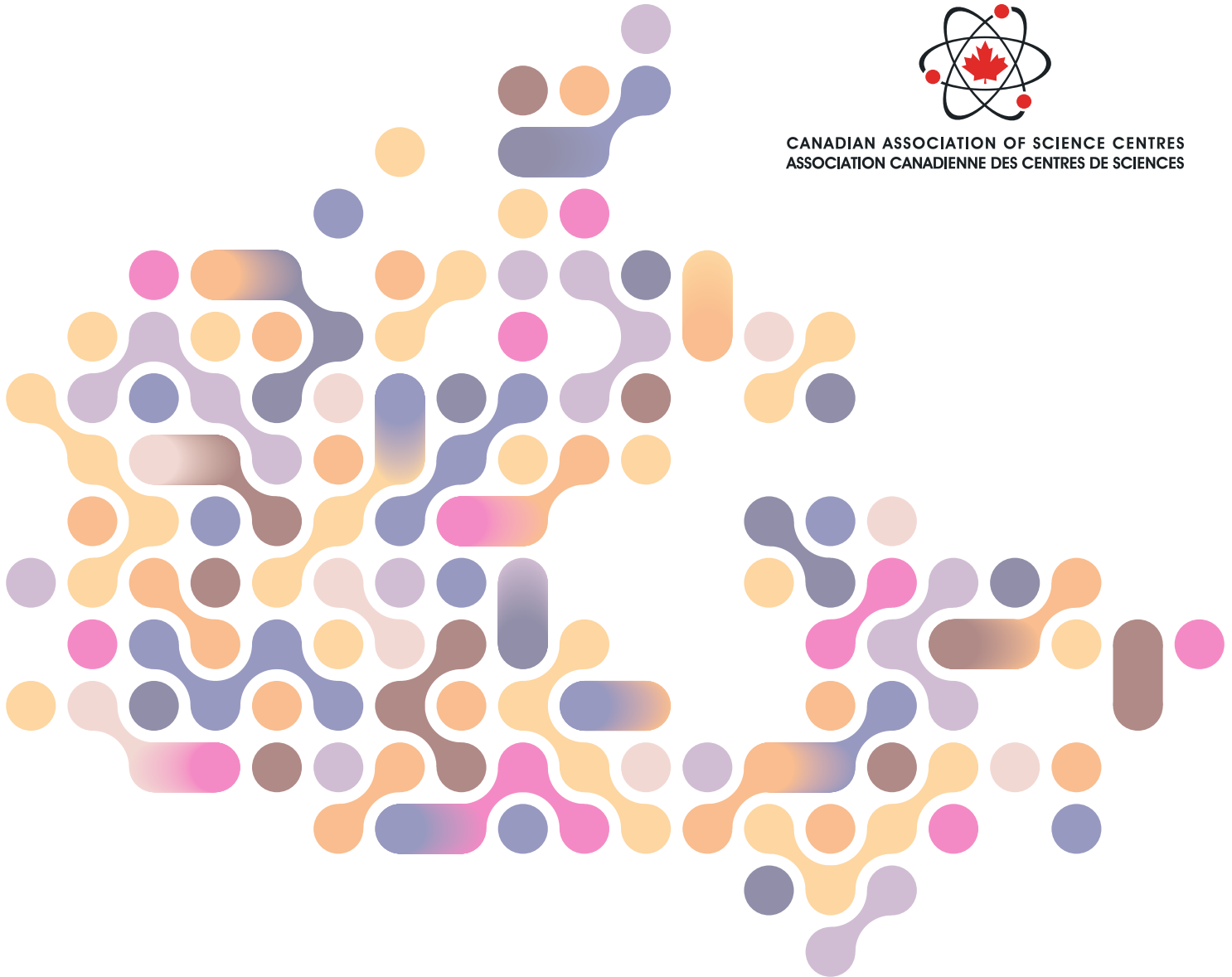
Canadian Institutes
of Health Research Instituts de recherche
en santé du Canada



Public Health
Agency of Canada Agence de la santé
publique du Canada



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