



# At a Glance

**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. The organization provides current information about rocks, minerals, metals, mining and the diverse career opportunities available in the minerals industry. **Mining Matters** offers exceptional educational resources that meet provincial curriculum expectations, created by educators and Earth science experts.

**Mining Matters** has reached an estimated 700,000 teachers, students and members of the public since inception in 1994.

## Highlights

- Launched video tutorials for teachers
- Developed new activities focused on metals
- Established new partnership with Girl Guides of Canada, Manitoba Council

46,000<sup>+</sup>

Total individuals who enjoyed Earth science activities at schools, camps, conventions, conferences and public events across Canada \*

1,985

Individuals reached through our Indigenous Communities Education and Outreach Programs

28,000<sup>+</sup>

Students reached through our Teacher Training and School Programs \*

600<sup>+</sup>

Students participated in a new school program called *Rocks + Kids = Opportunities* delivered to underserved communities in the Greater Toronto Area

\* estimated

## Goals of Mining Matters

- Involve youth in Earth science and the mining and mineral exploration industries through meaningful learning activities and innovative education programs.
- Provide engaging hands-on mineral resources programming and practical mining educational opportunities for youth living in Indigenous communities.
- Equip teachers with curriculum-linked classroom resources and offer professional development training to effectively teach curricula related to mineral resources, exploration, mining and Earth science.
- Inform youth about career opportunities in mining and mineral exploration industries.

### Mining Matters

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Registration No. 88775 6435 RR0001

# Programs and Outreach

Numbers Tell Our Story \*\*

## Teacher Training and School Programs

Bringing Earth science to life for students and teachers in classrooms across Canada

- We work with teachers and students at all levels promoting the importance of rocks, metals, minerals, mining and Canada's geology.
- Students experience hands-on learning, investigate Earth science careers and engage with industry experts and partners from mineral exploration and mining industries.
- Teachers receive Earth science resources developed by teachers for teachers that meet provincial curricula guidelines and the training to successfully implement the classroom activities.

2,045	Educators reached
182	Teacher workshops and presentations delivered
4,567	Students reached by direct workshop delivery
1,579	Students participated in the WHERE Challenge and in field trips
28,766	Number of students reached *

## Indigenous Communities Education and Outreach Programs

Opening a world of opportunities to youth in Indigenous communities

- We work with community, corporate and government partners to support our *Mining Rocks* Earth Science Programs and facilitate understanding of opportunities for future employment in the mineral resource sector.
- Our programs engage Indigenous youth and educators in hands-on Earth science activities and field trips, providing the opportunity to develop skills, competencies and knowledge while promoting awareness of careers.
- We organize and participate in community gatherings, career fairs, conferences and festivals.

32	<i>Mining Rocks</i> Earth Science Programs delivered
1,177	Young people reached
9	Teacher workshops delivered
122	Educators reached
686	Community Celebration Guests
1,985	Individuals reached

## Outreach Programs

Developing an awareness of the mining industry and sparking interest in Earth science learning in people of all ages

- We build awareness and knowledge with the public and promote careers at gem and mineral shows, industry trade shows, museum open houses events, cultural festivals and career fairs across Canada.
- We showcase our achievements at the annual Prospectors and Developers Association of Canada's International Convention, Trade Show and Investors Exchange.
- We present the WHERE Challenge, a national contest that asks students ages 9 to 14 "What on Earth is in your stuff and WHERE on Earth does it come from?"

13,487	Individuals engaged
<b>46,283</b>	<b>TOTAL INDIVIDUALS ENGAGED *</b>

\*\* Fiscal year end June 30, 2018

\* estimated

