



# Matters

# Mining

## Welcome to our 2014 Industry Newsletter Celebrating 20 Years of Mining Matters Programming

What an amazing 20-year journey **Mining Matters** has experienced. As President, I am in awe of the progress and development of our organization and the value we have brought to individuals and communities across Canada; evolution and growth that would not have been possible without the help of our many sponsors and donors. At **Mining Matters**, we are proud of our past and remain dedicated to sharing knowledge of Canadian mineral resources with people of all ages in the decades to come.

**Mining Matters** is a national charitable organization dedicated to bringing knowledge and awareness about Canada's geology and mineral resources to students, educators and the public. The organization provides relevant and current information about rocks, minerals, metals, mining and the diverse career opportunities available in the minerals industry.

This year was an exceptionally busy and successful year, with programs reaching record levels. More than 600,000 students, teachers and members of the public have benefited from **Mining Matters** programs over the last two decades.



Reclamation Activity, Chibougamau, QC, February 2014



Lac Seul  
First Nation, ON,  
July 2014

Some 2013-2014 highlights:

- Twenty-seven *Mining Rocks* Earth Science Programs were delivered to more than 2,700 Aboriginal youth and community adults
- Educational workshops reached more than 20,000 students
- More than 1,000 educators were trained on **Mining Matters** curriculum resources
- Over 21,000 people participated in outreach programs designed to raise awareness of the role of minerals and mining in society across Canada

Looking ahead at the next decade, we recognize there will be challenges and change. Social media and technology will impact and enhance programming options. The cyclical nature of the mining industry will impact our sponsors and donors and in turn, their ability to fund our programs. Nevertheless; **Mining Matters** has many loyal industry, government and individual partners, who are equally passionate and committed to building upon existing education and training initiatives; ensuring the sustainability and future of our programs.

We hope you will enjoy reading about our many activities and the communities that have participated in **Mining Matters** programs over the past year. Supporting **Mining Matters** programming brings value to communities and young people across Canada.

We look forward to the upcoming year and continuing to share information about the wonders of Canada's geology and mineral resource endowment with more Canadians. *We all know that mining makes a difference to everyone.*

Patricia Dillon  
President and CEO  
**Mining Matters**

Welcome from the President	1
Three Generations of Passion	2
A Conversation with Ed Thompson	3
Board of Directors and Staff	3
Mining Rocks Canada-Wide	4
Behind the Scenes	5
We Shoot, We Score	6
Teeing Off	6
Ride for Something Meaningful	7
Tetra Tech Auction	7
KPMG's Soccer Cup	7
Mining Matters Far and Wide	8
Rocks of Ontario Guide	10
WHERE Challenge	10
Reaching Out	10
Field Trip Subsidies	11
Mining Matters en français	12
Mining Matters has a BLAST	12
Making Connections	13
New Staff Join Mining Matters	13
Thanks to Our Contributors	14
Invest in Mineral Education	16

## Three Generations with a Passion for Earth Science Education

Recently **Mining Matters** had the opportunity to meet with Bill White, Chairman of IBK Capital Corp. ("IBK Capital" [www.ibkcapital.com](http://www.ibkcapital.com)), his son Michael White, President and CEO and daughter Vivien Clubb, Associate, who shared with us their thoughts about the need for Earth science education and their personal involvement with **Mining Matters**.



What follows is their discussion about the mining industry, corporate responsibility and insights about the future, all of which carried a strong and positive message for young people. It was evident there is a common passion for Earth science and philanthropy; obviously a family that works hard and works together.

Asked to describe the family's corporate and personal philosophy, it was very simple, serve other people and everything else will follow. IBK Capital invests in organizations and programs that promote healthy inclusive communities and organizations that create balance and team building skills in individuals. The corporate office is lined with photos of numerous organizations sponsored over the years.

IBK Capital has been a generous **Mining Matters** supporter since inception and for the past six years the Presenting Sponsor of our Teacher Day/Student Days at the annual PDAC Convention. Bill's interest in Earth science education goes back 50 years. When **Mining Matters** was founded in 1994, he was pleased to get involved. He agreed the mining industry must start with education if it is to succeed, and until **Mining Matters**, there had been a lack of recognition within the industry. With six grandchildren, the family recognizes the many opportunities that exist to spread the word; talking to teachers, visiting schools and inviting people to be involved and make learning fun, while inspiring for the future.

As a Board Member and advocate for **Mining Matters**, there is one clear message that Bill hopes people remember...as an industry, we must educate children about mining if we expect a social license to operate in the future. Society needs to understand, *that if it is not harvested, then it is mined.*

As a consistent visitor to **Mining Matters** Teacher Day/Student Days at the PDAC Convention, Bill enjoys speaking with students and sharing his story about his career start in the mining industry. Bill knows how to engage an audience, responding to younger children eager to hear more about being in the bush, tenting and

rock collecting. The older, savvier students from the senior grades always want to know what the pay is and he is glad to share his personal story about taking a summer mining job in BC's bush to pay for university. His best paying summer job ever, with free room and board, funded his education and in the end not only did he discover a copper mine but also his interest and passion for the industry! *"I personally learned about mining and that mining matters!"*

Michael talks of his love of Earth science. He believes the idea of mining as a career should be introduced at an early age, just like banking, medicine and law. He would like to see emphasis placed on the economic value and contribution of the mining industry to world economies and career opportunities.

Asked if the next generation of his family will be in the mining industry, the reply was "Perhaps, but if not, it will not be from a lack of knowledge or exposure!"

Their parting thought: *mining plays a role in all our lives.* The world has a real need for mining and it holds many opportunities for people at all levels and ages if they choose to learn more about it.



Mining Matters and Bill White's grandchildren grow up together

William F. White, is Chairman and founder of IBK Capital Corp. with over forty years of experience in the investment industry. He holds a Bachelor of Science degree in Mechanical Engineering from the University of British Columbia and an MBA from the University of Western Ontario. [www.ibkcapital.com](http://www.ibkcapital.com)



Ed with his granddaughters Julia and Elizabeth enjoying the **Mining Matters** Colouring Book



## A Conversation with Ed Thompson

**MM:** *You are a tireless advocate for **Mining Matters**, reaching out to your colleagues and associates to spread the word about the importance of the programs. What drives you to work so hard on our behalf?*

**EGT:** Many years ago when my kids were in school, I was concerned with what teachers were telling them about mining. As a consequence, I instituted a similar program, but on a smaller scale. When the PDAC established this **Mining Matters** program, I was already a convert.

**MM:** *What is the one thing you want potential sponsors and donors to remember?*

**EGT:** I want them to understand how important it is to educate the younger generation about mining and its importance and that **Mining Matters** is able to do that with their financial support. The mining industry needs a social license to operate so it is even more vital that people understand what the industry does and its contribution to their economic wellbeing.

**MM:** *You suggested the idea of us updating the Placer Dome **What is a Mine?** colouring book, which has been very popular with teachers and school children. Why was a junior age educational resource so important to you?*

**EGT:** Several years ago when I had five grandchildren under the age of seven, I thought a colouring book about mining would be a great way to introduce them to rocks and minerals and the Earth generally. I think I was right – they loved them and I think that most children do.

**MM:** *If you had a crystal ball, what would you like to see in the future for **Mining Matters**?*

**EGT:** I would like to see **Mining Matters** as a national initiative supported by all members of our resource industries. And possibly a **Mining Matters** for adults!

After many years of supporting **Mining Matters** through his dedicated fundraising efforts, Mr. Thompson joined the Board of Directors in December, 2011. He is a professional engineer and geologist with more than 50 years' experience in the mining industry. He is President of E.G. Thompson Mining Consultants Inc. and is a past President of the Prospectors and Developers Association of Canada.

### Board of Directors

Mining Matters is a charitable organization governed by a volunteer Board of Directors.

**Carol Burns**, Aird & Berlis LLP

**Patricia Dillon**, Mining Matters

**John Heslop**, Thundermin Resources Inc.

**Lee Hodgkinson**, KPMG

**Maureen Jensen**, Ontario Securities Commission

**William Roscoe**, RPA Inc.

**Edward G. Thompson**, E.G. Thompson Mining Consultants Inc.

**William White**, IBK Capital Corp.

### Staff

**Barbara Green Parker, OCT**  
Manager, Aboriginal Education and Outreach Programs

**Katherine Redpath**  
Senior Assistant, Aboriginal Education and Outreach Programs

**Vanessa Lee**  
Program Assistant, Aboriginal Education and Outreach Programs

**Janice Williams, OCT**  
Manager, Teacher Training and School Programs

**Julie Lépine**  
Coordinator, French Programs

**Kelly McBride**  
Assistant, Teacher Training and School Programs

**Laura Anonen**  
Coordinator, Operations and Events

### Contact Us

For more information contact:

**Mining Matters**

904-1200 Eglinton Avenue East  
Toronto ON M3C 1H9

Tel.: 416-863-6463 Ext. 321

Fax: 416-863-9900

E-mail: [info@miningmatters.ca](mailto:info@miningmatters.ca)

[www.miningmatters.ca](http://www.miningmatters.ca)

*“The program was good, I am more interested in rocks now, than I was when I walked in this morning”.*

**Grade 11 male participant,  
Lac Seul First Nation, ON,  
Goldcorp Red Lake Program, July 2014**

Ouje-Bougoumou, QC,  
February 2014



Red Lake, ON,  
panning for gold,  
July 2014



*“We are especially proud to support **Mining Matters** in cultivating passion for earth sciences and resources stewardship in the Aboriginal and northern communities across Canada that play such a crucial role in metals & mining development”.*

**Egizio Bianchini, Vice-Chair and  
Global Co-Head of the Global  
Metals & Mining, BMO**

## Mining Rocks Canada-Wide

Aboriginal Education and Outreach Programs (AEOP) had another great year, sharing the wonders of Canada's geology and minerals industry with everyone they met. Demand for *Mining Rocks* Earth Science Programs continued to grow in 2014; expanding our reach nationally and bringing knowledge and awareness of rocks, minerals, metals, mining and the diverse career opportunities available in the minerals industry to many Aboriginal communities.

This year, members of the AEOP delivered more programs than ever to a record 2,700 participants in 27 locations. In Newfoundland and Labrador, Quebec, Nunavut, Ontario, Manitoba and Saskatchewan, Aboriginal youth, teachers and community members were engaged in hands-on Earth science activities and field trips, providing the opportunity to develop skills, competencies and knowledge while promoting awareness of careers.

While the AEOP team is not large, seven in all, the staff make a huge impact; leaving behind in communities not only an increased interest in Earth

science education and the mining industry, but also a sea of cheerful red **Mining Matters** t-shirts as lasting mementos of their visit. In fact, many communities ask for subsequent years of programming to reinforce Earth science learning and offer more youth and adult community members the opportunity to experience a *Mining Rocks* Earth Science Program.

**Mining Matters** works closely with community and corporate partners to customize local programming and create interest in future employment in the minerals resource sector. Often these programs expand exponentially, as a result of the strong commitment

demonstrated by both the corporate sponsor and Aboriginal communities and their common desire to bring fun, engaging and informative Earth science education to the local population.

In fact, at the De Beers Canada Programs in December, we reached 578 participants in three communities near the Victor Mine. Later, an unprecedented number of 770 was recorded with Vale, in Labrador, Ontario and Manitoba, in communities near the Voisey's Bay, Sudbury and Thompson operations. **Mining Matters** also completed the second year of the Ring of Fire commitment, supporting 11 First Nation communities.

Our *Mining Rocks* Earth Science Programs and professional development for teachers, tailored to meet individual needs, are warmly welcomed into Aboriginal communities and our 2015 program calendar is filling rapidly. Aboriginal Education and Outreach Programs thank the many sponsors and partners for continuing to support our program growth and educational outreach; we look forward to 2015 and beyond!



Christopher Lake, SK, August 2014

## Behind the Scenes at Mining Matters

**Mining Matters** delivers hundreds of school programs, teacher workshops and activities at public events every year to thousands of participants in communities across Canada. Meticulous planning, preparation and hard work behind the scenes ensure that each one is a resounding success.

Selecting top talent for our team is key to our success. New hires are put through a rigorous process, in which a candidate must deliver an engaging and educational Earth science related activity of their own design; plus undergo significant pre-field training including First Aid and CPR certification and Aboriginal cultural sensitivity training.

Educational resources don't just appear on our desks magically, ideas for program enhancements and the development of new activities, publications and innovative teacher materials are always on our minds!

When delivering programs in remote communities arrangements for travel, food and lodging are often complicated and must be considered for each program. The resource bins and members of the team may travel by bus, truck, plane, float plane, power boat and even canoe, as necessary, to reach communities across Canada including remote Aboriginal communities. The need for other supplies, like dry food goods and fresh food, are also considered and organized prior to departure.

The definition of "accommodation" to **Mining Matters** staff may mean staying in private homes, motels, bunkhouses or tents. Being prepared with sleeping bags helps bolster available accommodation. A recent *Mining Rocks* program coincided with a meeting of the Matawa Chiefs at the Marten Falls First Nation. This small, fly-in community successfully hosted over 100 visitors, including Premier Kathleen Wynne, during an extraordinary week of meetings and activities, which provided our team the opportunity to experience rich cultural activities, including sacred traditional drumming, singing, dancing and cooking.

Completing each program involves repacking and shipping materials, travelling, inventory updating, analyzing participant feedback and final reporting. No two programs, communities or circumstances are exactly the same, so creative preparation, patience, flexibility and joy in dealing with people are paramount.

The outcome is well worth the effort.



Packing bins for the next program



Heading home from Marten Falls First Nation, ON, August 2014



## We Shoot, We Score

For the past seven years, hockey enthusiasts have looked forward to a fun and competitive game of hockey at the Caracle Cup Hockey Tournament, held during the PDAC International Convention.

This year was no exception, with 16 teams and 96 participants coming together at the Buckingham Arena at Downsview Park, March 1st for the 2014 Caracle Cup Hockey Tournament, in support of **Mining Matters**. Players enjoyed many enhancements at this year's tournament; an improved round-robin format, more ice time guaranteed and improved facilities at a brand new arena.

After the first puck dropped at 7:00 am, teams played long and hard to make it to the playoff round and be named the 2014 Caracle Cup Champion.

Congratulations to the Kerr Mines Mantle Kings, our 2014 "Best of the Best", now part of the coveted circle of Caracle Cup Champions.

The competitive spirit, fun and camaraderie were obvious throughout the day and special recognition goes to our

Caracle Cup MVP, Paul Highgate, from the Kerr Mines Mantle Kings.

The Caracle Cup is a signature fundraising event for **Mining Matters**, bringing together members of the minerals industry in support of our goal to educate students, teachers and the public about Earth science and the importance of mineral resources. Thanks to the generosity of many sponsors, donors, individuals and the hard work of volunteers and

organizers, the day was a resounding success, raising \$19,000 for educational programs. We thank our founding sponsor Caracle Creek International Consulting Inc. for their vision seven years ago and strong support since 2007.

Team sponsorship opportunities are limited, so book your team entry now for the eighth annual Caracle Cup Hockey Tournament on **February 28, 2015**. Contact [hockey@miningmatters.ca](mailto:hockey@miningmatters.ca) for more information.



2014 Caracle Cup champions, the Kerr Mines Mantle Kings

## Teeing Off for Earth Science Education

**Mining Matters** eighth annual Diamond in the Rough Golf Classic took place, June 5th at Woodington Lake Golf Club in Tottenham, Ontario. The tournament is

an important event for **Mining Matters**, successfully raising \$19,500 in funds to support innovative educational programming for students, teachers and the public about Earth science, mining and the importance of mineral resources.

The day was cool but the sun shone brightly on 130 enthusiastic golfers who enjoyed the rolling greens and numerous fun activities en route. **Mining Matters** delicious food sampling stations at the Hawaiian, Mexican, Jamaican Jerk and the Shrimp and Caesar holes were a hit with all.

Spirited rivalry ensued across the foursomes, with the winning team from Thundermin, scoring an impressive 12 under par, to take home the prize for best foursome for the second consecutive year!

While golf scores varied, the success of the day was undisputed with a reception, dinner and the golf awards finishing the day on a high note. Special thanks to our Diamond Sponsor, IBK Capital Corp., our Dinner Sponsor, Goldcorp and PDAC for their support in making this day a great success.

Thanks to all who participated. We look forward to seeing you back next year. Mark your calendar, to join us **June 4, 2015** for the ninth annual Diamond in the Rough Golf Classic.

***Having a great day for a great cause and supporting the future of the minerals industry is a hole-in-one!***

For more information or to register, contact [info@miningmatters.ca](mailto:info@miningmatters.ca).



Team Thundermin – 2014 winners



## Ride for Something Meaningful

This year marked our third annual Rock Cycle Ride for Minerals Education, held on June 5th. The beautiful rolling countryside around Tottenham, Ontario provided a picturesque backdrop for our cycling enthusiasts' challenging 80 km route.

The Rock Cycle Ride, held in conjunction with our Diamond in the Rough Golf Classic raises funds in support of **Mining Matters** goal of bringing knowledge and awareness about Canada's geology and mineral resources to students, educators and the public.



Our enthusiastic Rock Cycle riders

At end of day, both golfers and cyclists reconvened at the reception and awards dinner to catch up with colleagues and share stories. Special thanks to our Diamond Sponsor, IBK Capital Corp., our Dinner Sponsor, Goldcorp, our Water Bottle Sponsor, Brent Cochrane Consulting and PDAC for their support in making this day a great success.

Thanks to all who participated, we look forward to seeing you back next year. Also your help in increasing participation by reaching out to your colleagues would be appreciated.

Mark your calendar and join us **June 4, 2015** for the fourth annual Rock Cycle Ride for Minerals Education. For more information or to register, contact [info@miningmatters.ca](mailto:info@miningmatters.ca).

## Tetra Tech 5th Annual Mineral Specimen Auction

One of the most popular events to take place during the PDAC International Convention, Trade Show and Investors Exchange is the Tetra Tech Mineral Specimen Auction. Now in its fifth year, the event raises funds for **Mining Matters** while providing an entertaining evening for those attending.

Tetra Tech's Brent Thompson welcomed over 200 guests to the Hockey Hall of Fame in Toronto where they had the chance to bid on twenty-one spectacular samples from across the globe, donated by Tetra Tech's clients. Some specimens came from far away locations, such as the Democratic Republic of Congo and Aurangabad, India. Collecting all these samples was a logistical challenge for the Tetra Tech staff, but once again their hard work and enthusiasm paid off. Over \$17,000 was raised for **Mining Matters**.

We would like to sincerely thank the eighteen companies that donated the mineral specimens and also the winning bidders that successfully added beautiful and unique pieces to their collections.

The Mineral Specimen Auction has raised over \$100,000 for **Mining Matters** over the past five years. Thank you Tetra Tech for your ongoing support, we truly appreciate it!

## Mining Companies Head-to-Head for KPMG's Soccer Cup

At KPMG, doing something that matters is an essential part of the job and on June 13th, participants got together at Soccerworld – Polson Pier for the sixth annual KPMG Soccer Cup, in support of **Mining Matters** and Earth science education.

KPMG's Annual Mining Industry Soccer Tournament was established in 2009 and each year brings together more than 100 mining industry professionals with KPMG colleagues to battle it out on the pitch. After a morning of spirited matches among 10 top mining companies, Centerra Gold defeated the three-time defending champions, Kinross Gold, to win the 2014 trophy. John Heslop, Chair of the **Mining Matters** Board of Directors, was on hand to personally congratulate the winners and present the coveted KPMG Soccer Cup.

**Mining Matters** thanks Lee Hodgkinson, Partner and National Industry Leader, Mining and KPMG for their commitment to making communities stronger. The event raised a generous \$15,000 in support of **Mining Matters** mandate to broaden students' understanding of the vital role rocks, minerals, metals and mining play in everyday life. Thank you KPMG!



Centerra Gold – 2014 Champions

## Mining Matters Far and Wide



Aboriginal Affairs and  
Northern Development Canada

Affaires autochtones et  
Développement du Nord Canada

*"The Mining Matters Science Program is in line with the Aboriginal Affairs and Northern Development mandate. The delivery of Mining Rocks Earth and Science Programs to youth and community members in First Nation Communities and non-Aboriginal communities is important and key to their success."*

**Renée Cadieux, Program Officer  
Aboriginal Affairs and Northern Development Canada**



**AGNICO EAGLE**

*"Agnico Eagle was extremely pleased to partner with Mining Matters in communities across the Kivalliq region of Nunavut this year. Mining Matters is an excellent initiative that not only helps students discover future career options, but also provides the necessary information and education they need to be able to take advantage of the many opportunities the industry has to offer. We continue to be proud supporters and look forward to one day welcoming some of these same young people who got their first look at mining through Mining Matters as our employees!"*

**Krystel Maynard, Human Resources Superintendent  
Agnico Eagle Mines Limited**

**DE BEERS**

GROUP OF COMPANIES

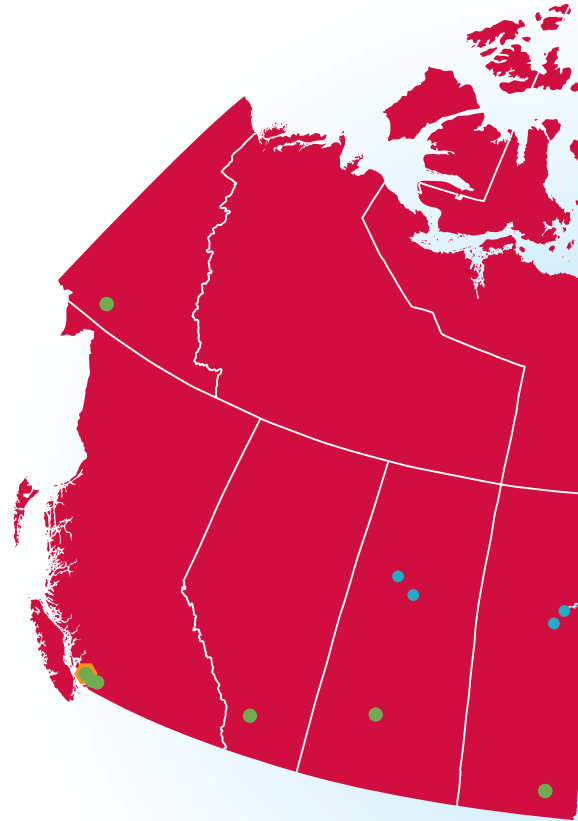
*"The De Beers Group's Canadian operations offer a diverse range of career and training opportunities. Our support for Mining Matters program is one way De Beers can plant a seed of potential to help youth in the James Bay area discover what opportunities exist in the mining industry."*

**Shannin Metatawabin, Manager of Aboriginal Affairs  
and Sustainability for Victor Mine  
De Beers Group of Companies**



*"If it's not harvested, it's mined. Agriculture and mining are the world's most important industries. Most kids grow up learning about the farm but not mining. The mining industry and the importance of mining are rarely discussed. There is a need to better educate youth of the mining industry and all it has to offer. IBK Capital has been a Mining Matters supporter since inception and the main sponsor at the PDAC for the past six years. Mining matters to all of us!"*

**Michael White, President and CEO  
IBK Capital Corp.**







*"Goldcorp is a proud sponsor of the Mining Matters program aimed at teaching Aboriginal youth about geology, the mining industry and potential future employment choices. These types of programs are tremendously important in building strong sustainable partnerships which foster future employees, leaders and awareness of our operations. The participants showed such enthusiasm and passion, it was truly inspiring!"*

**Terry Bursey, Aboriginal & Community Affairs Coordinator, Goldcorp Red Lake Gold Mines, Goldcorp Canada Ltd.**



**Ontario**

*"It is a pleasure to work with the creative Mining Matters staff. Our design meetings are fun, constructive, and inventive. The Mining Matters beta testing of design products with educators ensures the resulting educational products meet the needs and interests of the youth target audience."*

**Andy Fyon, Director, Ontario Geological Survey  
Ontario Ministry of Northern Development and Mines**



**PROSPECTORS &  
DEVELOPERS  
ASSOCIATION  
OF CANADA**

*"Mining Matters brings geology into the classroom and introduces students to the importance of minerals at an early age. On a personal note, I've seen firsthand,*

*with my own children, the interest and curiosity students have with nature, rocks and minerals. I believe programs like Mining Matters are critical to building Canada's next generation of geoscientists."*

**Rod Thomas, President, PDAC**



*"Vale is thrilled to continue its partnership with Mining Matters – whose programs help educate and inspire young Canadians about*

*the extraordinary natural resources our land holds. The Mining Matters program is a natural fit as we strive to continually connect with the communities we are a part of on the importance of mining in our everyday life."*

**Erin Satterthwaite, Director, Communications & Community Investment Corporate Affairs, Vale**

## Mining Matters Coast-to-Coast

- Aboriginal Education and Outreach Programs
- Teacher Training and School Programs
- Outreach Programs

*"I believe that the Mining Matters program to educate both teachers and their students about Earth sciences and how we find and extract the minerals that are necessary in everyday life, providing Canada with its high standard of living by creating new wealth for the country, has been and is, key to the program's success...the main reason that I wholeheartedly support the program. The entire team is doing a good job!"*

**Howard Stockford, a past President of CIM**

## New, the Rocks of Ontario Guide

**Mining Matters** is collaborating with the Ontario Ministry of Northern Development and Mines to create non-technical, user-friendly resources to generate excitement and curiosity about the land beneath our feet from an Ontario perspective. *The Rocks of Ontario Guide* is complete and a *Fossils of Ontario Guide* is underway! Both guides are designed for an audience from 6 to 86 years utilizing bright colours, consistent with geological map standards and vivid images.

The guides evolved from initial concept to a concrete layout, through a rigorous process of design and review, between the **Mining Matters** team, Andy Fyon, Director at the Ontario Geological Survey, Ontario Ministry of Northern Development and Mines and Suzanne Halet, Senior Aboriginal Liaison.

The *Rocks of Ontario Guide* features rocks commonly found in Ontario and illustrates the processes that shaped them. Each rock has an image, is colour coded to its type (igneous, sedimentary or metamorphic) and has a short description to aid in its identification in the field. The formation processes are correlated to a geological time scale showing several major events that shaped the world and in particular Ontario. In addition to representing the processes and rocks, the guide identifies fossils and glacial features often seen in Ontario.

The *Fossils of Ontario Guide*, nearing completion, depicts fossils commonly found in Ontario, paying specific attention to those found in the James Bay Lowlands. While still a work in progress, this guide is being designed by **Mining Matters**, the Ontario Ministry of Northern Development and Mines and the Royal Ontario Museum to capture the reader's interest through impactful images, fascinating facts and making the connection between extinct animals and their modern relatives.

Check out the *Rocks of Ontario Guide* on our website, <http://www.pdac.ca/mining-matters/resources/education> and watch for the *Fossils of Ontario Guide* coming soon!



## WHERE Challenge ...

The **Mining Matters** WHERE Challenge is a national contest, for students, ages 9 to 14 that promotes awareness of non-renewable Earth resources. WHERE stands for **Water, Hazards, Energy, Resources and Environment**, the fields in which geoscientists work.

The contest asks “What on Earth is in your stuff?” and “Where on Earth does it come from?” igniting curiosity about the origins of everyday items. It encourages youth to see their world in new ways while exploring the mining, energy and environmental sectors for possible career opportunities.

Launched each September, the WHERE Challenge accepts entries, in French and English, online until March. Creativity is encouraged. WHERE entries may be submitted in song, essay, video, poem or poster format. Judges select regional and national winners and award cash prizes!

## Reaching Out to Québec's Anglophone Audience

**Mining Matters** collaborated with the Québec Ministry of Energy and Natural Resources on two educational posters designed for an Anglophone audience. Entitled *Simplified Geology of Québec* and *Metals and Minerals in our Daily Lives*, these posters will engage educators and students, raising their awareness about rocks and minerals in our everyday life and providing them with English language Earth science resources to support curriculum expectations.

## Why not get involved?

Last year, 531 students were involved in the WHERE Challenge resulting in 11 regional winners, of which six won national prizes. In fact, in some families, winning the WHERE Challenge is a tradition among siblings!

### Make it happen!

Encourage students and teachers to participate. Teachers will find that in addition to science and geography; language, art, technology and media can be integrated to create an amazing project.

Volunteer to be a contest judge. Just a few hours of your time can encourage young people to consider WHERE on Earth the rocks, metals and minerals in their everyday items come from. If you have a degree in geosciences, education, environmental studies, resource management or work in a similar field, please contact us.

For more information about the contest and to view some of the winning entries, visit the website at <http://www.earthsciencescanada.com/where/>.



## Field Trip Subsidy Program in Demand

There's nothing like experiencing something first hand to give it meaning and field trips in support of **Mining Matters** programming are a perfect example of that! The trips bring to life classroom material with real rocks, minerals and on location experience allowing students to personally connect with Earth science in their communities.

Tight school budgets make it difficult for teachers to add field trips to their students' learning experience, but **Mining Matters** can make it happen, by offering field trip subsidies of up to \$500, to those teachers using our resource kits to enrich Earth science learning. This past year was a record year for the program. Twelve subsidies were awarded, enabling more than 500 participants to travel to mining, aggregate (stone, sand and gravel) and geoscience operations. Grant recipients were enthusiastic about their experiences.

A challenge that comes with teaching science is connecting the content to everyday life and possible career opportunities. Rob Millard of Notre Dame Catholic High School in Carleton Place, Ontario took his grades 9 and 10 students to OMYA Mine, Canada's Calcium Carbonate Processing Plant outside of Perth, Ontario. There, his students were surprised by the number of products that they use and had with them on the tour that contained calcium carbonate.

In the Yukon, Kristin Innes-Taylor's Grade 5 class visited Whitehorse Copper Belt, where they examined former copper mines, rock formations and collected specimens.



Calcium Carbonate Processing Plant Field Trip, Perth, ON, March, 2014



She says, "Students were captivated and expanded their knowledge base to the geology unit I had just taught. They now have a better understanding of why we have mining and how important it is to our daily lives."

Robert Barter of Kanata, Ontario, and his Grade 11 physical geography class headed to the Bonnechere Caves, where a guided tour, fossil hunting and spelunking set the agenda for the day. He says, "The students came back with a better understanding of their local geology. Several have already told me that they are considering studying Earth science when they finish high school."

Industry support for **Mining Matters** makes these valuable experiences possible.

For more information view *groundWORK*, our Educator newsletter, at [www.miningmatters.ca](http://www.miningmatters.ca).



## Mining Matters en français

April 2014, **Mining Matters** hired French Program Coordinator, Julie Lépine, to open a satellite office in downtown Montréal and support Earth science educators nationwide; marking a milestone for our French education programs.

Julie's mandate is to build lasting education partnerships to support students, teachers and the public with information and hands-on resources related to the Canadian mining industry. She will facilitate Earth science workshops in French and support educators with French classroom resources.

In the future, our connections with French school boards and educators will increase. By expanding our resources and programs available in French, **Mining Matters** is ensuring that every student in Canada, studying in English or French, can access updated and relevant information about geology, the Canadian mining industry and its numerous career possibilities. *Ça ne fait que commencer!*



## The Mining Matters Team has a BLAST

An important part of our summer work at **Mining Matters** is producing teacher resource kits, which include Canadian rock and mineral samples. However, those samples don't simply appear on our desks, ready to be sent to teachers and students across Canada. Energetic staff travel into the field to collect the necessary specimens.



Rock collecting at Carmeuse Lime & Stone, Ingersoll, ON, July 2014

Our first 2014 trip took us to Coe Hill to gather quartz and mica. John Wotton granted us access to his now-closed property and showcased his amazing collection, generously donating several samples for display at the **Mining Matters** office. Next, in Tweed, we visited Pamela Sangster and Peter LeBaron at the Ministry of Northern Development and Mines and gladly accepted gabbro and marble samples, as well as their warm hospitality.

The team had the privilege to experience three guided tours of facilities prior to sample collection. The first, at Hanson Brick's Burlington location, was an eye opener. Patrick Kelly, P.Eng and Director Quality Systems at Hanson Brick, openly shared his knowledge of shale extraction and introduced us to the brick production process. Shale samples in the kits help students realize the significance of this rock in the construction of their own homes and schools.

The second tour, at the Carmeuse Lime & Stone quarry in Ingersoll introduced us to Regional Environmental Manager Christopher Martin and Production Supervisor Dean Desbois. They shared their passion for their occupations and the importance of rigid safety practices. Our tour was especially memorable as it included witnessing a blast. That experience will allow our staff to share with teachers, first-hand knowledge of the origin of some everyday products, from a quarry rock face to a sample-size rock ready for production.

Lastly, our tour at Dufferin Aggregates' Acton Quarry with Robert McDougall was equally exceptional. The collection of dolomite samples turned into a quest for fossils, ensuring our teacher resource kits will continue to be equipped with high quality specimens for student exploration. In addition, the site's rehabilitation efforts complement the adjacent landscape, providing yet another example of successful environmental initiatives that we can share with educators.

**Mining Matters** thanks the many individuals and companies for their time and generosity, which ensured the success of our 2014 sample collection program. Their willingness to share their knowledge was invaluable to our team's learning experience.

## Making Connections Through Outreach

Each year, **Mining Matters** staff travel to numerous events to share their passion for Earth science through personal contact with thousands of students, teachers and members of the public.

On March 5, Patricia Dillon, President and CEO, along with the Board of Directors and staff of **Mining Matters**, joined Orlee Wertheim, Head of Business Development, Global Mining, Toronto Stock Exchange, to close the TSX market. This occasion celebrated **Mining Matters** 20th anniversary and officially marked the ending of the 2014 PDAC Convention.

At Québec Mines Discovery, the youth and public component of Québec Mines, over 2,200 students participated in the Mining



Mining Matters closes the TSX, March 2014

for Society (M4S) Exhibition. Students engaged in six Earth science activities: *Mystery Minerals*, *Sand Castle Mining*, *Before and After (Reclamation)*, *What's in a Bicycle*, *Product Matching* and the ever popular *Cookie Mining* activity. In May, at CIM M4S in Vancouver, approximately 3,000 students explored seven activities highlighting the characteristics of rocks and minerals, processing methods, mining in everyday life and careers in the minerals industry.

For the last three years, **Mining Matters**, partnering with Minalliance, has delivered hands-on activities at *Festival Eurêka!*, a three-day celebration of science in Montréal designed to ignite curiosity about Earth science. **Mining Matters** activities including *On Your Mark*, *Get Set, Explore!* and *Your Future: A Field of Possibilities* were made available to the more than 100,000 visitors in attendance.

**Mining Matters** joined in the fun at Ottawa's Science Fun Fest, celebrating National Science and Technology Week, October 18th to 27th. The event welcomed approximately 4,000 people to presentations and hands-on activities showcasing science. The team also attended the Waterloo and Ancaster Gem and Mineral Shows, promoting Earth science to over 500 people, including 200 students.

At **Mining Matters**, we never tire of seeing people connecting the dots, making the link between items in their daily lives and the products of the mining and minerals industry. **Mining makes a difference to all of us!**



CAT Simulator at M4S Vancouver, May 2014

Photo: Jon Benjamin Photography

## New Staff Join Mining Matters

**Julie Lépine** recently joined **Mining Matters** as the Coordinator, French Programs based in Montréal. Her mandate is to build lasting partnerships within the Francophone education and industry sectors across Canada, with special attention to the Province of Québec.

Julie completed her Bachelor's Degree in Physical Geography with an Environmental specialization at the Université de Montréal. During her final year, she received NSERC's Undergraduate Student Research Award in Geomatics, while pursuing an Honors Program on local governance environmental initiatives.

Julie looks forward to sharing her love for Earth science and bringing Earth science education to more Francophone communities.

◆  
**Kelly McBride** is the new Teacher Training and School Programs Assistant at **Mining Matters**. She has worked part time at **Mining Matters** for the last four years and is excited to be joining the team full-time. Kelly is an Ontario Certified Teacher with primary education specialization who believes in Earth science education. She completed her undergraduate degree at the University of Waterloo and received her Bachelor of Education from York University.

As School Programs Assistant, Kelly supports **Mining Matters** initiatives to promote Earth science education through teacher workshops, the WHERE Challenge, public outreach and special activities and events. Kelly looks forward to bringing Earth science literacy to students, teachers and the public.

**Mining Matters** welcomes Julie and Kelly to the team!

# Thanks to our Contributors!

As a charitable organization, **Mining Matters** greatly appreciates contributions from the minerals and aggregates industries, individuals, foundations, corporations and government. These generous donations make possible all aspects of our program development and implementation.

## Corporate Contributors

### Precious Metals



### Diamond



The S. Schulich Foundation

### Gold



### Silver



## Supporters

Alpha Exploration Inc. • AuRico Gold Inc. • Avalon Rare Metals Inc. • Avanti Mining Inc. • Black Diamond Group Limited • Boart Longyear Inc. • Brian and Susan Thomas Foundation • Canadian Mining and Metallurgical Foundation • Canadian Resources Insurance Solutions • Canadian Society of Exploration Geophysicists Foundation • Caracle Creek International Consulting • Cassels Brock & Blackwell LLP • Centerra Gold Inc. • Champion Iron Mines Limited • City of Greater Sudbury • Corporate Traveller • Detour Gold Corporation • Fasken Martineau LLP • Fission Uranium Corp. • Foran Mining Corporation • FTI Consulting • G & K Accounting Professional Corporation • Golder Associates Ltd. • Goodman School of Mines • Guyana Goldfields Inc. • HudBay Minerals Inc. • Ironshore Canada Ltd. • Kerr Mines Inc. • KGHM International • Klohn Crippen Berger Ltd. • Laramide Resources Ltd. • Masuparia Gold Corporation • Medalist Capital Ltd. • MiHR • MinePros Personnel Inc. • NextGen Energy Inc. • North Arrow Minerals Inc. • Norton Rose Fulbright • OceanaGold Corporation • Ontario Mining Association • Outland Camps Inc. • Partners Indemnity Insurance Brokers Ltd. • RPA Inc. • Sherritt International Corporation • Singapore Airlines • SRK Consulting Inc. • Tetra Tech • The Midas Touch Foundation • The Northern Miner • The William Pearson Family Fund • Thundermin Resources Inc. • TMX Group • Watts, Griffis and McOuatt Limited • Yamana Gold Inc. • Zimtu Capital Corporation

## Friends

All-Terrane Mineral Exploration Services • Brent Cochrane Consulting • BWB Consulting Services Inc. • CAMESE • Canada Earth Sciences Inc. • Diamond Innovations • Discovery Resource Corp. • Geo Resources Risk Solutions Inc. • Geological Consulting Technologies Inc. • George W. Rayfield Realty Ltd. • Goodmans LLP • Greencastle Resources Ltd. • International Potash Corp. • JCML Resources Inc. • Midas Gold Corporation • Mineral International Trading Corporation • Northern Cast Parts Company Inc. • Northern Prospectors Association • Pan African Minerals Limited • Peck Geoscience and Exploration Corp. • RCF Management Inc. • Rio Tinto plc • The Sarjeant Company Limited • The Women's Association of the Mining Industry of Canada • Zurich Insurance Company Ltd.

## Individual Contributors

### Diamond Sponsor (\$25,000)

Howard Stockford • Ed Thompson

### Platinum Sponsor (\$10,000)

Donald Bubar • Jason Dunning • Ross Lawrence • Ronald Netolitzky • William Roscoe

### Silver (\$5,000)

Stuart Averill • William Barnett • Robert Bishop • Patricia Dillon • Graham Farquharson • Ron Gagel • Scott Hand • Lee Hodgkinson • Colin Jourdie • Patrick Mars • Robert Schafer • Mike Smith • Ron Thiessen • Rodney Thomas • MacKenzie Watson

### Contributors (up to \$999)

Jerry Booth • John Goode • Torben Jensen • James Pirie • Michael Sutton • Brent Thompson

### Friends (up to \$500)

Nean Allman • Lorne Burden • Anna Burwash • Wes Carson • David Comba • David Davidson • Heather L. Douglas • Peter Ferderber • Edward Freeman • Jim Glover • Sander Grieve • Daniel Hewitt • Michael Hoffman • Maureen Jensen • Dennis Jones • Peter Karelse • Michael Knuckey • Lorna MacGillivray • Allan MacTavish • Ron Malashewski • Jack Martin • Tim Maunula • James Maxwell • Michael Michaud • Richard Moore • Glenn Nolan • Rob Penczak • Thomas Pugsley • David Reid • Arthur G. Slade • Dave Smith • Hugh Snyder • Ted Trueman • William Vaughan • James Walker • Stephen Wallace • Mark Wheeler • John Whitton • Donald Worth • Lorne Wrigglesworth

### Fans (up to \$199)

Brian Abraham • Rupert Allan • Jacqueline Allison • Matthew Arges • Ethan Armit • John Asafo-Akokuah • John Ashenhurst • Gilles Aubertin • Jon Baird • Barry Balding • Joseph Bardswi • Ted Baumgartner • Michael Beley • Richard Bell • Amanda Benwell • Ben Berger • Martin Bobinski • Robert Borst • Robert Boyd • George Brimhall • Lena Bromeland • Robert Bryce • Marie-France Bugnon • John King Burns • John Carrington • Maurice Carter • Douglas Cater • Jean Pierre Chabot • Terry Chandler • Lesley Chorlton • David Clarry • Gary Cohoon • Albercht Connie • Robert Coonochie • Gerald Cooper • W. R. Dick Cowan • Larry Dahlstedt • Richard Dallwig • Rebecca Darling • Alex Davidson • James Davies • Ed Debicki • Peter Dimmell • Gavin Dirom • Conrad Dix • Donald East • Martin Eastwood • Donald Eldon • Jonas Ellerstrand • Trevor Ellis • Jeff Eng • Jeff Fawcett • Gerald Feifer • Carman Fielding • Michael Flanagan • Michel Flandrin • Ian Forrest • Jean-Raymond Frédéric • Nigel Fung • Pablo Garcia del Real • Betty Gibbs • George Gorzynski • Richard Gowans • Michael Gray • Darwin Green • Vishal Gupta • John Hainey • Thomas Hart • Sean Hasson • Chris Henstock • Mary Louise Hill • Anthony Hitchins • Charles Hooper • Robert Horal • Ian Howat • Greg Isenor • Richard James • Charles Jefferson • Lo-Son Jen • Dean Journeaux • James Kenny • Leni Keough • John Kiernan • Martin King • Colin Knight • Nickolas Kohlmann • Tom Lane • Ken Lapierre • Christian Lefebvre d • Michael Leshner • Caio Libaneo • Arthur Liberman • Lillian Liberman

Geir Liland • Glen MacDonald • Craig MacDougall • Stan MacEachern • Garfield MacVeigh • Scott Manske • Darbia Marcus • Darbia Anthony Marcus • Allan Marter • Robert McCallum • Bill McGuinty • Bruce McKnight • Bruce McMonnies • Andrew Mikitchook • John Mirko • Dennis Morrison • Timothy Mosey • Sam Mottram • Lynn Moxham • John Murray • Roger Newell • Aldila Nurkusuma • Gerald Panneton • Murray Pearson • Serge Perreault • Christine Petch • Susan Podseika • Jim Popowich • Young Qian • Konrad Radacz • Michael Redfearn • Mike Rylatt • Laura Jo Scaife • Robert Sharp • Desh Sikka • Adam Simon • Wolfgang Skublak • David Smith • Ian Smith • Scott Smith • Otto Snel • Jane Spooner • Berna Stang • Peter Stewart • Michael Stuart • Fred Sveinson • Michael Sweatman • Frank Tagliamonte • Flavio Tavora • David Thomas • Roger Thomas • Theresa Thomas • Chris Twigge-Molecey • Milan Umiljendic • Jean Vavrek • Hanafi Von Hahn • Dennis Waddington • Darin Wagner • Tony Watts • Ann Weiszmann • George Werniuk • David Wetmore • Sean Whiteford • Ben Whiting • Richard Williams • William Wilson • Arthur Wootton

### In-Kind Contributors

Agnico Eagle Mines Limited, Goldex Mine • Anglo American plc Minas-Rio Project • AngloGold Ashanti Brasil Mineração • Argonaut Gold Inc., Magino Mine • AV Canada • Avino Silver & Gold Mines Ltd. • Ballantrae Communications Inc. • California Gold Mining Inc., Fremont Gold Project • Canadian Zinc Corporation, Prairie Creek Mine • Carlisle Goldfields Ltd. • Carmeuse Lime and Stone • Cliffs Natural Resources Inc. • De Beers Group of Companies • Drain Brothers Ltd. • GES • Glencore Xstrata plc, Raglan Mine • Hanson Brick • Holcim, Acton Quarry • John Warton • Lisa Murray • Louise Blais-Ieroux • Mining Association of Canada • Nevada Copper Corp., Pumpkin Hollow Project • North American Tungsten Corp. Ltd. • Ontario Geological Survey • Ontario Stone, Sand & Gravel Association • Pretium Resources Inc. • Printbrain • Rio Tinto, Fer et Titane • Sabina Gold & Silver Corp., Back River Project • Santa Fe Metals Corporation • Starwood Hotels and Resorts • Stornoway Diamonds • Teck Resources Ltd. • Tetra Tech • The Fairmont Royal York Hotel • The Ritz-Carlton • Tintina Resources Inc., Black Butte Copper Project



Chibougamau, QC, February 2014

Contributions were received in fiscal 2013–2014. Every effort has been made to ensure the accuracy of this list. If an error or omission has been made, please accept our sincere apologies and contact us to correct.

## Invest in Mineral Resources Education

This year, **Mining Matters** celebrated its 20th anniversary of delivering exceptional Earth science education and bringing knowledge and awareness about Canada's geology and mineral resources to students, educators and the public. We are grateful for the contributions of our many loyal supporters that have been part of this successful journey and made our goals a reality.

**Your donation does make a difference!** It provides the foundation for our important work and is critical to our ongoing vision of bringing Earth science to life. As a charitable organization, **Mining Matters** program development and delivery are made possible, only through the financial sponsorship, donations and in-kind contributions of the mineral and aggregate industries, individuals, foundations, corporations and government.

We are asking for your support, so that we may continue to provide current information about the importance of rocks, minerals, metals and mining in everyday life and the diverse career opportunities available in the minerals industry to students, educators and the public.

An official charitable receipt will be issued for your contribution. For more information or to donate, please contact [funddevelopment@miningmatters.ca](mailto:funddevelopment@miningmatters.ca) or call 416-863-6463 ext. 334.



**Mining Matters** is a charitable organization dedicated to bringing knowledge and awareness about Canada's geology and mineral resources to students, educators and the public. **Mining Matters** offers exceptional educational resources that meet provincial curriculum expectations. Core to the program are **Mining Matters** educational resources, created by educators and Earth science experts.

**Mining Matters** has reached over 600,000 teachers, students and members of the public since inception in 1994.

Our mandate at **Mining Matters** is to broaden students' understanding of Earth science and the vital role rocks, minerals, metals and mining play in everyday life and increase awareness of the many career opportunities in the minerals industry.

Charitable Registration Number: 88775 6435 RR0001

## Donating Shares

Donating shares to **Mining Matters** may be of particular interest to those in the mining industry, due to the considerable tax benefits that can be realized. The elimination of capital gains on stocks, bonds and mutual funds means that your contribution to **Mining Matters** will result in a tax receipt equal to the fair market value of your gift. Rather than being subject to tax on 50% of the gains for shares sold during your lifetime, accrued capital gains on donated shares are exempt from taxes. In effect, the tax benefit arising from your gift is superior to making cash donations. The donation of flow through shares can produce even greater benefit, as a deduction is offered at the time of purchase and a tax credit is generated when the shares are gifted. However, rules apply to the amount of the exemption for capital gains. To learn more about donating securities, including flow through shares and the effects of the latest budget, please contact Edward Thompson at 416-366-6083 or [egt@interlog.com](mailto:egt@interlog.com), or Durham Sims, **Mining Matters** Investment Advisor at RBC Dominion Securities at 416-842-3086, 800-561-4468 or [durham.sims@rbc.com](mailto:durham.sims@rbc.com). Both Mr. Thompson and Mr. Sims serve in a volunteer capacity.

## Donating Cash

For individuals who have not donated previously to charities, there is the First Time Donor's Super Credit (FDSC). This only applies to cash donations and not contributing shares. The FDSC supplements the Charitable Donation Tax Credit (CDTC) with an additional 25% tax credit for a first-time donor on up to \$1,000 of cash donations. Accordingly, a first-time donor is entitled to a 40% federal credit for donations of \$200 or less and a 54% federal credit for the portion of donations over \$200 but not exceeding \$1,000. There are also provincial tax credits, which vary across provinces. For example, in Ontario, combined tax credits give a \$611 tax credit for every \$1,000 donated and in Québec, \$744. Individuals will be considered a "first-time" donor if neither the taxpayer nor their spouse or common law partner has claimed the Charitable Donation Tax Credit in any of the 5 preceding tax years. For example, if the FDSC is claimed in 2015 then the individual cannot have claimed a charitable donation tax credit in any of 2010 to 2014.

## Hosting Events

Each year **Mining Matters** hosts three events, **Caracle Cup Hockey Tournament**, **Diamond in the Rough Golf Classic** and the **Rock Cycle Ride for Minerals Education** to raise funds for our programs. Get involved by sponsoring any one of these **Mining Matters** special events, at a variety of sponsorship levels. Or, host your own corporate event, such as KPMG's Annual Mining Industry Soccer Tournament Cup or Tetra Tech's Mineral Specimen Auction, to raise funds for **Mining Matters**. These events are great ways to integrate company networking, marketing and social activities while supporting **Mining Matters**.