



Summer Camps and Programs

"Setting the trend in youth technology education"



Sponsorship Package 2020

CONTENTS

| | |
|------------------------------------|---|
| About Virtual Ventures..... | 2 |
| Community Support | 2 |
| Our Commitment to Partners | 2 |
| Sponsorship Options | 3 |
| Charitable contributions..... | 3 |
| In kind donations..... | 4 |
| Our Programs | 4 |
| History of Success..... | 5 |
| Program Evaluation and Impact..... | 5 |
| Our Supporters | 7 |

ABOUT VIRTUAL VENTURES

Virtual Ventures is a non-profit organization with the goal of promoting engineering and technology to youth in Ottawa. We do this by offering high quality, hands-on workshops, summer camp programs, in-school workshops, and community events for youth who have completed Junior Kindergarten – grade 12. From September 2018 to August 2019, Virtual Ventures reached more than 5,600 youth.

Virtual Ventures is housed at Carleton University and all programs are developed and delivered by undergraduate engineering, design and science students. The delivery of our programs is made possible through our partnership with Carleton University's Faculty of Engineering and Design, as well as support from our national organization, Actua, and many local businesses that have invested in our programming.



COMMUNITY SUPPORT

Virtual Ventures' success is made possible by the support of our corporate sponsors, private donors, and tireless volunteers. We rely on the financial support of sponsors and donors whose contributions enable the continued development and growth of our workshop and camp programs and make these programs accessible to low-income families. Your sponsorship enables us to purchase new materials, make bursaries available to ensure the accessibility of all programs, and supports the instructors. In addition, we need your support to develop new programs to reach an even wider audience in Ottawa.

OUR COMMITMENT TO PARTNERS

Virtual Ventures is committed to finding innovative ways to reach our audience. By reviewing the feedback given to us by our participants and by our partners, we have been able to build on our existing programs and launch new initiatives. Our promise is to maintain the quality of programs as we grow. Our future development depends greatly upon the support of the universities and colleges, the involvement of industry and the enthusiasm of the students who staff the program. We are determined to strengthen this foundation in order to have an even greater impact on the region's youth for many years to come.

SPONSORSHIP OPTIONS

As a Virtual Ventures sponsor, your contribution will enable the continued development and growth of our workshop and camp programs. This includes purchasing new materials, making bursaries available to ensure the accessibility of all programs and supporting the instructors. In addition, we will use your support to develop new programs that will reach an even wider audience in Ottawa.

We have developed a variety of annual opportunities to meet the objectives and needs of your company. The options outlined below can be further tailored to reflect your business' specific objectives.

| Company Exposure | Explorer multiples of camp cost ≤\$1,000 | Innovator (\$1,000-\$4,999) | Venturer (\$5,000-\$9,999) | Trailblazer (\$10,000+) |
|-------------------------------------|--|--------------------------------|-------------------------------|-------------------------------|
| Recognition on Website | Logo | Logo | Logo | Logo and Link |
| Recognition on Social Media | | | 2+ social media mentions/tags | 5+ social media mentions/tags |
| **Recognition on merchandise* | | | Logo (medium) | Logo (large) |
| Recognition on promotional posters* | | | Logo | Logo |
| Recognition on Final Report | | Logo (small) | Logo (medium) | Logo (large) |
| Company Involvement | | | | |
| Mentorship Opportunities | | Available | Available | Available |
| Opportunity to Host/Sponsor Events | | | Available | Available |
| Company named camp*** | | | | Available |

*if received before printing cut-off dates, enquire with us to confirm what the cutoff date is

**camper t-shirts for summer camps, changing promotional items for events

***naming of camp, collaboration on camp program material and topics, requires 6 months+ planning timeline

CHARITABLE CONTRIBUTIONS

Each year, Virtual Ventures has needs for equipment or materials for our programs. The recognition of all in kind donations will be equivalent to the monetary value of the donation.

In-kind donations sought-after for 2020:

- 20 Android tablets
- Projectors
- Laptops
- Mentors to engage our program participants through hands-on activities, tours and presentations

IN KIND DONATIONS

If you would prefer to make an in-kind donation to Virtual Ventures, we will provide a tax receipt rather than sponsorship benefits. Information on giving to Carleton (designated to Virtual Ventures) can be found at carleton.ca/giving. Gifts can also be made online.

OUR PROGRAMS



Summer Day Camps

We deliver summer day camps for youth in junior kindergarten through grade 12 in July and August. Camps provide participants with engineering and technology demonstrations, hands-on projects, and more. Camp activities have included programming, robotics, web design, animations, electronics, game design, chemistry, engineering challenges, etc. Our specialized camps include: all-girls camp; game design camp; programming camp; Indigenous youth.

Saturday Clubs

We offer engineering and technology clubs in the fall, winter and summer on Saturdays. These clubs primarily focus on hands-on and team-oriented projects. Past clubs include: robotics, all-girls, programming, science etc.

Local Workshops

Virtual Ventures also delivers hands-on, dynamic science, engineering and technology workshops for students in schools around Ottawa. A wide variety of topics are available that complement the Ontario science and technology curriculum. Past workshops have included Engineering Structures, Clean Water, Pop Bottle Rockets, Programming, 3D Modelling, Electricity, Chemistry, etc.

Special Events and Programs

We partner with a number of organizations to engage youth in Science, Technology, Engineering and Math (STEM) education. We deliver free STEM activities to Guides and Pathfinders and run activities in partnership with ONWiE such as Go Eng Girl and Go Code Girl. We deliver a weekly after school program to enhance digital literacy skills in partnership with Shopify and Boys and Girls club of Ottawa.

HISTORY OF SUCCESS

In 2017, Virtual Ventures was awarded funding, as a network member of Actua, from the Government of Canada's [CanCode program](#) to scale up hands-on coding and digital skills programs.

In 2015, Virtual Ventures was awarded the [Actua Experience Award – National Girls Program](#). Our commitment to the all-girls club and camp format, ensuring there are female role models – both through mentors and well-trained instructors – and our dedication to sustaining girls' programming with the new girls outreach coordinator position were some of the reasons Virtual Ventures was selected for this award.

In 2015, Virtual Ventures was awarded a [NSERC PromoScience](#) grant to help enhance its girls programming. This grant was renewed for an additional 3 years (2016-2018).

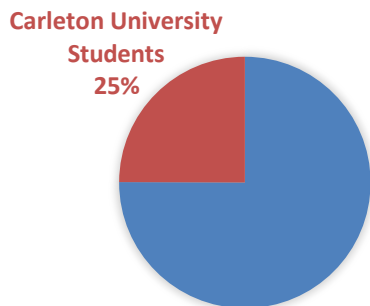
In 2012, Virtual Ventures was awarded the [Actua & GE Canada Award for Leadership and Innovation](#); an award that was created in 1998 as a way to recognize member organizations that have best exemplified the Actua spirit of innovation over the past year.

In the last 25 years we have reached more than 30,000 youth. We have grown from 150 participants our first year to more than 5,600 annually.

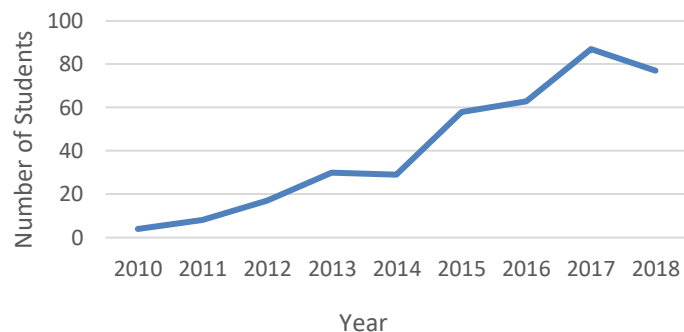
PROGRAM EVALUATION AND IMPACT

In 2018, we analyzed camper registration from 2007-2018 and we found that 25% of eligible candidates (campers now old enough to attend University) enrolled at Carleton University.

ELIGIBLE CAMPERS

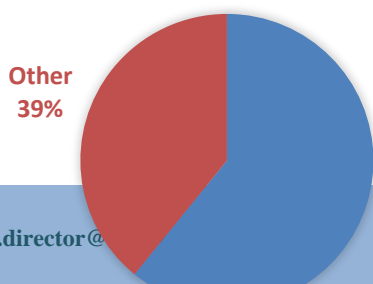


ENROLEMENT BY YEAR

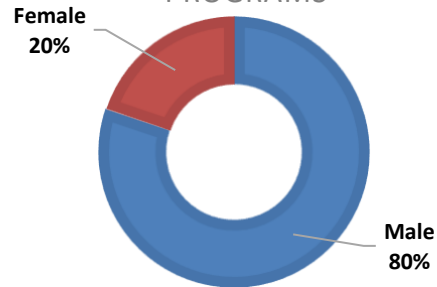


Of these students, now enrolled at Carleton University, 61% enrolled in STEM programs and 20% of these students are female.

STUDENTS ENROLLED



STUDENTS ENROLLED IN STEM PROGRAMS



As part of our ongoing commitment to continuously improve our programs and as a member of Actua, Virtual Ventures has participated in a national research project to formally evaluate the impact of our camps on the attitudes and future intentions of our participants. Actua coordinated this project and Dr. Gail Crombie of the University of Ottawa analyzed the results. The research involved thousands of youth across Canada and provides strong evidence that Actua is creating positive change in attitudes and behaviours toward science. Of the participants surveyed, here are some of the key findings.

As a result of their camp experience:

- 82% stated that their knowledge of engineering had increased
- 83% felt that they were more confident in their ability to do science and technology
- 81% stated that their enjoyment of science and technology had increased

Complete research results can be found at www.actua.ca.

OUR CONTACT INFORMATION:

Mailing Address:

Virtual Ventures
3010 MC, Carleton University
1125 Colonel By Dr, Ottawa, ON, K1S 5B6

Phone: (613) 520-2600 ext 5007

Email: vv.director@carleton.ca

Website: carleton.ca/vv

Carleton University charitable number: 18838937RR0001

OUR SUPPORTERS



Carleton
UNIVERSITY

FACULTY OF
**Engineering
and Design**

A network
member of
actua.ca

actüaTM

Youth · STEM · Innovation

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.

2019 SUPPORTERS



shopify



**NSERC
CRSNG**

With funding from

Canada