



2020/2021
ANNUAL REPORT

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A Message from **OUR LEADERSHIP**

On March 11, 2020, the World Health Organization categorized the outbreak of COVID-19 as a pandemic, our program delivery team returned home from all travel as viral cases exceeded 100 in Canada for the first time.

As an organization, Pinnguaq Association was in the midst of massive growth. Parallel to emerging COVID-19 news, we were running our coding camps in Puvirnituq and Inukjuak, Nunavik. Staff were departing Iqaluit that day to run our second sessions of the year in Qausuittuq and Aujuittuq, the most northern communities in Canada. Programs were running daily at our Makerspaces in Lindsay, Ontario, and Iqaluit, Nunavut, and with plans to open new Makerspaces in Curve Lake First Nation and Pangnirtung within weeks.

When the pandemic was declared, our staff and leadership team were forced to make difficult decisions around the future of our in-person programming. Makerspace expansion was put on hold, programming ground to a halt, and staff hunkered down in their home communities to reflect and plan on how Pinnguaq could support and make meaningful contributions to partner communities during outbreak lockdowns.

A year later, we are so proud of the way our organization adapted to this new reality, and the way we have grown and served our mission. We are bridging the digital divide with communities through innovation and collaboration, a task all the more vital when face-to-face connections have been minimized.

The pandemic highlighted the south to north digital infrastructure divide. In partnership with other non-profit and for-profit organizations, and our funders, we were able to reconnect communities with technology and digital skills to ensure that under-represented voices were once again heard on the global stage.

By the start of April, it was clear that Pinnguaq would not be going back to business as usual. Instead, we looked for the immediate need and used the tools on hand to produce PPE through 3D printing for health care workers. The next emerging need was in supporting educators and partners who were thrust into the online world of e-learning.

Our entire program delivery team became content producers and we launched Pinnguaq@Home, growing our existing curriculum modules on pinnguaq.com/learn to 250+ unique learning opportunities by the end of June 2020. Our summer camps and Makerspace programming throughout the remainder of the year were adapted for online interactions. By September 2020, we launched a STEAM Kit initiative, providing one-of-a-kind coding lessons in a box and partnered with schools and libraries for the free resources.

With so many business sectors affected by the pandemic, we also pivoted programming for adult learners. Pinnguaq launched pre-employment and digital skills development workshops to assist people in reentering or receiving promotions in the job market post-lockdown. Through Computers for Success Nunavut and Digital Skills for Youth programs, we were able to equip learners with the tools they needed and provide organizations with the funding they needed to hire interns with digital skills.

Realizing our dreams of a lifecycle approach to our vision emerged through some of the darkest times of 2020/21. With a strategic plan to guide us, and ongoing growth through diverse and talented staff, beautiful community-based partnerships, and funding commitments, we will continue to offer equity of access to STEAM learning and digital skills from coast to coast to coast.





EDUCATION



Exploring New Routes

FOR PROGRAM DELIVERY

In just a matter of weeks, our 2020/21 programs shifted from 100% in-person/in-community to 100% live virtual delivery. The shift was labour-intensive and challenging for our staff, during a stressful time for all families and colleagues, but luckily, as experts in digital skills learning, we had tools and experience at our fingertips.

Encountering internet connectivity and speed difficulties in various communities and amongst our staff now living and working remotely really solidified our understanding of the barriers to digital engagement in rural, remote, Indigenous, and Northern geographic regions. When learners and facilitators encountered dropped meetings or lag, the world became in tune with the frustrations and barriers so many people living with poor internet access had been facing for years.

Many months later, we look back and celebrate how many learners we were able to reach, and remain in awe of the ways the world innovated and adapted so quickly to close technology gaps.

Remote learning called for a new way of engaging learners, and adjustments to our facilitation style. We've all experienced the exhaustion of long video conferencing sessions, so we began using two staff on every online workshop, and balancing screen time for leaders and

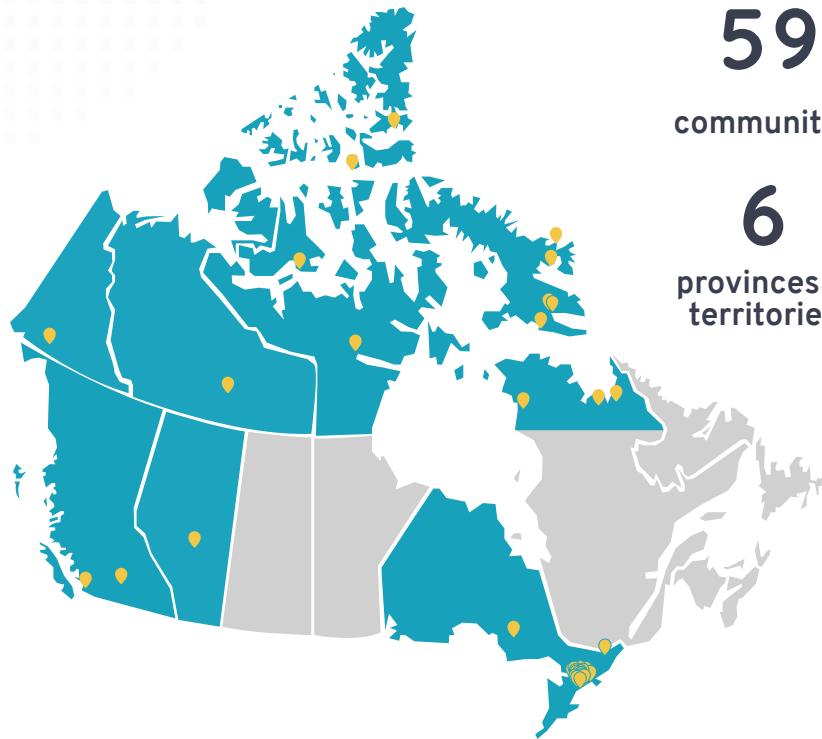
participants. Through COVID-19 funding opportunities, we were also able to hire additional delivery staff to support with the launch of new initiatives, resulting in record-breaking participation in our programming.

In times of struggle, STEAM learning is an amazing way to inspire innovation. With little opportunity to travel to communities during pandemic lockdowns, our team rose to the occasion and developed new kit-based and virtual delivery models. These programs could be run live (synchronously) and pre-recorded (asynchronously).

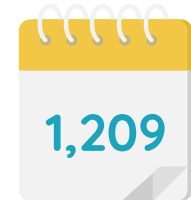
We are grateful for the resilience of our team in developing low tech and high tech (Micro:bits) opportunities for our new line of STEAM kits; it is exciting to imagine the ways we can innovate and grow these resources in the future for in-person and remote programming.

2020/2021 Delivery

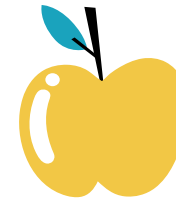
AT A GLANCE



172 Programs Offered



1,209 Events
Hosted



457 Teachers
Engaged



46 Partnerships Made



3,230 Learners



2020/2021 Partner

HIGHLIGHTS



Kativik Regional Government

We worked with the Kativik Regional Government's (KRG) Department of Communications in Nunavik to visit three communities and their schools in Kuujjuaq, Kangiqsualujjuaq, and Puvirnituq. The KRG envisioned the development of employment skills for participants that could lead to work with the regional government.

The Pinnguaq team ran a variety of Scratch coding programs and digital art training to build community skills, contributing towards our shared goals of building interest in working for the KRG, fostering curiosity towards STEAM-related occupations, and celebrating youth in the region.

Curve Lake First Nation Small Business Centre



In the Fall of 2021, the Pinnguaq team began to build relationships with the staff at the Curve Lake First Nation Small Business Centre toward sharing digital skills training for adults in the community. The pandemic had been especially hard on local artists and artisans, since a lot of their income relied on regional craft shows and tourists visiting the area.

Together with the Business Centre team, we developed a series of workshops to build skills in mobile photography, building a website, social media promotion, graphic design, and e-commerce. We had a great group of adults learning with us and they were eager to use their new skills to get their artwork and craft pieces online.

2020/2021

DELIVERY FUNDERS & PARTNERS

Thank you to our 2020/21 funders for their support of Pinnguaq digital skills and STEAM programming for children, youth, educators and adult learners:



Innovation, Science and
Economic Development Canada



ARCTIC
INSPIRATION PRIZE



Canada Council
for the Arts
Conseil des arts
du Canada



COMPUTERS FOR
SUCCESS CANADA
ORDINATEURS POUR
L'EXCELLENCE CANADA



Canadian Northern Economic
Development Agency



Canadian
Heritage



NSERC
CRSNG



COMMUNITY
FOUNDATIONS
OF CANADA



UNIVERSITY OF
TORONTO





RESOURCES

ROOT & STEM

In Spring 2020, Pinnguaq excitedly prepared to launch a new Cancode-funded educational resource: Root & STEM. A magazine, an accompanying podcast, and downloadable lesson plans to share the stories of how Canada thinks about STEAM while providing a platform for diverse experiences and storytellers.

Issue #1 launched in April 2020, focusing on how Indigenous knowledge and new technology are combining to fight climate change. Well-received by educators, the first issue was followed by episodes of the Root & STEM podcast, allowing for a deeper dive into topics explored in the magazine. By the end of the year, Issue #1 was nominated for the prestigious National Magazine Awards' Issue Grand Prix, recognizing the year's best single issues. Richard Van Camp and Kyle Charles' illustrated Our Grandpa's Story: Pierre Washie, from Issue #2, was also nominated for One of a Kind Storytelling, sharing a moving family story through words and hand-drawn images.



We launched Root & STEM as an extension of our mandate to promote learning and innovation through STEAM to educators and their students, and to help share unique stories that might not have found an audience elsewhere. These nominations are a welcome validation that there is a place, an audience, and a need for Root & STEM.

Ryan Oliver
CEO and Founder of The Pinnguaq Association

Digital versions of Root & STEM can be downloaded, and readers can subscribe to receive free print editions of future print issues, at pinnguaq.com/root-stem.





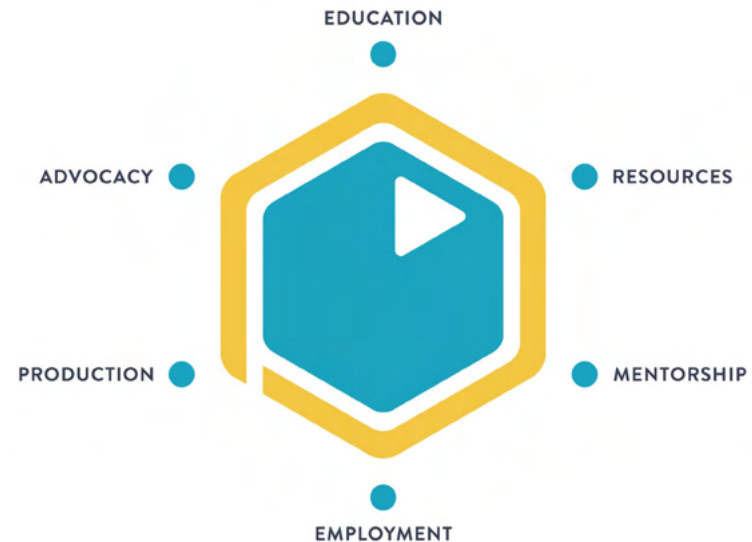
MENTORSHIP



Pinnguaq's Lifecycle IN ACTION

At Pinnguaq, we know there are many ways to encourage STEAM and digital skill learning. That is why we have developed our Lifecycle Model, demonstrating our commitment to supporting the needs of learners and communities at each stage of their growth, and showcasing how we put our beliefs into action. Whether program participants are just getting started, or ready to help others explore and discover exciting opportunities in science, technology, engineering, art, and math, Pinnguaq is here to help.

We see our lifecycle in action in many different ways, delivering programs and workshops, supplying much-needed equipment and resources, and developing the skills and passions of our staff members.



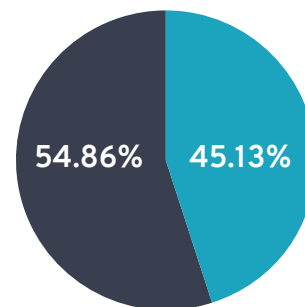
2020/2021 Program Overview

DIGITAL SKILLS FOR YOUTH (DS4Y)

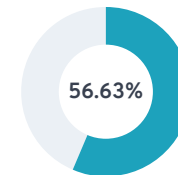
Pinguaq is proud to have been chosen as a delivery partner by the Department of Innovation, Science and Economic Development Canada (ISED) to deliver the Digital Skills for Youth (DS4Y) program. DS4Y is a federal internship program that helps underemployed youth gain digital skills and work experience at Intern Hosting Organizations (IHOs) to help them reach their full potential in the new digital economy.

Pinguaq recruits IHOs and helps them obtain funding to hire youth interns. During this fiscal year, 113 interns were hired by companies and non-profit organizations.

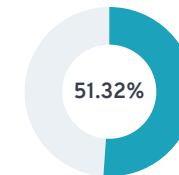
113 Total Interns



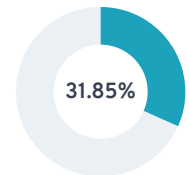
■ Province-Based Interns
■ Territory-Based Interns



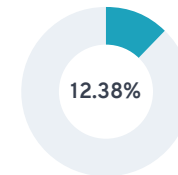
Female-Identified



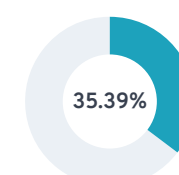
Rural & Remote



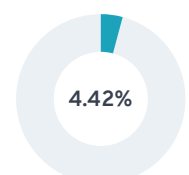
Indigenous-Identified



Non-English Speaking



Historically Excluded



Living with Disability



\$1,059,297.60

funding 28 IHOs for wage support in the provinces



\$809,605.07

funding to 25 IHOs for wage support in the territories



Digital Skills for Youth (DS4Y)

PARNTER HIGHLIGHTS



Aakuluk Music

Aakuluk Music is an Iqaluit-based music label recording, marketing, and distributing Inuktitut music nationally and internationally. Through DS4Y, they were able to hire multiple interns to develop digital assets and marketing strategies to support new album releases and classic re-releases.



Boys & Girls Clubs

Boys & Girls Club of Kawartha Lakes

DS4Y-funded interns hired by the Boys & Girls Club of Kawartha Lakes assisted in the development of a new Facebook page, created a content calendar, and developed unique and engaging digital content to promote the club's activities and successes.





EMPLOYMENT

2020/2021

LIFECYCLE SUPERSTARS

What is a Lifecycle Superstar? Pinnguaq's work is based on our Lifecycle model, and designed to engage learners at multiple stages in their personal growth and success. People connect with Pinnguaq in multiple ways, including as program participants, as interns, and as staff creating projects and programs. They are Superstars, and we are excited to share their stories.



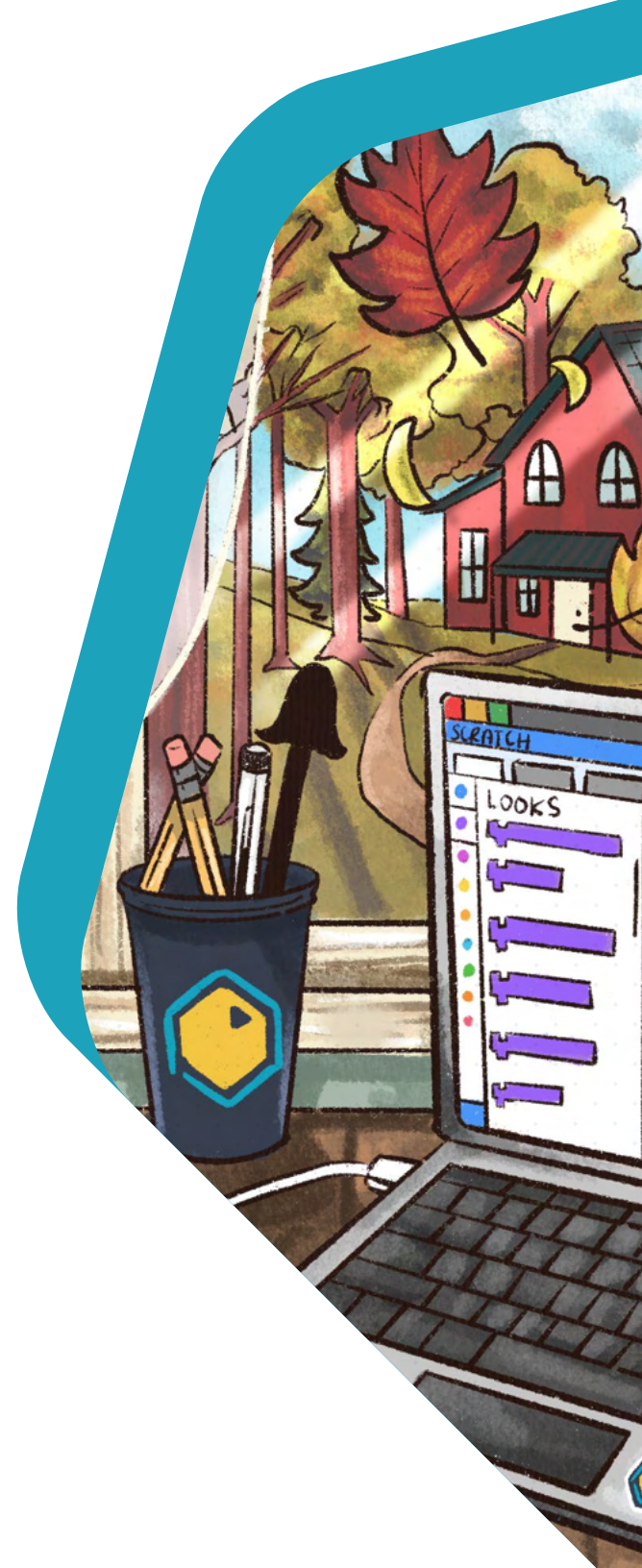
Tanner Big Canoe

Tanner Big Canoe first joined Pinnguaq as a new staff member while still in high school. With an interest in coding and video game design, Tanner was an ideal instructor for a new Kawartha Lakes Makerspace. Through his experience, Tanner has been able to grow as a teacher and a leader, and has advanced to become an invaluable Digital Skills Teacher as he pursues a degree in Computer Science at Queen's University.



Alyssa Amell

Alyssa Amell joined Pinnguaq right out of high school in 2018, as an Administrative Assistant, as well as lending her considerable artistic talents to our Production team. Pinnguaq is proud to support Alyssa's growth as an artist, helping with funding and time off through our Education Leave policy. We look forward to her returning full-time to Pinnguaq to continue crafting fantastic visuals for games, apps, learning modules, and more!





FINANCE

Summary of

FINANCIAL POSITION

The Pinnguaq fiscal year, which ended December 31, 2020, was another exciting year of growth for the Association. For the 2020 calendar year, Pinnguaq's audited revenues increased to over \$3.9 million dollars. 87% of that revenue was from several government program grants, with the remaining 13% coming from service contracts in the public and private sectors. With the success of the 2020 fiscal year, we were able to increase our strategic operating reserves to help support our long-term sustainability.



A person is seen from the side, working on a laptop. The laptop screen displays a dashboard with a table of data and a line chart. The entire image is covered with a semi-transparent blue overlay. In the bottom right corner, there is a dark blue hexagon containing the word "PRODUCTION" in white capital letters.

PRODUCTION



Developing

NEW RESOURCES

At our core, Pinnguaq believes that working alongside rural, remote, Indigenous, and other underserved communities supports community-led initiatives to address some of the world's most pressing challenges, including cultural and language preservation, climate change, community well-being and connectivity.

Together with our project partners, our team co-designs innovative applications, learning systems, games, and digital programming that reflects those most underrepresented in the fields of science, technology, engineering, art and math. Diverse voices and inclusive resources are at the heart of our projects and programs.



Partner Highlight

KITIKMEOT HERITAGE SOCIETY PITQUHIRNIKKUT ILIHAUTINIQ

In late 2020, Pinnguaq partnered with the Kitikmeot Heritage Society / Pitquhirnikkut Ilihautiniq (KHS/PI) to design and develop a new website and learning management system (LMS) to house online courses, archival collections, and resources. Designs were signed off in December with the build commencing in early 2021. The LMS was launched in February at ilihaqtavuttunngavia.ca, and the resources section shortly thereafter.

The courses and website design visually reflect the dynamic, culturally-based programming KHS/PI has to offer, and showcases the beautiful and immense dedication of the organization to traditional Inuit knowledge sharing.

Partner Highlight

INUKTITUT LITERACY RESOURCES

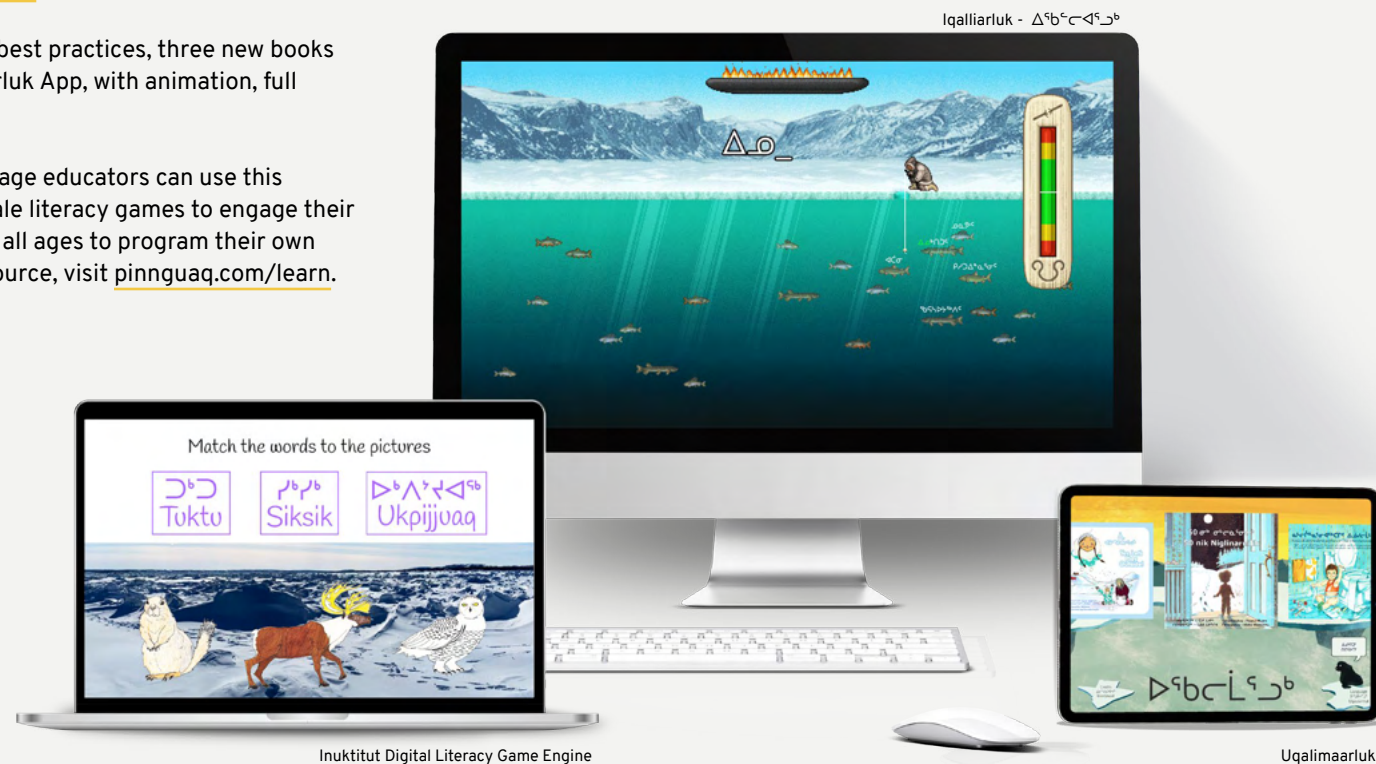
Δᓄᑦᑎᓂᑦ ᑎᑎᑦᑦᓂᓂᑦ ᓂᑦᑎᑦᑎᑦᓂᓂᑦ ᓂᑦᑎᑦᑎᑦᓂᓂᑦ

In partnership with the Iłitaqsiniq Nunavut Literacy Council, through a Heritage Canada grant, Pinnguaq helped to develop three Inuktitut-language projects to improve literacy and digital skills for Nunavummiut youth and their families.

Iqalliarluk - Δᑦᑎᑦᑎᑦᓂᓂᑦ (Inuktitut Typing Game) - Designed for all skill levels, this fun game engages participants in practicing Inuktitut language typing skills for employment and online community participation. The game can be played at ilitaqsiniq.ca/game and typing-game.pinnguaq.com.

Uqalimaarluk - Grounded in language-learning best practices, three new books in Inuktitut have been digitized in the Uqalimaarluk App, with animation, full narration, and sound effects.

Inuktitut Digital Literacy Game Engine - Language educators can use this Scratch-based tool to create their own small scale literacy games to engage their learners, while also using it to teach students of all ages to program their own activities. To access the game and educator resource, visit pinnguaq.com/learn.





Partner Highlight

KIDS HELP PHONE

Kids Help Phone (KHP), a free resource that provides mental health support and counselling via telephone or the internet, noticed that Indigenous youth were using the service in relatively small numbers. Given that many Indigenous communities continue to struggle with the mental, emotional and spiritual harms caused by colonialism, this suggested the need for KHP to take a new approach in connecting with Indigenous youth. As a way to answer some of these questions, KHP formed an Indigenous advisory council to oversee the launch of a full Indigenous strategy. This led to the development of [Finding Hope](#), KHP's 2019 action plan for supporting First Nations, Inuit and Métis youth.

In 2020, Pinnguaq facilitated a four-day online workshop providing paid training in digital video development for eight young people who expressed interest in growing their creative skills. Using [Google Jamboard](#), a virtual whiteboard that users contribute to simultaneously in real time, the group brainstormed ways to help get KHP's message across in a clear and engaging way. To create storyboards and demo animations, they used [Photopea](#), a free, HTML5-based photo editor, and [Wick Editor](#), a free online tool designed for "making games, animations and everything in between."

The resulting videos, published in May 2021, which can be viewed on KHP's social media channels ([@KidsHelpPhone](#)), are an example of how digital storytelling can build relevant skills, as well as give young people a way to work together to help others in need of support.



ADVOCACY

Pinnguaq's Wholistic Development FRAMEWORK

With community at our centre, partnerships are the foundation of our work. In honouring and holding up the culture, values and ways of knowing of the various communities we have the privilege of working with, we can center the work of funding this organization and the community programs we deliver in ways that meaningfully and wholistically advance community well-being and socio-economic development through initiatives that provide pathways to self-determination.





Strategic Plan

HIGHLIGHTS

The Pinnguaq Association Strategic Plan 2020-2024 includes a new vision, mission and values that complement our Wholistic Development vision of decolonizing our work with the communities we serve.

The organization was an early adopter of the Federal Government's 50/30 Challenge to increase diversity and gender equity for our staff and leadership.

As well, the organization has laid out a plan for building social enterprise opportunities, supporting the growth of the Katinnganiq Makerspace Network, and launching a new organizational name and brand for the 10th anniversary.



VISION

Vibrant, connected communities where everyone can achieve their full potential.

MISSION

Working alongside rural, remote, Indigenous and other communities, we support the development of STEAM skills through innovative technology, art and play.

VALUES

Sustainability, Equity,
Community-centred, Creativity

Lindsay Makerspace:
87 Adelaide St N Floor 2, Lindsay, ON K9V 4L4

Iqaluit Makerspace:
1412 Sikituuq Ct, Iqaluit, NU X0A

email: steam@pinnguaq.com
website: pinnguaq.com